

**KFRU—Columbia—1925**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....KFRU, Inc.  
 Business Address.Hwy 40 & 63, Southbound  
 Tel.: GI 3-4141.....ABC  
 Newspaper Affiliation.....Daily Tribune  
 Station Rep. ....Webb  
 President.....H. J. Walters, Jr.  
 Gen., Sta. Mgr.....Mahlon R. Aldridge, Jr.  
 Commercial Manager.....Gregory Reeser  
 Sales Prom., Pub. Dir.....F. J. LeGrand  
 Program Director.....Lois Todd  
 Chief Engineer.....Robert Haigh

**KDEX—Dexter—1955**

Frequency: 1590 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Stoddard Cl. Bcstg. Co.  
 Address .....Box 232  
 Tel.: 1400 .....KBS  
 Representative .....Sears and Ayer  
 General Manager.....Jerome B. Zimmer  
 Sta. Mgr., Chief Eng.....L. D. Speidel  
 Program Director.....Glenn Cross

**KREI—Farmington—1947**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Midwest Bcstg. System  
 Business Address.....Ozarks Federal Bldg.  
 Tel.: PLateau 6-5125.....KBS  
 Station Rep.....Hil F. Best  
 President.....Cecil W. Roberts  
 Gen. Mgr., Ch. Engr.....Robert D. Rapp  
 Comm. Mgr.....Ernest Jones  
 Program Director.....Maxine Bequette

**KJCF—Festus—1951—**

Frequency: 1010 Kc.....Power: 250 Watts d.  
 Owned....Jefferson County Radio & TV Co.  
 Address.....P. O. Box 192  
 Tel.: YE 7-3810.....KBS  
 General Manager.....Donald M. Donze  
 Chief Engineer.....Russell Seals, Jr.

**KFMO—Flat River—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Lead Belt Bcstg. Corp.  
 Business-Studio Address.....Flat River  
 Tel.: GE 1-2000.....Independent  
 President.....Oscar C. Hirsch  
 Gen., Sta. Mgr.....James F Collins  
 Prom. Mgr.....James Strader  
 Prog., Pub. Dir.....Virginia Collins

**KFAL—Fulton—1950**

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....R. W. Nickles  
 Address.....5th and Market  
 Tel.: 1400.....Independent  
 Station Representative .....Pearson  
 Owner, Gen. Mgr.....R. W. Nickles  
 National Sales Mgr.....C. Warren Stout  
 Comm. Manager.....L. Reed Holt

**KHMO—Hannibal—1941**

Freq.: 1070 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Mark Twain Bcstg.

Business-Studio Address.....Box 711  
 Tel.: 3450.....Independent  
 Representative .....Hollingbery  
 President .....Jerrell Shepard  
 General Manager.....A. E. Dahl  
 Station Manager.....James F. Jae, Jr  
 Commercial Manager...William Stephenson  
 Program Dir.....Kenneth Albridge  
 Chief Engineer.....Hiram Hood

**KIMO—Independence—1947**

Frequency: 1510 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....KIMO, Inc.  
 Business Address....310 N. Orange; Box 178  
 Tel.: CLifton 4-6300.....Independent  
 President .....Glenn Griswold  
 General Manager.....Leo R. Morris  
 Program Director.....Keith Kissee  
 Chief Engineer.....Dave Beall

**KLIK—Jefferson City—1954**

Frequency: 950 Kc.....Power: 5 Kw., d.  
 Owned .....Fine & Nelson  
 Address .....410 E. Capital  
 Tel.: 5-4136.....Independent  
 Station Representative .....Hollingbery  
 President.....J. A. Shepherd  
 V.P., Gen. Mgr.....A. E. Dahl  
 Station Manager.....Ed Dahl  
 Commercial Manager.....Stan Grieve  
 Sales Promotion Manager.....Don Steele  
 Program Director.....Bill Cannaday  
 Chief Engineer.....Ed Scarr

**KWOS—Jefferson City—1937**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Capital Bcstg. Co.  
 Bus.-Studio Address.....Monroe at Capitol  
 Tel.: 6-3137.....KBS-MBS  
 Station Representative .....Grant Webb  
 President.....Mrs. L. R. Goshorn  
 General Manager.....R. L. Rose  
 Commercial Manager.....William Natsch, Jr.  
 Chief Engineer.....Leroy S. Hackmann

**KFSB—Joplin—1948**

Freq. 1310 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Four States Bcsters, Inc.  
 Business Address.....405 Schifferdecker  
 Tel.: May 4-1310.....Independent  
 Newspaper Affiliation.Southwestern Weekly  
 Representative .....Meeker  
 President .....Harry Easley  
 Gen. Sta., Mgr.....W. H. Clark  
 Comm. Mgr.....Robert A. Barry  
 Program Director.....Ed Johnson  
 Chief Engineer.....Lloyd Frazier

**KODE—Joplin—1946**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....WSTV, Inc.  
 Address.....1928 W. 13 St.  
 Tel.: MA 3-7260.....CBS  
 Station Rep.....Rambeau, Vance, Hopple  
 President .....Jack Berkman  
 General Manager.....Harry Burke

in Kansas City one  
good turn deserves  
another...to KCMO



50,000 watts by day,  
10,000 by night at  
810 on the dial.



channel 5 telecasting  
from America's tallest  
self-supported TV tower.



at 94.9 meg. Kansas  
City's only FINE  
MUSIC station.



**BASIC CBS  
RADIO & TV**

Commercial Manager..... Merle Dunn  
 Sales Prom., Pub. Dir..... William Harned  
 Prog. Dir., Ch. Engr..... Jay Corrington

**WMBH—Joplin—1928**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By..... Radio Joplin  
 Business Address..... Box 906  
 Tel.: MA 4-4330..... MBS  
 Representative..... Sears & Ayer  
 Pres., Gen. Sta. Mgr..... Don O'Brien  
 Commercial Manager..... Obed Borgen  
 Program Dir..... Bob McBride  
 Publicity Dir..... Anne Steverson  
 Chief Engineer..... Al Tour Tillott

**KBKC—Kansas City—1957**

Frequency: 1480 Kc.....Power: 500 Watts  
 Owned By..... Mission Broadcasters, Inc.  
 Address..... 5913 Woodson, Mission, Kan.  
 Tel.: HEdrick 2-1480..... Independent  
 Representative..... Hollingbery  
 Pres., Gen. Mgr..... Tom E. Beal  
 Sta., Program Mgr..... Roy Stanley  
 Commercial Mgr..... Don O'Malley  
 Sales Prom., Publicity Dir..... Bill Harmon  
 Chief Engineer..... Bob Artz

**KCKN—Kansas City—1925**

(See Kansas City, Kansas, listing)

**KCMO—Kansas City—1936**

Freq.: 810 Kc.....Power: 50 Kw. d., 10 Kw. n.  
 Owned-Operated By..... Meredith Pub. Co.  
 Address..... 125 E. 31st St.  
 Tel.: JE 1-6789..... CBS  
 Representative..... Katz  
 General Manager..... E. K. Hartenbower  
 Station Manager..... R. W. Evans  
 Sales Prom., Pub. Dir..... W. F. Slamin  
 Program Director..... George Stump  
 Chief Engineer..... Karl Troeglen  
 Owners of: KPHO, Phoenix, Ariz.; WOW,  
 Omaha, Neb.; WHEN, Syracuse, N. Y.; KRMG,  
 Tulsa, Okla.

(See page 498)

**KFRM—Kansas City—1947**

(See Concordia, Kansas)

**KMBC—Kansas City—1921**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By..... KMBC Bcstg. Co.  
 Address..... 11th and Central Sts.  
 Representative..... Peters, Griffin, Woodward  
 President..... Donald D. Davis  
 Ex V.P., Gen. Mgr..... John T. Schilling  
 V. P., Sales Manager..... George J. Higgins  
 Station Manager, Prog. Dir..... Dick Smith  
 Promotion Mgr..... Joe Redmond  
 Chief Engineer..... Henry E. Goldenberg

**KPRS—Kansas City—1949**

Frequency: 1590 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..... Twin City Adv. Agency

Address..... 2814 E. 23rd St.  
 Tel: HU 3-3100..... Independent  
 Station Rep. .... John E. Pearson  
 General Manager..... Edward H. Pate  
 Commercial Mgr..... Andrew Carter  
 Program Director..... Eugenia Pate

**KUDL—Kansas City—1953**

Frequency: 1380 Kc.....Power: 1 Kw. d.  
 Owned..... Heart of America Bcstrs.  
 Address..... 1012 Baltimore  
 Tel: BA 1-0077..... Independent  
 Station Representative..... Adam Young  
 President..... H. Scott Killgore  
 V. P. Gen. Mgr..... Irving Schwartz  
 Chief Engineer..... Sam Bradley

**WDAF—Kansas City—1922**

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Operated By... Natl.-Missouri TV Inc.  
 Business Address..... Signal Hill  
 Tel.: PL 3-4567..... NBC  
 Representative..... H. I. Christal  
 President..... Charles L. Glett  
 General Manager..... William A. Bates  
 Administrative Assistant..... Jay Barrington  
 Commercial Manager..... E. Manne Russo  
 Promotion Manager..... Jud Woods  
 Program Manager..... George Moore  
 Chief Engineer..... James Schmidt

**WHB—Kansas City—1922**

Freq.: 710 Kc.....Power: 10 Kw. d., 5 Kw. n.  
 Owned-Operated By..... Storz Bcstg. Co.

**In Kansas City**

it's the  
**MODERN**  
**SOUND**  
 for  
**SOUND**  
**SELLING**

**KUDL**  
 1380  
 RADIO

H. SCOTT KILLGORE, President    ADAM YOUNG  
 IRV SCHWARTZ, Vice President    INC.  
 & General Manager    National Rep.

# MISSOURI

Address.....10th & McGee Sts.  
Tel.: BA 1-8300.....Independent  
Station Representative.....John Blair Co.  
President.....Todd Storz  
V.P. Gen. Mgr.....George W. Armstrong  
Comm. Mgr.....Jack Sampson  
Sales Prom. Mgr.....Donald A. Loughnane  
Program Director.....C. E. Clark  
Publicity Dir.....A. A. Zimmerman  
Dir. of Eng.....Robert Tilton  
Owners of: WTIX, New Orleans; WDGY,  
Minneapolis; WQAM, Miami, Fla.

## KBOA—Kennett—1947

Frequency: 830 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Kennett Bcstg. Corp.  
Business Address.....Kennett  
Tel.: TUxedo 8-4616.....KBS  
Station Representative.....Beaver  
Pres., Gen. Mgr.....Paul C. Jones  
Station Manager.....John T. Reeder  
Comm. Mgr.....Joe Bankhead  
Chief Eng.....R. H. Conner

## KIRX—Kirksville—1947

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....North Mo. Bcstg. Co.  
Business Address.....KIRX Bldg.  
Tel.: MO 5-3781.....KBS-ABC  
Representative.....Bogner & Martin  
Pres., Gen. Mgr.....Samuel A. Burk  
Commercial Manager.....J. J. Dougherty  
Program Director.....Robert Carlson  
Chief Engineer.....Charles P. Porter

## KLWT—Lebanon—1947

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Lebanon Bcstg. Co.  
Bus.-Studio Address.....221 E. Commercial St.  
Tel.: 1015.....MBS-KBS  
General Manager.....O. R. Wright  
Sales Mgr.....Tom Miller  
Program Director.....Jack A. Sellers  
Chief Eng.....Eugene Clay

## KLEX—Lexington—1956

Frequency: 1570 Kc.....Power: 250 Watts  
Owned-Oper. By.....Lexington Bcstg. Co.  
Address.....P. O. Box 358  
Tel.: 1096.....Independent  
Station Representative.....Grant Webb  
Sta. Comm. Mgr.....Ralph E. Meador

## KTCB—Malden—1954

Frequency: 1470 Kc.....Power: 1 Kw., d.  
Owned.....Tri-County Bcstg. Co.  
Address.....N. Hwy. 25  
Tel.: 851.....KBS  
President.....J. D. Craft  
Gen., Comm. Mgr.....Dick Wiethan  
Chief Engineer.....George Longdo

## KMMO—Marshall—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....KMMO, Inc.

Address.....Marshall  
Tel.: 40.....Independent  
Rep.....Pearson  
General Manager.....J. M. Silvey  
Sta., Comm. Mgr.....Harold Douglas

## KNIM—Maryville—1953

Frequency: 1580 Kc.....Power: 250 W. d.  
Owned.....KNIM, Inc.  
Business Address.....S. Highway 71  
Tel.: 730.....KBS  
President.....Harold Eck  
Gen. Mgr., Ch. Engr.....Wayne J. Hatchett  
Program Director.....Russ Bauer  
Publicity Director.....Grace Hatchett

## KXEO—Mexico—1948

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Audrain Bcstg. Corp.  
Address.....1705 E. Liberty  
Tel.: JU 1-2340.....MBS  
Gen., Comm. Mgr.....W. Earl Dougherty  
Chief Engineer.....P. J. Null, Jr.

## KNCM—Moberly—1950

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Moberly Bcstg. Co.  
Address.....Box 396  
Tel.: 1600.....KBS  
President.....Jerrell A. Shepherd  
Station Manager.....Jim Lipsey  
Commercial Manager.....Bob Benedict

## KRMO—Monett—1950

Frequency: 990 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Monett Bcstg. Co.  
Address.....N. Central Ave.  
Tel.: BE 5-5220.....KBS  
Station Representative.....Magic Circle  
General Manager.....L. C. McKenney  
Station Manager.....Floyd Stewart  
Commercial Manager.....Marion Pilant  
Sales Promotion Manager.....Joe McCullah  
Program Director.....Noel Moody  
Publicity Director.....Carolyn Crane  
Chief Engineer.....Jack Allen

## KLRS—Mountain Grove—1954

Frequency: 1360 Kc.....Power: 1000 Watts d.  
Owner.....Kickapoo Prairie Bcstg. Co.  
Business Address.....Route 4  
Tel.: Mt. Grove.....KBS  
Representative.....Hil F. Best  
President.....Floyd W. Jones  
Gen. Mgr., Prog. Dir.....John W. Billingsley  
Comm. Mgr.....Chester Sieloff  
Chief Engineer.....Emory T. Caudill

## KBTN—Neosho—1954

Frequency: 1420 Kc.....Power: 500 Watts d.  
Owned.....W. M. Harlow  
Address.....212½ E. Main St.  
Tel.: 1666.....KBS  
Representative.....Magic Circle Net.

Pres., Gen. Mgr. . . . . Roger Taylor  
 Commercial Manager . . . . . Jerry V. Tertzarkian  
 Chief Engineer . . . . . Albert Toulittle

**KNEM—Nevada—1949**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Radio KNEM, Inc.  
 Address . . . . . P. O. Box 15  
 Tel.: 13. . . . . KBS  
 Pres., Ch. Engr. . . . . Kenneth E. White  
 Commercial Manager . . . . . Virgil Kachel

**KRMS—Osage Beach—1952**

Frequency: 1150 Kc. . . . . Power: 1 Kw. d.  
 Owned . . . . . Lawrence Bcstg. Co., Inc.  
 Address . . . . . Osage Beach  
 Tel.: FI 8-2411. . . . . Independent  
 General Manager . . . . . Arden Booth  
 Sta., Comm. Mgr. . . . . Jim Risner  
 Chief Engineer . . . . . Curtis Holt

**KWOC—Poplar Bluff—1938**

Frequency: 930 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By . . . . . Poplar Bluff Bcstg. Corp.  
 Address . . . . . 428 Vine St.  
 Tel.: SU 5-3922. . . . . KBS  
 Representative . . . . . John E. Pearson  
 General Manager . . . . . A. L. McCarthy  
 Sales Manager . . . . . D. W. Hoisington

**KTTR—Rolla—1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper By . . . . . "Show-Me" Bcstg. Co.  
 Address . . . . . P. O. Box 567  
 Tel.: EM 4-2525. . . . . KBS  
 Pres., Gen., Sta. Mgr. . . . . Luther W. Martin  
 Comm. Mgr. . . . . Ward C. Rinehart  
 Prog. Dir. . . . . Norma Fleming  
 Promotion Mgr. . . . . Murl Nash  
 Chief Engineer . . . . . Martin M. Mitchum

**KSGM—Ste. Genevieve—1947**

Frequency: 980 Kc. . . . . Power: 500 Watts  
 Owned-Oper. By . . . . . Donze Enterprises, nc.  
 Business Address . . . . . 410 Merchant St., Box 352  
 Tel.: 880 . . . . . KBS  
 Newspaper Affil. . . . . Monitor  
 President, General Manager. . . . . Elmer L. Donze  
 Comm. Mgr., Prog. Dir. . . . . Betty Jane Donze  
 Publicity Director . . . . . Alex Schwent  
 Chief Engineer . . . . . Murel L. Rose

**KADY—St. Charles—1958**

Frequency: 1460 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . KADY, Inc.  
 Address . . . . . P. O. Box 6155, E. St. Louis  
 Tel.: RAndolph 4-1460. . . . . Independent  
 Representative . . . . . Broadcast Time Sales  
 Pres., Gen. Mgr. . . . . William R. Cudy, Jr.  
 Sta., Program Mgr. . . . . Don Levitan  
 Commercial Mgr. . . . . Donald Campagna  
 Sales Prom. Mgr. . . . . Mickey Else  
 Chief Engineer . . . . . Jack A. Chenoweth

**KFEQ—St. Joseph—1923**

Frequency: 680 Kc. . . . . Power: 5000 Watts

Owned-Oper. By . . . . . KFEQ Bcstg. Co.  
 Business Address . . . . . 40th & Farcon  
 Tel.: ADams 3-2528. . . . . Independent  
 Station Rep. . . . . Venard, Rintoul, McConnell  
 President . . . . . Jessie D. Fine  
 V.P., Gen. Mgr. . . . . Ted Nelson  
 Sales Manager . . . . . Ted Griffin  
 Program Director . . . . . Gene Milsteen  
 Chief Engineer . . . . . John Carroll

**KRES—St. Joseph—1946**

Frequency: 1550 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . McCray Radio & TV  
 Business Address . . . . . 404 S. 8th; Box 69  
 Tel.: AD 4-6346. . . . . MBS, KBS  
 Representative . . . . . Clark  
 President . . . . . Jock MacGregor  
 Commercial Manager . . . . . Dick Irving  
 Prog. Dir. . . . . Helen Neese  
 Publicity Director . . . . . LaVona Stepp  
 Chief Engineer . . . . . Don O'Brian

**KUSN—St. Joseph—1955**

Frequency: 1270 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Chas. H. Norman  
 Address . . . . . Robidoux Hotel  
 Tel.: ADams 3-2577. . . . . Independent  
 Station Representative . . . . . Pearson  
 Sta., Comm. Mgr. . . . . Fred Reynolds  
 Program Director . . . . . Joe Holcomb  
 Chief Engineer . . . . . Joe Kilgore

**KATZ—St. Louis—1955**

Freq.: 1600 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By . . . . . Rollins Bcstg. Co.  
 Business Address . . . . . 273 Arcade Bldg.  
 Tel.: CH 1-6000. . . . . Independent  
 Station Representative . . . . . Rollins; Grant  
 President . . . . . O. Wayne Rollins  
 Gen., Sta. Mgr. . . . . Robert Lyons  
 Commercial Manager . . . . . Ralph Petti  
 Chief Engineer . . . . . Charles O. Rick

**KMOX—St. Louis—1925**

Frequency: 1120 Kc. . . . . Power: 50,000 Watts  
 Owned By . . . . . Columbia Bcstg. System, Inc.  
 Business-Studio Address . . . . . 9th & Sidney Sts.  
 Tel.: PR 3-1120. . . . . CBS  
 Representative . . . . . CBS Radio Spot Sales  
 General Manager . . . . . Robert Hyland  
 Sales Mgr. . . . . Foster Brown  
 Operations Mgr. . . . . Bernard Fox  
 Program Dir. . . . . Paul Douglass  
 Publicity, Sales Prom. Mgr. . . . . Alice Koch  
 Production Dir. . . . . George Clare  
 Chief Engineer . . . . . Lawrence Burrows

**KSD—St. Louis—1922**

Frequency: 550 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . The Pulitzer Publishing Co.  
 Business-Studio Address . . . . . 1111 Olive St.  
 Tel.: MA 1-1111. . . . . NBC  
 Newspaper Affil. . . . . St. Louis Post Dispatch  
 Representative . . . . . NBC Spot Sales  
 President . . . . . Joseph Pulitzer, Jr.  
 General Manager . . . . . Harold Grams  
 Comm. Manager . . . . . Arthur J. Casey

**MISSOURI** .....

Promotion Mgr. .... Fred J. Mueller  
 Pub. Dir. .... Robt. Hannon  
 Chief Engineer .... J. E. Risk

**KSTL—St. Louis—1948**

Frequency: 690 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By .... Radio St. Louis, Inc.  
 Business Address .... P.O. Box 690  
 Tel.: BR 1-6090. .... Independent  
 Representative .... Forjoe  
 Pres., Gen., Sta. Mgr. .... Dick J. Kasten  
 Program Director .... Tony Glenn  
 Comm. Mgr. .... Art Ford  
 Publicity Director .... Doris Jennemann  
 Sales Prom. Mgr. .... Wm. L. Vietmeier  
 Chief Engineer .... Ralph Howard

**KWK—St. Louis—1927**

Frequency: 1380 Kc. .... Power: 5000 Watts d.  
 Owned-Operated By .... KWK, Inc.  
 Business Address .... 800 N. 12th  
 Tel.: MAin 1-1380. .... Independent  
 Station Representative .... Headley-Reed  
 President .... A. M. Spheeris  
 General Mgr. .... William L. Jones, Jr.  
 Program Director .... Gil Newsome  
 Chief Engineer .... Rudy Isenberg

**KXLW—St. Louis—1947**

Frequency: 1320 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ... St. Louis County Bcstg. Co.  
 Address .... 2735 Bonaparte Ave., Brentwood  
 Tel.: WO 1-1320. .... Independent

Station Representative .... Stars National  
 President .... John W. Kluge  
 Gen. Sta. Manager .... R. M. Hetherington  
 Commercial Manager .... W. D. Herman  
 Program Director .... Marshall Zwick  
 Chief Engineer .... James F. Mitchell

**KXOK—St. Louis—1938**

Frequency: 630 Kc. .... Power: 5000 Watts  
 Owned-Operated By .... KXOK Bcstg. Inc.  
 Business Address .... Radio Park  
 Tel.: FO 7-6000. .... Independent  
 Representative .... John Blair  
 President .... E. M. Roberts, Jr.  
 V.P., General Manager .... C. L. Thomas  
 Comm. Mgr. .... W. C. O'Donnell  
 Sales Prom. Mgr., Pub. Dir. .... John J. Corrigan  
 Program Director .... Larry Monroe  
 Chief Engineer .... Al Godron

**WEW—St. Louis—1921**

Frequency: 770 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By .... Barrington Co.  
 Address .... 220 N. 4th St.  
 Tel.: CH 1-1921. .... Independent  
 Representative .... Bolling Co.  
 Pres., Gen. Mgr. .... Bruce Barrington  
 Commercial Manager .... Sam Woodall  
 Sales Prom., Pub. Dir. .... Genie Collins  
 Program Director .... John Lepley  
 Chief Engineer .... Charles Casey

**WIL—St. Louis—1922**

Frequency: 1430 Kc. .... Power: 5 Kw.  
 Owned .... Radio Station WIL  
 Address .... 3715 Lindell Blvd.  
 Tel.: OL 2-4500. .... Independent  
 Representative .... Eastman  
 Exec. V.P. & Mng. Dir. .... John F. Box, Jr.  
 Asst. to V.P. .... W. McKibben, W. Armstrong  
 Commercial Manager .... Stanley N. Kaplan  
 Program Director .... John Carney, Jr.  
 Publicity Director .... Harriet Baker  
 Chief Engineer .... Mel Hart

Owners of: WRIT, Milwaukee; KBOX, Dal-  
 las, Tex.

(See Page 622)

**KSMO—Salem—1953**

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

**KDRO—Sedalia—1939**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Sedalia Broadcasting  
 Bus. Studio Address .... 2100 W. Broadway  
 Tel.: TAYlor 6-5005. .... KBS  
 Representative .... Pearson  
 Pres., Comm. Mgr. .... James F. Glenn  
 Gen., Sta. Mgr. .... Herbert Brandes  
 Chief Engineer .... Garnett Bryan

**KWK**  
**RADIO**  
**ON THE GO**  
**IN**  
**ST. LOUIS**

With A  
**138%**

RATING INCREASE  
 IN THREE MONTHS\*  
**THE TALK**  
**OF THE TOWN**  
**IN ST. LOUIS**  
 \* DEC. '58-JAN. '59  
 HOOPER  
**NEW**  
 MANAGEMENT  
 WILLIAM L. JONES, JR., GEN'L. MGR.

**KWK**  
**5000 WATTS AT 1380**  
*the station with the personality*  
 HEADLEY-REED CO. • REPRESENTATIVES

**KSIS—Sedalia—1953**

Frequency: 1050.....Power: 1 Kw. d.  
 Owner.....Yates Bcstg. Co.  
 Business Address.....P.O. Box 207  
 Tel.: TA 6-1050.....Independent  
 Representative.....Clark  
 Pres., Gen., Comm. Mgr.....Carl W. Yates, Jr.  
 Station Manager.....Mrs. Carl W. Yates, Jr.  
 Program Director.....Bettie Baldwin  
 Publicity Director.....Harlan B. Snow  
 Chief Engineer.....Marion Pratt

**KSIM—Sikeston—1948**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owner-Oper.....Sikeston Community Bcstg. Co.  
 Business Address...Highway 60 W.; Box 69  
 Tel.: GRanite 1-1400.....Independent  
 Station Representative.....Headley-Reed  
 President.....Lyman R. Bowman, Jr.  
 Gen. Sta. Mgr.....Richard L. Watkins, Jr.  
 Comm. Mgr.....Nelson Wheeler  
 Program Director.....William Moll  
 Chief Engineer.....R. L. Hirsch

**KGBX—Springfield—1926**

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Operated By....Springfield Bcstg. Co.  
 Bus.-Studio Address.....605 Boonville Ave.  
 Tel.: UNiversity 4-2822.....NBC  
 Newspaper Affil..Springfield Newspapers, Inc.  
 Rep.....Venard, Rintoul & McConnell

General Manager.....Don C. Dailey  
 Sls. Prom. Mgr.....Dudley Morris  
 Prog., Pub. Dir.....Sam McWhorter  
 Chief Engineer.....Richard Bowman

**KICK—Springfield—1949**

Frequency 1340 Kc.....Power 250 Watts  
 Owned-Oper. By...Kickapoo Prairie Bcstg. Co.  
 Address.....610 College St.  
 Tel.: UNiversity 4-1561.....KBS  
 Representative.....Hil F. Best  
 President.....Floyd W. Jones  
 General Manager.....Robert Vinyard, Jr.  
 Program Director.....John Martin  
 Chief Engineer.....Clifford House

**KTTS—Springfield—1941**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Independent Bcstg. Co.  
 Address.....P. O. Box 1716 S. S. S.  
 Tel.: UNiversity 2-7474.....Independent  
 Representative.....Weed  
 President.....J H. G. Cooper  
 Gen. Sta. Mgr.....G. Pearson Ward  
 Sales Manager.....Jack Lloyd  
 Program Director.....Wendel Smith  
 Chief Engineer.....William F. Curry

**KWTO—Springfield—1933**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Ozarks Bcstg. Co.

**WIL**  
 ST. LOUIS, MO.

38 years  
 serving  
 Mid-America

**FIRST in ALL Surveys**

JOHN F. BOX  
 Managing Director

*One of the Balaban Stations—in tempo with the times*

sold nationally by  **robert e. eastman & co., inc.**  
 New York, Chicago, San Francisco, Dallas, St. Louis

## MISSOURI-MONTANA

Bus-Studio Address...1121 South Glenstone  
 Tel.: UNiversity 2-4422.....ABC  
 Representative.....John E. Pearson  
 Pres., Gen. Mgr.....Ralph D. Foster  
 V.P. & Asst. Gen. Mgr.....Leslie L. Kennon  
 Commercial Manager....Charles H. Harrison  
 Program Director.....Jim Kendrick  
 Prom., Pub. Dir.....Bill Bailey  
 Chief Engineer.....Wallis Fender

### KALM—Thayer—1953

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

### KTTN—Trenton—1955

Frequency: 1600 Kc.....Power: 500 W. d.  
 Owned-Oper. By.....Trenton Bcstg. Co.  
 Address.....112 E. Ninth St.  
 Tel.: 1600.....KBS  
 Representative.....Bogner and Martin  
 General Manager.....Sam A. Burk  
 Station Manager.....Ed Hundley  
 Commercial Manager.....Bob Dennis  
 Prog. Dir.....Rick McHargue  
 Chief Engineer.....Lynn Bradley

### KLPW—Union—1954

Frequency: 1220 Kc.....Power: 250 W. d.  
 Owned.....Franklin County Bcstg. Co.  
 Address.....P. O. Box 72  
 Tel.: LUcerne 3-3355.....KBS  
 President.....Leslie P. Ware  
 Gen., Sta. Mgr.....Norb Moore  
 Program Director.....Chuck Otte  
 Chief Engineer.....Frank Lohmeyer

### KOKO—Warrensburg—1953

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Lee E. Baker  
 Address.....Box 395  
 Tel.: Warrensburg.....KBS  
 Gen. Mgr.....C. L. Parks  
 Program Dir.....Bruce Lee  
 Chief Eng.....Charles Cunningham

### KWRE—Warrenton—1949

Frequency: 730 Kc.....Power: 500 Watts  
 Owned By.....KWRE Radio, Inc.  
 Address.....Warrenton  
 Tel.: Warrenton.....KBS  
 Representative.....Continental  
 President.....Harry G. Kline  
 Comm. Mgr.....Russell Benton  
 Chief Eng.....Dick Cole

### KWPM—West Plains—1947

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Robert F. Neathery  
 Address.....Abe Taylor Blvd.  
 Tel.: 700.....KBS  
 Station Representative.....Magic Circle  
 Pres., Gen. Mgr.....Robert F. Neathery  
 Commercial Manager.....Fritz W. Dixon  
 Program Director.....A. Woodside  
 Chief Eng.....L. Thompson

### KUKU—Willow Springs—1957

Frequency: 1330 Kc.....Power: 500 Watts, d.  
 Owned-Operated By....Radio Station KUKU  
 Address.....Willow Springs  
 Tel.: 500.....Independent  
 Station Representative.....Magic Circle  
 Pres., Gen. Mgr.....Robert F. Neathery  
 Program Director.....Louise Francisco

Pop.: 674,000  
 Families: 211,000  
 Radio Homes: 197,000

## Montana

Stations in State: 32  
 TV Homes: 122,000  
 TV Stations: 10

### KANA—Anaconda—1946

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tri-County Radio  
 Address.....KANA Radio  
 Tel.: LO 3-3443.....Independent  
 Station Rep.....Grant Webb  
 V.P., Gen., Sta. Mgr.....Mike Donovan  
 Comm. Sales Prom. Mgr.....Bob Kaye  
 Program Director.....Len Howard  
 Publicity Director.....Tim Calman  
 Chief Engineer.....Walt Dcizby

### KBMY—Billings—1946

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Billings Bcstg. Co.  
 Address.....Box 2544  
 Tel.: 9-4586.....KBS-MBS  
 Station Rep.....Avery-Knodel; Feltus  
 General Manager.....Ken Nybo

Commercial Manager.....Merlyn J. Hedin  
 Chief Engineer.....T. A. Hildebrand

### KGHL—Billings—1928

Frequency: 790 Kc.....Power: 5 Kw.  
 Owned.....Midland Empire Bcstg. Co.  
 Address.....214 No. 30th St.  
 Tel.: 2-4641.....NBC  
 Station Representative.....Katz  
 President.....P. N. Fortin  
 General Manager.....Jeif Kiichli  
 Commercial Manager.....Warren Marshall  
 Program, Publicity Dir.....V. Braunberger  
 Chief Engineer.....Fred Bartlett

### KOOK—Billings—1950

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....The Montana Network  
 Address.....P. O. Box 2557



Tel.: 2-5611 ..... CBS  
 Station Rep. .... Walker-Rawalt; Art Moore  
 Pres., Gen. Mgr. .... Joseph S. Sample  
 Sta., Prog. Director. .... Cliff Ewing  
 Commercial Manager. .... Lee Fields  
 Sales Prom Mgr. .... Conna G. May  
 Publicity Director. .... G. Randall Phllmp  
 Chief Engineer. .... John Chyle

**KOYN—Billings—1955**

Frequency: 910 Kc. .... Power: 1000 Watts  
 Owned ..... Radio KOYN  
 Address ..... Riverside Drive, Box 956  
 Tel.: 4-4177 ..... Independent  
 Representative ..... Forjoe  
 Co-Partners. . D. Gene Williams-Delbert Berthof  
 General, Sta. Mgr. .... Bob Eubanks  
 Commercial Manager. .... Lew Theusen  
 Program Director. .... Jerry Fay  
 Publicity Director. .... Bob Manual  
 Chief Engineer. .... Bill Banks

**KBMN—Bozeman—1949**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned ..... Penn Engineering Co.  
 Address ..... Box 749  
 Tel.: JU 6-2394 ..... KBS  
 Representative ..... Gill-Perna  
 Pres., Gen. Mgr. .... Dale G. Moore  
 Station Manager. .... William A. Merrick  
 Comm. Sales Prom. Mgr. .... R. J. Churney  
 Prog. Public. Dir. .... H. E. Phelps  
 Chief Engineer. .... Thomas T. Weir

**KXLQ—Bozeman—1939**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned ..... XX Broadcasting Corp.  
 Address ..... Route No. 4  
 Tel.: UNiper 7-3188 ..... NBC  
 Representative ..... Walker  
 Pres., Gen., Sta. Mgr. .... Richard D. Smiley  
 Commercial Mgr. .... Thomas A. Sandemaw, Jr.  
 Program Dir. .... Beverly Coulston  
 Publicity Dir. .... Douglas Davies  
 Chief Engineer. .... Chas. Myrick

**KBOW—Butte—1947**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Copper City Radio Co.  
 Address ..... Box 1932  
 Tel.: 7429 ..... CBS  
 Representative ..... Cooke  
 President ..... Frank Reardon  
 Gen., Sta. Mgr. .... Stan Levitt  
 Program Director. .... Claude Moore  
 Chief Engineer. .... Al Morgan

**KOPR—Butte—1948**

Frequency: 550 Kc. .... Power: 1000 Watts  
 Owned-Operated By. .... Copper Bcstg. Co.  
 Business-Studio Address. .... Hotel Finlen  
 Tel.: 6546 ..... MBS  
 Representative ..... Avery-Knodell  
 President ..... George C. Hatch  
 Station Manager. .... Bruce K. Twerell  
 Program Director. .... Ric Webbs  
 Publicity Director. .... Don Evans  
 Chief Engineer. .... William Emerson

**KXLF—Butte—1929**

Frequency: 1370 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... KGIR, Inc.  
 Address ..... 1003 S. Mont St.  
 Tel.: 2-9111 ..... NBC  
 Representative. . Walker, Pacific N.W. Bcstrs.  
 General Manager. .... E. B. Craney  
 Commercial Manager. .... Arne E. Anzjon  
 Program Director. .... Bob Lazich

**KDBM—Dillon—1956**

Frequency: 800 Kc. .... Power: 1000 Watts, d.  
 Owned ..... Burt H. Oliphant  
 Address ..... Box 950  
 Tel.: 703 ..... Independent  
 Station Representative. .... Grant Webb  
 Pres., Gen. Eng. .... Burt H. Oliphant

**KLTZ—Glasgow—1954**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owner ..... Willard L. Holter  
 Address ..... Bjorklund Bldg.  
 Tel.: ACademy 8-9336 ..... Independent  
 Representative ..... Holman  
 Station Manager. .... Loyd W. Melby  
 Prog. Public. Dir. .... Tom Ash  
 Chief Engineer. .... Norm Whisenant

**KXGN—Glendive—1948**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Glendive Bcstg. Co.  
 Address ..... Box 200  
 Tel.: EM 5-3377 ..... Independent  
 Representative ..... Grant Webb  
 President ..... Lewis W. Moore  
 General Manager. .... Danlel C. Palen  
 Program Director. .... Raymond F. Nicklay  
 Chief Eng. .... Donald J. Powers

**KUDI—Great Falls—1955**

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

**KFBB—Great Falls—1922**

Frequency: 1310 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Wilkins Bcstg., Inc.  
 Business-Studio Address. .... Box 1139  
 Tel.: GL 3-4377 ..... CBS  
 Station Rep. .... Bolling  
 Pres., Gen. Mgr. .... J. P. Wilkins  
 Program Director. .... Leo Ellingson  
 Sta., Comm. Mgr. .... W. C. Blanchette  
 Chief Eng. .... Anthony Lopuch

**KMON—Great Falls—1947**

Frequency: 560 Kc. .... Power: 5000 Watts  
 Owned By. .... KMON, Inc.  
 Business Address. .... Tribune Bldg.  
 Tel.: GL 3-0336 ..... Independent

# MONTANA

Representative .....Avery-Knodel  
President.....George C. Hatch  
General Manager.....Robert H. Warner  
Commercial Manager.....F. W. Kaull  
Program Director.....Don Robinson  
Chief Engineer.....Eugene B. Bunker

## KXLK—Great Falls—1947

Frequency: 1400 Kc.....Power: 250 Watts  
Owned By.....Pat M. Goodover  
Business Address.....P.O. Box 2072  
Tel.: GL 2-2453.....NBC  
Station Reps.....Walker-Rawalt; Art Moore  
Pres., Gen. Mgr.....Pat M. Goodover  
Station Manager.....E. R. Kukkola

## KOJM—Havre—1947

Frequency: 610 Kc.....Power: 1000 Watts  
Owned-Operated By..No. Montana Bcstg. Co.  
Address.....426½ 1st St.  
Tel.: 1096.....NBC  
Representative.....Walker-Rawalt  
President.....Richard D. Rubie  
General Manager.....Charlotte H. Brader  
Comm. Mgr.....Carlyle D. Leeds  
Sales Prom., Pub. Dir.....S. G. Stephens  
Chief Eng.....Harold Bustard

## KCAP—Helena—1949

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....KCAP Broadcasters  
Address.....1705 Jerome Place  
Tel.: HI 2-4490.....Independent  
Representative.....Webb  
President.....Dale G. Moore  
Program Dir.....Dick Monaco  
Chief Engineer.....Tom Weir

## KXLJ—Helena—1937

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By....Peoples Forum of the Air  
Address.....Box 797  
Tel.: HI 2-6620.....MBS-NBC-KBS  
Representative.....Walker  
President.....E. B. Craney  
Gen., Sta. Mgr.....Barclay Craighead  
Commercial Mgr.....Walter Marshall  
Program Dir.....Dutch Meyers  
Sales Prom. Mgr.....Wes Hanger  
Publicity Dir.....Don Oliver  
Chief Engineer.....Don Hoffman

## KGEZ—Kalispell—1927

Frequency: 600 Kc.....Power: 1000 Watts  
Owned By.....Skyline Broadcasters, Inc.  
Business-Studio Address.....Box 439  
Tel.: SK 6-4331.....MBS-KBS  
Station Rep.....Cooke; Art Moore  
President.....M. A. Himsl  
Gen. Manager.....Richard V. Vick  
Prog. Director.....Robert S. Tompkins  
Chief Engineer.....Gene Davis

## KOFI—Kalispell—1955

Frequency: 930 Kc.....Power: 5000 Watts  
Owned-Oper. By....Flathead Valley Bcstrs.

Address.....Buffalo Bldg.  
Tel.: SK 6-6900.....Independent  
Station Representative.....Grant Webb  
Gen. Mgr., Ch. Eng.....W. H. Patterson  
Program Director.....L. L. Sterling

## KXLO—Lewistown—1947

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By.....Asger Mikkelsen  
Address.....Box 620  
Tel.: KE 8-3441.....MBS-KBS  
Representative.....Grant Webb  
President.....William G. Kelly  
General Manager.....Donald C. Williams

## KLCB—Libby—1950

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By.....Robert R. Rigler  
Address.....Box 636  
Tel.: 410X1.....KBS  
Representative.....Hopewell; Art Moore  
Pres., Gen. Mgr., Ch. Eng.....R. R. Rigler  
Program Director.....Max Wadsworth  
Publicity Director.....Coral Cummings

## KPRK—Livingston—1947

Frequency: 1340 Kc.....Power: 250 Watts  
Owned.....Yellowstone Amusement Co.  
Address.....Box 691  
Tel.: AC 2-2841.....MBS  
Representative.....Grant Webb  
Pres., Gen., Sta. Mgr.....Paul B. McAdam  
Comm. Sale Prom. Dir.....Jack Hinman  
Program Director.....Paul Bragg  
Publicity Dir.....Nikki Kolence  
Chief Engineer.....Larry Miller

## KATL—Miles City—1941

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Star Printing Co.  
Address.....Box 720  
Tel.: CE 2-2280.....KBS-MBS  
Newspaper Affiliation.....Daily Star  
Representative.....Avery-Knodel  
Gen., Sta. Mgr.....Ian A. Elliot  
Commercial Manager.....Fred B. Hunnes  
Sales Promotion Mgr.....John Metropoulous  
Program Director.....T. J. Biedrzycki  
Publicity Director.....Harry Ivascoop  
Chief Engineer.....Wade P. Krizan

## KBTK—Missoula—1955

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Montana Bcstg. Co.  
Address.....Box 1202  
Tel.: LI 9-3344.....MBS-KBS  
Rep.....Avery-Knodel, Intermountain  
Pres., Gen. Mgr.....Wm. J. Strothman  
Commercial Manager.....Grant Rice  
Program Director.....Richard Burley  
Publicity Director.....J. D. Coleman  
Chief Engineer.....Robert Scherpenseel

## KGVO—Missoula—1931

Frequency: 1290 Kc.....Power: 5000 Watts  
Owned-Operated By.....Mosby's, Inc.  
Bus.-Studio Address.....132 West Front

Tel.: 2-2155.....CBS  
 Pres., Gen. Mgr.....A. J. Mosby  
 Commercial Manager.....Fred Mossiman  
 Sales Prom. Mgr.....Cliff Hopkins  
 Program Director.....Albert Anderson  
 Publicity Director.....Mary Ken Welcome  
 Chief Engineer.....Leo Stewart

**KXLL—Missoula—1948**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Western Montana Assoc.  
 Address.....Box 1503  
 Tel.: 4-4114.....NBC  
 Representative.....Walker  
 Pres., Gen. Sta. Mgr.....Robert J. Gillis  
 Commercial Manager.....Frank Driscoll  
 Program Director.....Marjorie C. Pecarich  
 Chief Engineer.....Allen B. Smith

**KIYI—Shelby—1947**

Frequency: 1 Kc. 1150.....Power: 1000 d., 510 n.  
 Owned-Operated By.....Trl County Radio Corp.  
 Address.....131 Main St.  
 Tel.: HE 4-5541.....Independent  
 Representative.....Grant Webb  
 President.....John Lyon

General Manager.....Jerry Black  
 Chief Engineer.....George Potter

**KGCX—Sidney—1926**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KGCX, Inc.  
 Address.....109 S. Central  
 Tel.: 408.....MBS  
 Newspaper Affil.....Herald  
 Station Representative.....Walker-Rawalt  
 President.....E. E. Krebsbach  
 General Manager.....E. Clair Krebsbach  
 Station Manager.....Keith Krebsbach  
 Commercial Manager.....Don Cole  
 Program Director.....Bud Bird  
 Sales Promotion Manager.....Dick Reilly  
 Chief Engineer.....Dale Wilson

**KVCK—Wolf Point—1957**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Hi-Line Bcstg. Co.  
 Address.....Radio Block  
 Tel.: 615.....MBS  
 Gen., Sta. Mgr.....R. E. Coffey  
 Comm. Sales Prom. Mgr.....Dick Gehl  
 Program Director.....Clair Hekkel  
 Chief Engineer.....Ralph Main

Pop.: 1,519,000  
 Families: 461,000  
 Radio Homes: 450,000

**Nebraska**

Stations in State: 33  
 TV Homes: 373,000  
 TV Stations: 11

**KCOW—Alliance—1949**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Sandhills Bcstg. Corp.  
 Address.....1100 W. 10th St.  
 Tel.: 1400.....KBS  
 Representative.....Continental  
 President.....J. W. Cover  
 General Manager.....Jim Ballas  
 Program Director.....Larry Osterman  
 Commercial Manager.....Herb Manning  
 Chief Engineer.....Richard Bowman

**KWBE—Beatrice—1949**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....MIA Enterprises  
 Address.....Box 1450  
 Tel.: CA 3-2388.....KBS  
 General Manager.....Bud Pentz

**KCNI—Broken Bow—1949**

Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Custer County Bstg. Co.  
 Address.....Box 561  
 Tel.: TR 2-5881.....News Service: UP  
 Representative.....Continental  
 Manager.....Georgia A. Crawford  
 Commercial Mgr.....Joe Grieser

**KCSR—Chadron—1954**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Community Ser. Radio Corp.  
 Address.....212 Bordeaux St., Box 110

Tel.: HE 2-5545.....KBS  
 Representative.....Continental  
 Pres., Chief Eng.....Bill Finch  
 Comm., Sales Prom. Mgr.....Duane Shupe  
 Program Dir.....Cliff Pike

**KJSK—Columbus—1948**

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....George Basil Anderson  
 Business Address.....Box 480  
 Tel.: LO 4-5154.....KBS  
 Representative.....Biddick, Best  
 President, Gen. Mgr.....George Basil Anderson  
 Sta., Comm. Mgr., Prog. Dir.....Milo Kincaid  
 Sales Prom. Mgr.....Mel Krehbiel  
 Chief Engineer.....Bob Miller

**KTNC—Falls City—1957**

Frequency: 1230 Kc.....Power: 100 Watts  
 Owned By.....Craig Siegfried  
 Address.....Falls City  
 Representative.....Best  
 Manager.....Craig Siegfried  
 Station Manager.....Tom Siegfried  
 Chief Engineer.....Robert Atkesson

**KHUB—Fremont—1939**

Frequency: 1340 Kc.....Power: 100 Watts  
 Owned-Oper. By.....Snyder Enterprises  
 Business-Studio Address.....118 E. 5 St.  
 Tel.: PA 1-5012.....KBS

# NEBRASKA

President.....H. C. Snyder  
Gen., Sta. Mgr.....V. J. Kaspar  
Comm. Mgr.....Donald Mundy  
Program Director.....Harry Gehrett  
Publicity Director.....E. Smizer

Program Director.....Jim Price  
Chief Engineer.....Bert Gallemore

## KMMJ—Grand Island—1925

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

## KRVN—Lexington—1951

Frequency: 1010 Kc.....Power: 25,000 Watts d.  
Owned-Oper. By.....Nebraska Rural Radio  
Address.....104 W. 8th St.  
Tel.: 4-2371.....Independent  
Representative.....Raymer  
Gen., Comm. Mgr.....Max Brown  
Program. Asst. Mgr.....Gary Schroeder  
Chief Engineer.....Robert Bitner

## KRGI—Grand Island—1953

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

## KFOR—Lincoln—1924

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Cornbelt Bcstg. Corp.  
Bus.-Studio Address.....814 Stuart Bldg.  
Tel.: 2-6606.....ABC  
Representative.....Paul Raymer  
President.....James Stuart  
Gen., Sta. Mgr.....Richard Chapin  
Sales Manager.....Roger Larson  
Program Director.....Wayne Smith  
Chief Engineer.....Al Pugsley

## KHAS—Hastings—1940

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Nebraska Bcstg. Co.  
Transmitter Address.....Tribune Bldg.  
Tel.: 2-5101.....KBS  
Representative.....Gill-Perna  
President.....Fred A. Serton  
General Mgr.....John W. Powell  
Sales Promotion Mgr.....John Meredith  
Chief Engineer.....Ervin Siemoneit

## KLIN—Lincoln—1947

Frequency: 1400 Kc.....Power: 250 W.  
Owned-Oper. By.....Fletcher-Mitchell Corp.  
Address.....410 Sharpe Building  
Tel.: 5-4377.....Independent  
Representative.....Devney  
Pres.....James I. Mitchell  
Gen., Sta. Mgr.....Kenneth C. Delp  
Comm. Mgr., Prog. Dir.....Casey A. Heckman  
Chief Eng.....Dale Adkins

## KUVR—Holdrege—1956

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

## KLMS—Lincoln—1949

Freq.: 1480 Kc.....Power: 1 Kw.  
Owned.....Lincoln Bcstg. Corp.  
Address.....130 N. 16th St.  
Tel.: 2-7579.....KBS, MBS  
President.....Howard A. Shuman  
Gen., Sta., Comm. Mgr.....Don Shoemaker  
Sales Promotion Mgr.....Sandra Peterson  
Program Director.....Larry Parker  
Chief Engineer.....Carl Lewis

## KGFW—Kearney—1927

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Central Neb. Bcstg. Corp.  
Business-Studio Address.....Platte Valley Bldg.  
Tel.: CEdar 7-2131.....MBS-KBS  
Representative.....Hal Holman  
President.....John Mitchell  
Gen., Comm. Mgr.....Edward S. Knight  
Program Dir.....Gene Larsen  
Chief Engineer.....William Abbott

## KBRL—McCook—1947

Frequency: 1300 Kc.....Power: 1 Kw. d.  
Owned.....McCook Bcstg. Co.  
Address.....109½ E. C St.  
Tel.: 1450.....MBS-KBS  
Representative.....Gill-Perna, Inc.  
Pres., Gen. Sta. Mgr., Chief. Enq., L. W. Lenwell  
Program Director.....Leonard L. Craig  
Comm., Sales Prom. Mgr.....Don Hays  
Pub. Director.....John H. Holm

## KRNY—Kearney—1956

Frequency: 1460 Kc.....Power: 5 Kw., d.  
Owned.....E. M. Gallemore, Sr.  
Address.....2219 Second Ave.  
Tel.: 3-8301.....Independent  
Representative.....McGavren-Quinn  
Gen. Mgr.....Elbert M. Gallemore, Sr.  
Station Manager.....J. B. Lewis

## WJAG—Norfolk—1922

Frequency: 780 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Huse Pub. Co.  
Address.....120 North 4th  
Tel.: 432.....Independent  
Newspaper Affil.....Daily News  
Representative.....Walker  
President.....Gene Huse

Station Manager ..... Bob Thomas  
 Program, Publicity Dir. .... Don Broadstone  
 Comm. Manager ..... Evans Meier  
 Chief Engineer ..... W. Gettman

**KJLT—North Platte—1952**

Frequency: 970 Kc. .... Power: 5 Kw.  
 Owned-Oper. By ..... Tri-State Bcstg.  
 Address ..... P. O. Box 778  
 Tel.: 4060 ..... Independent  
 President ..... John Townsend  
 Manager ..... Will Baldrige

**KODY—North Platte—1930**

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

**KOGA—Ogallala—1954**

Frequency: 930 Kc. .... Power: 500 Watts  
 Owner ..... Ogallala Bcstg. Corp.  
 Address ..... 216 N. Spruce  
 Tel.: 930 ..... KBS  
 Representative ..... Indie Sales  
 Pres., General Manager. .... Newell Eastman  
 Commercial Manager ..... H. L. Harrington  
 Sales Prom. Mgr. .... Harold West

**KBON—Omaha—1942**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Golden Broadcasters, Inc.  
 Business-Studio Address. 676 World Ins. Bldg.  
 Tel.: JA 8282 ..... Independent  
 Representative ..... McGavren-Quinn  
 Pres., V.P., Gen. Mgr. .... Joe Gratz  
 Program Dir. .... M. M. Fleischl  
 Chief Engineer ..... Dean H. Murray  
 Ed Shulman

**KFAB—Omaha—1924**

Frequency: 1110 Kc. .... Power: 50,000 Watts  
 Owned-Operated By ..... KFAB Bcstg. Co.  
 Bus.-Studio Address ..... 5010 Underwood  
 Tel.: RE 8000 ..... NBC  
 Representative ..... Petry  
 Newspaper Affil. .... Journal, Star  
 President ..... Joe Seacrest  
 V.P., Gen. Mgr. .... Lyell Bremser  
 Comm. Mgr. .... E. R. Morrison  
 Program Director ..... Ken Headrick  
 Chief Engineer ..... Ray Schroeder

**KOIL—Omaha—1925**

Frequency: 1290 Kc. .... Power: 5000 Watts  
 Owned-Oper. By .... Central States Bcstg. Co.  
 Business-Studio Address. .... 511 So. 17th St.  
 Tel.: JA 7626 ..... Independent  
 Representative ..... Avery-Knodel

Pres., Gen. Mgr. .... Don W. Burden  
 Station Manager ..... Steve Shepard  
 Sales Manager ..... Gerard J. Flesey  
 Program Director ..... George Cromwell  
 Chief Engineer ..... Gerald E. Weist

**KOOO—Omaha—1957**

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

**KOWH—Omaha—1922**

Frequency: 660 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... National Weekly, Inc.  
 Business Address ..... Kilpatrick Bldg.  
 Tel.: AT 2228 ..... Independent  
 Representative ..... Adam Young  
 President ..... William J. Buckley, Jr.  
 V.P., Gen. Mgr. .... Virgil Sharpe  
 Commercial Mgr. .... Ed Morgan  
 Sales Prom. Mgr. .... Mel Straub  
 Program Director ..... Sandy Jackson  
 Publicity Director ..... James Ross  
 Chief Engineer ..... Charles Woodard

**WOW—Omaha—1923**

Frequency: 590 Kc. .... Power: 5000 Watts  
 Owned-Operated By .... Meredith WOW, Inc.  
 Bus.-Studio Address ..... Insurance Bldg.  
 Tel.: WE 3400 ..... CBS  
 Representative ..... John Blair  
 Vice Pres., Gen. Mgr. .... Frank P. Fogarty  
 Sales Manager ..... Bill Wiseman  
 Program Director ..... Ray Olson  
 Sales, Publicity Dir. .... Wm. Dunn  
 Chief Engineer ..... Glenn Flynn  
 Owner of: KCMO, Kansas City, Mo.; KPHO,  
 Phoenix, Ariz.; WHEN, Syracuse, N. Y.;  
 KRMC, Tulsa, Okla.

(See Page 498)

**KBRX—O'Neill—1955**

Frequency: 1350 Kc. .... Power: 1000 Watts d.  
 Owned ..... Sun Bcstrs., Inc.  
 Address ..... Box 150  
 Tel.: 120 ..... KBS  
 President ..... William C. Whitlock  
 Comm. Mgr., Pub. Dir. .... Bill Thomas  
 Gen. Mgr., Ch. Eng. .... Alvin Wood

**KNEB—Scottsbluff—1948**

Freq.: 960 Kc. .... Power: 1 Kw. d., 500 Wts. n.  
 Owned-Oper. By .... Platte Valley Bcstg. Corp.  
 Business-Studio Address. .... 2110 Broadway  
 Tel.: 1620 ..... MBS  
 Representative ..... Hal Holman  
 President ..... Russell M. Stewart  
 General-Station Mgr. .... George H. Haskell  
 Commercial Mgr. .... Byron Joachim  
 Program Director ..... Wayne McIntosh  
 Chief Engineer ..... Leslie A. Proctor

**KOLT—Scottsbluff—1930**

Freq.: 1320 Kc. .... Power: 5000 W. d. 1000 W. n.

## NEBRASKA-NEVADA

Owned-Operated By.....The Hilliard Co.  
Address.....Box 660  
Tel.: 856.....CBS  
Representative.....Gill-Perna  
Pres., Gen. Mgr.....L. L. Hilliard  
Comm., Program Mgr.....Virt Davis  
Sales Prom. Mgr.....Tony Kehl  
Publicity Dir.....Roland Moore  
Chief Engineer.....Harland Morrison

### KSID—Sidney—1952

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Wm. C. Grove, Inc.  
Address.....Legion Park, Box 772  
Tel.: 5503.....ABC-KBS

Gen., Comm. Mgr.....David W. Young  
Program Director.....Edith Widstrand

### KAWL—York—1954

Frequency: 1370 Kc.....Power: 500 W. d.  
Owned-Operated By.....Prairie States Bcstg.  
Address.....KAWL Bldg.  
Tel.: 33.....KBS  
Representative.....Best  
President.....M. L. Gleason  
Secretary.....T. L. Gleason  
General Manager.....G. C. Bryan  
Sales Manager.....H. Hansen  
Commercial Manager.....G. Pfenning  
Program Director.....O. L. Tucker

Pop.: 286,000  
Families: 96,000  
Radio Homes: 87,000

## Nevada

Stations in State: 17  
TV Homes: 88,000  
TV Stations: 6

### KPTL—Carson City—1955

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....E. L. & A. Bullis  
Address.....Box 523  
Tel.: 940.....KBS  
Representative.....O'Connell  
General Manager.....Edwin L. Bullis  
Comm., Sales Mgr., Prog., Pub. Dir. R. Nelson  
Chief Engineer.....Dave Williams

### K-TOO—Henderson—1956

Frequency: 1280 Kc.....Power: 5000 Watts  
Owned.....Advertising Dynamics  
Address.....P. O. Box 1848, Las Vegas  
Tel.: DUdley 2-0277.....Independent  
Station Representative.....Pearson  
President.....Roland B. Vaile  
Vice President.....Robert A. James  
Chief Engineer.....James W. Blaine

### KELK—Elko—1948

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Elko Bcstg. Co.  
Address.....P. O. Box 790  
Tel.: 260.....MBS  
President.....Chris Sheerin  
General Manager.....John J. Gammick

### KENO—Las Vegas—1941

Frequency: 1460 Kc.....Power: 1000 Watts  
Owned-Operated By.....Nevada Bcstg. Corp.  
Address.....810 Keno Lane  
Tel.: DU 2-1400.....ABC  
President.....Howard F. Anderson  
Gen., Sta. Mgr.....Gordon B. Sherwood  
Program Director.....Bob Salter  
Publicity Director.....Jerry Dexter  
Chief Engineer.....David B. Rogers

### KELY—Ely—1950

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....White Pine Bcstg. Co.  
Address.....Box 600  
Tel.: AM 4-2077.....Independent  
Gen. Mgr., Chief Eng.....David I. Hansen

### KLAS—Las Vegas—1948

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Las Vegas Bctrs., Inc.  
Address.....Desert Inn, P. O. Box 1510  
Tel.: DU 4-4646.....CBS  
Representative.....Weed & Co.  
Pres., Gen. Mgr.....Reuben G. Jolley  
Comm., Sales Prom. Mgr.....Bill Pursel  
Program Director.....Sam Salerno  
Publicity Director.....Harriett Cook  
Chief Engineer.....Jim Blaine

### KVLV—Fallon—1957

Frequency: 1250 Kc.....Power: 1 Kw., d.  
Owned.....Lahontan Valley Bcstg. Co.  
Bus. Address.....KVLV Bldg., Gummow Dr.  
Tel.: HA 3-1242.....KBS  
Station Representative.....Continental  
Gen. Mgr., Ch. Engr.....Lester W Pearce  
Comm. Mgr., Prog. Dir.....Katherine Pearce  
Sales Promotion Manager.....Jim Shelton

### KORK—Las Vegas—1951

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

### KBMI—Henderson—1954

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated.....KBMI  
Address.....Box 68  
Tel.: FR 2-1131.....Independent  
Representative.....Forjoe  
Pres., Gen. Manager.....Frank Oxarart

**KRAM—Las Vegas—1947**

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....KRAM, Inc.  
 Address .....Hotel Riviera  
 Tel.: DU 2-1920.....KBS  
 Representative.....O'Connell; Reilly; Hall  
 Pres., Gen. Mgr.....Larry Buskett  
 Commercial Manager.....Jay Cowen  
 Chief Engineer.....Fred Young

**KRBO—Las Vegas—1956**

Frequency: 1050 Kc. Power: 500 W., d.  
 Owned .....Rainbow, Inc.  
 Address .....Box 1049  
 Tel.: DU 4-9210.....Independent  
 Representative .....Moore, Holman  
 Pres., Gen. Mgr.....Joe Julian  
 Sales Promotion Manager.....Oscar Kurtz  
 Program Director.....Frank Smith  
 Chief Engineer.....Tom Morgan

**KATO—Reno—1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....Robert L. Stoddard  
 Business Address.....Mapes Hotel  
 Tel.: FA 2-4501.....MBS, KBS  
 Representative .....Walker, Broadcast Time  
 Pres., Gen. Mgr.....R. L. Stoddard  
 Comm. Mgr.....Walter States  
 Chief Engineer.....Irvin Carlsen

**KDOT—Reno—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....John L. Breece  
 Business Address.....P.O. Box 76  
 Tel.: FA 3-6156.....Independent  
 Station Representative .....Pickins  
 Pres., Ch. Engr.....John L. Breece  
 Sales Promotion Manager.....Phillip G. Rose  
 Program Director.....George Carr  
 Publicity Director.....Robert Carroll

**KOH—Reno—1928**

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

**KOLO—Reno—1946**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Operated By.....Western Bcstg. Co.  
 Business-Studio Address.....El Cortez Hotel  
 Tel.: FA 2-4516.....CBS  
 Representative .....Pearson  
 President.....Donald W. Reynolds  
 Gen., Sta., Comm., Sls. Prom. Mgr.. R. W. Colon  
 Program Director.....Doris Baldwin  
 Chief Engineer.....Jere Laird

**KONE—Reno—1955**

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

**KWNA—Winnemucca—1955**

Frequency: 1400 Kc. Power: 250 Watts  
 Owner.....N. W. Radio & TV Corp.  
 Business Address.....Highland Drive  
 Tel.: MADison 3-2501.....Independent  
 President .....Olivier Curatchet  
 Station Manager.....P. M. Saxman, Jr.  
 Publicity Director.....Diane T. Queen  
 Chief Eng.....Whitelaw R. Ross



**News Is Preferred...**  
*... by Listeners .. because it is  
 dependable as well as interesting.*

**Ap**  
**Preferred**

50 Rockefeller Plaza

New York 20, N. Y.

Pop.: 584,000  
Families: 174,000  
Radio Homes: 170,000

# New Hampshire

Stations in State: 16  
TV Homes: 155,000  
TV Stations: 2

## WKCB—Berlin—1946

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. McKee Bcstg.  
Business Address: 27 Green Square  
Tel.: 1797 Independent  
Station Representative: Breen & Ward  
President: Richard P. McKee  
General Manager: Lynn Smith  
Commercial Manager: Robert T. Dale  
Sales Promotion Manager: A. F. Hickey  
Program Dir.: Charles Ross  
Chief Eng.: Herschel Howe

## WTSV—Claremont—1948

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

## WKXL—Concord—1946

Frequency: 1450 Kc. Power: 250 W.  
Owned-Operated By: Capitol Bcstg. Corp.  
Address: 110 N. Main St.  
Tel.: Capitol 5-5521 CBS, KBS  
Station Rep.: Meeker; Foster & Creed  
Pres., Gen. Mgr.: Frank B. Estes

## LOOK! AT BERLIN, N. H.

- 1.) 10% increase in population 1950-57
- 2.) Largest industry in New Hampshire, Brown Co. — listed American Exchange
- 3.) Highest paid labor force in the State
- 4.) Most automobiles per capita of similar sized cities
- 5.) Thousands of summer and winter tourists

## HOW DO YOU REACH THIS MARKET?

- 1.) No daily newspaper
- 2.) Only a week(ly) newspaper with a small circulation
- 3.) No local or adequate TV signals
- 4.) Low magazine sales
- 5.) Only one audible radio signal

**THAT'S WKCB**  
Low CPM Widest circulation  
CALL BREEN & WARD

Program Director: Harry Kroyer III  
Publicity Director: Susan Miller  
Chief Engineer: Frank Pingre

## WBNC—Conway—1955

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Operated By: McKee Bcstg. Co.  
Address: E. Main St.  
Tel.: HI 7-5988 Independent  
Station Representative: Breen & Ward  
President: Richard P. McKee  
General Manager: Fred Gardella  
Commercial Manager: Esther Warren  
Sales Promotion Manager: Ron Smith  
Publicity Director: Helen Gardella  
Chief Engineer: Herschel Howe

## WTSN—Dover—1956

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

## WDCR—Hanover—1958

Frequency: 1340 Kc. Power: 250 Watts  
Owned By: Trustees of Dartmouth College  
Business Address: Robinson Hall  
Tel. Hanover 1070 Independent  
Station Rep.: Foster, Creed; Breen, Ward  
General Manager: Ronald F. Kehoe  
Commercial Manager: Ariel Halpern  
Program Director: Jonathan L. Cohen  
Sales Prom. Mgr.: C. Daniel Johnson  
Publicity Director: Robinson B. Brown  
Chief Engineer: Robert A. Johnson

## WTSL—Hanover—1950

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper.: Radio Hanover  
Address: P. O. Box 1031  
Tel.: HANover 1400 Independent  
Station Representative: Wheeler  
President: William Rust, Jr.  
General Manager: Ralph Gottlieb  
Comm., Sta. Mgr.: Howard L. Chase  
Program Director: Joe Shaw  
Chief Engineer: Al Davis

## WKNE—Keene—1926

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Oper. By: WKNE Corp.  
Address: 17 Dunbar St.  
Tel.: EL 2-9230 CBS  
Station Rep.: Meeker; Foster & Creed  
President: Joseph K. Close  
Gen., Sta., Comm. Mgr.: Howard E. Wheelock  
Sales Prom., Prog. Dir.: John P. Foster  
Chief Engineer: Ernest T. Robage



**WLNH—Laconia—1922**

Frequency: 1350 Kc. Power: 5000 Watts d.  
 Owned-Oper. By: Northern Bcstg. Corp.  
 Business Address: 653 Main St.  
 Tel.: LAconia 2300 KBS  
 Station Rep.: Wheeler; Walker-Rawalt  
 President: Genevieve Wingate  
 Gen., Sta. Mgr.: Arthur Rothafel  
 Comm., Sales Prom. Mgr.: William W. Visser  
 Chief Engineer: Henry Gowing

**WFEA—Manchester—1932**

Frequency: 1370 Kc. Power: 5 Kw.  
 Owned: WFEA Broadcasting  
 Address: P. O. Box 149  
 Tel.: NA 5-5491 Independent  
 Station Rep.: Weed  
 President: Farris E. Rahall  
 General Mgr.: O. R. Davis  
 Station Manager: Gene Morehouse  
 Commercial Manager: James L. Morello  
 Sales Promotion Manager: Norman Bailey  
 Program Director: Chuck O'Neil  
 Chief Engineer: Jay Kosik  
 Owners of: WKAP, Allentown, Pa.; WNAR,  
 Norristown, Pa.; WWNR, Beckley, W. Va.;  
 WTSP, St. Petersburg, Fla.

(See Page 584)

**WGIR—Manchester—1941**

Frequency: 610 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned: Northeast Broadcasting Corp.  
 Address: Box 487  
 Tel.: NA 5-6915 CBS  
 Rep.: Kettell-Carter; O'Connell; Reilly  
 President: Madeline M. Girolimon  
 Gen., Sta., Comm. Mgr.: Bernie Mack  
 Program Director: Donn Tibbetts  
 Chief Engineer: Harry Handfield

**WKBR—Manchester—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned: Granite State Bcstg. Co.  
 Address: 155 Front St.  
 Tel.: NAional 4-4075 Independent  
 Station Rep.: Wheeler; Radio TV Reps.  
 President: W. F. Rust, Jr.  
 Gen., Sta. Mgr.: Ralph Gottlieb  
 Comm., Sales Prom. Mgr.: James McCann  
 Program Director: William Morrissey  
 Chief Engineer: Roy Phillips

**WOTW—Nashua—1947**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Gateway Bcstg. Corp.  
 Address: Lund Road  
 Tel.: TU 2-2781 Independent  
 Representative: Walker-Rawalt  
 President: Theodore Feinstein  
 General Mgr.: Armand E. Bedard  
 Commercial Mgr.: Robert Trow  
 Program Director: Merrill G. Smith  
 Publicity Director: Marc Hall  
 Chief Engineer: Harold Densmore

**WSMN—Nashua—1958**

Frequency: 1590 Kc. Power: 5000 Watts  
 Owned By: Merrimack Valley Bcstg. Corp.  
 Business Address: 502 W. Hollis St.  
 Tel.: TUx 2-5107 Independent  
 Station Representative: Nona Kirby  
 Pres., Gen. Mgr.: Roland P. Genest  
 Sta., Sale, Prom. Mgr.: D. A. Rock  
 Commercial Manager: Albert L. Auclair  
 Program Director: Frank Teas  
 Chief Engineer: P. Bagsdasarain

**WHEB—Portsmouth—1932**

Frequency: 750 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Knight Bcstg. of N. H.  
 Address: N. H. National Bank Bldg.  
 Tel.: GE 6-2325 Independent  
 Representative: Foster, Walker  
 Pres., Comm. Mgr.: Charles M. Dale  
 General Mgr.: Harold E. Segal  
 Station Manager: Thomas M. Dale  
 Program Dir.: George Pinkerton  
 Senior Engineer: Anthony Vaccaro

**WWNH—Rochester—1948**

Frequency: 930 Kc. Power: 5000 Watts d.  
 Owned-Operated By: Stafford Bcstg. Corp.  
 Business Address: Rochester Hill Rd.  
 Tel.: RO 1400 Independent  
 Rep.: Foster, Creed; Natl. Time Sls.; Reilly  
 Pres., Gen. Mgr.: A. J. K. Malin  
 Station Mgr.: H. Martin  
 Commercial Manager: Wesley S. Burton  
 Sales Promotion Mgr.: Margaret Tomrose  
 Program Director: Edgar L. McHale  
 Publicity Director: John Noyes  
 Chief Engineer: Roger Butterfield

Pop.: 5,865,000  
 Families: 1,745,000  
 Radio Homes: 1,731,000

**New Jersey**

Stations in State: 26  
 TV Homes: 1,539,000  
 TV Stations: 5

**WHTG—Asbury Park—1957**

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

**WJLK—Asbury Park—1926**

Frequency: 1310 Kc. Power: 250 Watts

Owned-Operated By: Asbury Park Press, Inc.  
 Address: Press Plaza  
 Tel.: PR 4-7000 Independent  
 Newspaper Affiliation: Press  
 Station Manager: Everett Rudloff  
 Commercial Manager: Margaret Curtis  
 Prog. Mgr.: Charles F. Hill

**WFPG—Atlantic City—1940**

Frequency: 1450 Kc. Power: 250 Watts

## NEW JERSEY

Owned-Operated by.....WFGP, Inc.  
Business Address.....Steel Pier  
Tel.: Atlantic City 5-2188.....CBS  
Representative.....Walker  
President, Sta. Mgr.....Jerome Sill  
General Mgr.....Fred Haggerty  
Program Dir.....Ed Davis  
Chief Engineer.....Blair K. Thron

### WLDB—Atlantic City—1955

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Atlantic City Bcstg. Co.  
Address.....Box 898  
Tel.: 4-6573.....MBS  
Representative.....Bernard  
Pres., Gen. Mgr., Ch. Eng.....Leroy Bremner  
Sales Prom. Mgr.....Dorothy Bremner  
Publicity Director.....Benny Bishop

### WMID—Atlantic City—1947

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Mid-Atlantic Bcstg. Co., Inc.  
Address.....1710 Atlantic Ave.  
Tel.: 4-1340.....ABC  
Newspaper Affili.....Ventnor Crier  
Representative.....Stars Natl.  
Pres., Gen. Mgr.....David H. Freedman

### WSNJ—Bridgeton—1937

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Eastern States Bcstg. Corp.  
Business Address.....Bridgeton, N. J.  
Tel.: BR 2930.....Independent  
Station Representative.....Clark  
President.....Russell S. Henderson  
V.P., Gen. Mgr., Sta., Comm. Mgr. Paul Alger  
Prog. Director.....Joseph McCulley  
Publicity Director.....Howard Auger  
Chief Engineer.....Ed Bold

### WCAM—Camden—1926

Frequency: 1310 Kc.....Power: 250 Watts  
Owned-Oper. By.....City of Camden  
Business Address.....6th & Market Sts.  
Tel.: EM 5-5600.....Independent  
Rep.....Bcst. Time Sales  
Gen., Comm. Manager.....John Cleary  
Program Director.....Jack La Mar  
Sales Prom. Mgr.....Jack Sillin  
Publicity Dir.....Joseph E. Hale  
Chief Engineer.....John Zander

### WKDN—Camden—1948

Frequency: 800 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....South Jersey Bcstg. Co.  
Business-Studio Address. 2881 Mt. Ephraim Ave.  
Tel.: EM 5-7200.....Independent  
Representative.....Rambeau, Vance, Hopple  
President.....Ranulf Compton  
General Manager.....Gordon Giffen  
Commercial Manager.....David Moss  
Program Director.....John Struckell  
Chief Engineer.....Robert Houston

### WMVB—Millville—1953

Frequency: 1440 Kc.....Power: 1000 Watts, d.  
Owner.....Union Lake Broadcasters, Inc.

Address.....P.O. Box 267  
Tel.: TA 5-2600.....Independent  
Pres., Gen. Mgr.....Fred M. Wood  
Program Director.....Dorothy H. Carlson  
Chief Engineer.....Harwood L. Knorr

### WMTR—Morristown—1948

Frequency: 1250 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Morristown Bcstg. Co.  
Address.....10 Park Place  
Tel.: JE 8-1250.....Independent  
General Manager.....Kenneth A. Croy  
Commercial Mgr.....Henry Behre  
Program Director.....Bob Vesel  
News Dir.....Robert Stoepker

### WNTA—Newark—1922

Frequency: 970 Kc.....Power: 5 Kw., d.; 1 Kw. n.  
Owned By.....NTA Broadcasting Co.  
Business Address.....1620 Broad St.  
Tel.: Mitchell 2-6400.....Independent  
Station Representative.....McGavren-Quinn  
Pres., Gen. Mgr.....Gerald O. Kaye  
Sta. Sales Mgr.....Sydney Kavaleer  
Business Manager.....Joseph Morris  
Program Director.....Art Ford  
Sales Prom. Dir.....Barbara Wilkens  
Chief Engineer.....H. L. Dabrowski

### WACK—Newark—1957

Frequency: 1420 Kc.....Power: 500 Watts  
Owned By.....Radio Wayne County Inc.  
Business Address.....110 E. Union St.  
Tel.: DEerfield 1-1420.....Independent  
President.....J. J. Kaufman  
Gen., Comm. Mgr.....J. Bud Sovo  
Program Director.....Bud Paxson  
Chief Engineer.....M. L. Cole

### WHBI—Newark—1922

Freq.: 1280 Kc.....Power: 2½ Kw. d. 1 Kw. n.  
Owned-Operated By.....May Radio Bcst. Corp.  
Business-Studio Address.....35 Warren St.  
Tel.: MI 2-7353.....Independent  
Station Representative.....Gospel Network  
Pres., Gen. Mgr.....James L. Shearer  
Station Mgr.....William Masi  
Program Dir.....Marie Masi  
Publicity Dir.....Jack Bilby  
Chief Engineer.....Harold Michaels

### WNJR—Newark—1947

Frequency: 1430 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Rollins Bcstg. Co.  
Business Address.....Box 1258  
Tel.: MU 8-3665.....Independent  
Station Rep.....Rollins; Bram  
President.....O. Wayne Rollins  
V.P., Sta. Mgr.....Hal Walton  
Chief Engineer.....G. R. Chambers

### WVNJ—Newark—1947

Frequency: 620 Kc.....Power: 5000 Watts  
Owned-Operated By.....Newark Bcstg. Corp.  
Address.....1225 Raymond Blvd.  
Tel.: MI 3-7600.....Independent  
General Manager.....Ivon B. Newman

**WCTC—New Brunswick—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Raritan Valley Bcstg.  
 Business-Studio Address... 385 George St.  
 Tel.: CH 7-1450 Independent  
 President... J. L. Rosemiller  
 Vice President... Peter A. Bordes

**WNNJ—Newton—1953**

Frequency: 1360 Kc. Power: 500 Watts  
 Owned... Sussex County Bcstrs.  
 Address... Newton, N. J.  
 Tel.: NE 1616 KBS  
 Sta., Comm. Mgr., Ch. Eng... Robert C. Gessner  
 Program Director... John Bennett  
 Sales Prom. Mgr... Ronnie Hickman  
 Publicity Dir... Vic Aime

**WPAT—Paterson—1941**

Frequency: 930 Kc. Power: 5000 Watts  
 Owned-Operated By... WPAT, Inc.  
 Business-Studio Address... 66 Hamilton St.  
 Tel.: AR 4-3400 Independent  
 Exec. N. Y. Office... 60 E. 56th St.  
 Tel.: MUrray Hill 8-9300 N. Y.  
 Station Representative... Weed  
 President, General Manager... D. J. Wright  
 V.P. Sales... John F. Sloan  
 V.P.'s Charles W. Parker, William J. Calvert  
 Publicity Dir... John Burt  
 Tech. Supervisor... P. Di Savino

**WOND—Pleasantville—1950**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By... S. Jersey Radio, Inc.  
 Address... Old Turnpike  
 Tel.: Pleasantville 3971 Independent  
 Newspaper Affil... Sentinel Ledger, Gazette  
 Representative... Forjoe  
 President... H. G. Murrelle  
 V.P., Gen. Mgr... Howard L. Green  
 Commercial Manager... Larry Carle  
 Sales Prom. Mgr... Allan Israel  
 Program Director... Lee Small  
 Publicity Director... Al Owen  
 Chief Engineer... Milton C. Thurlow

**WBUD—Trenton—1947**

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By... WBUD, Inc.  
 Address... P. O. Box 158  
 Tel.: EX 4-7191 Independent  
 Station Representative... Bob Wittig  
 Pres., Gen. Mgr... Richard M. Hardin  
 Station Manager... Theresa Rose  
 Comm. Manager... William Garry  
 Program Director... Phil Allen  
 Publicity Director... Mike Faherty  
 Chief Engineer... Harry Conover

**WTNJ—Trenton—1923**

Frequency: 1300 Kc. Power: 250 Watts  
 Owned... WOAX, Inc.

Address... 416 Bellevue Ave.  
 Tel.: EX 3-4281 Independent  
 Representative... Bcst. Time Sales  
 President... William DeFreitas  
 Gen., Sta., Comm. Sales Mgr... R. McFadden  
 Program Director... Ron Polao  
 Sales Prom. Mgr... Bill Bircher  
 Publicity Director... Ronnie Sherwood  
 Chief Engineer... Nicholas Dalessandro

**WTTM—Trenton—1942**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Operated By... Peoples Bcst. Corp.  
 Bus.-Stu. Add... Brunswick Ave., Lake Drive  
 Tel.: OW 5-8515 NBC  
 Representative... Hollingbery  
 President... M. D. Lincoln  
 V.P... Herbert E. Evans  
 V.P., Gen. Mgr... Fred E. Walker  
 Gen. Sales Mgr... Harry W Barnam  
 Prog. Dir... Tom Durand  
 Publicity Dir... K. M. Weber  
 Chief Engineer... Chester Sunderland

**WDVL—Vineland—1957**

Frequency: 1270 Kc. Power: 500 Watts, d.  
 Owned... Delsea Bcstrs.  
 Address... Radio Park  
 Tel.: OXford 1-7550 Independent  
 Partners... Mort and Vivian Hendrickson  
 Gen., Comm. Mgr... Mort Hendrickson  
 Sales Prom. Mgr... Bob MacFarland  
 Program Director... Henry Morey  
 Asst. Ch. Eng... Earl Godfrey

**WVBZ—Vineland—1946**

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Operated By... Community Bcstg. Serv.  
 Address... S. Delsea Drive  
 Tel.: OX 2-6500 Independent  
 Representative... Gill-Perna  
 President... Joseph M. Bullock  
 General Manager... Randolph Gretes  
 Commercial Manager... John F. Serra  
 Chief Engineer... Andrew B. Benvenuti

**WCRV—Washington—1956**

Frequency: 1580 Kc. Power: 500 Watts d.  
 Owned... Warren Bcstg.  
 Address... 3 Belvidere Avenue  
 Tel.: MU 9-2060 Independent  
 President... Kenneth A. Croy  
 General Manager... George S. Croy  
 Commercial Mgr... Warner Rush

**WCMC—Wildwood—1951**

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

Pop.: 904,000  
Families: 249,000  
Radio Homes: 240,000

# New Mexico

Stations in State: 40  
TV Homes: 172,000  
TV Stations: 7

## KALG—Alamogordo—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: William Wayne Phelps  
Address: Box 268  
Tel.: HEmlock 7-1505 MBS, KBS  
Pres., Gen. Mgr.: Wayne Phelps  
Chief Engineer: Jay Bundy

## KRAC—Alamogordo—1957

Frequency: 1270 Kc. Power: 1 Kw., d.  
Owned By: Lyman Brown Enter.  
Address: P. O. Box 1161  
Tel.: HEmlock 7-4440 Independent  
Pres., Gen. Mgr.: Lyman C. Brown  
Program Dir.: K. Skelton  
Chief Engineer: Lynn Rawls

## KABQ—Albuquerque—1955

Freq.: 1350 Kc. Power: 5000 Wts. d., 500 n.  
Owned-Oper. By: Duke City Bcstg. Corp.  
Business Address: 1309 Yale Blvd., S.E.  
Tel.: CHapel 3-1744 Independent  
Reps.: Harlan G. Oakes; Nat'l Time Sales  
Pres., Gen. Mgr.: Edward M. Sleighel  
Commercial Manager: V. B. Siman  
Program Dir.: Jose Gallegos  
Chief Engineer: Roderick Matthews

## KDEF—Albuquerque—1953

Frequency: 1150 Kc. Power: 1 Kw. d.  
Owned: KDEF Bcstg. Co.  
Address: 506 2nd St. N.W.  
Tel.: CH 3-7813 Independent  
Station Representative: McGavren-Quinn  
President, Gen. Mgr.: Frank Quinn  
Sta., Comm. Mgr.: Ben Caine  
Program Director: Bernard Thomas  
Chief Engineer: Louis Gemoets

## KGGM—Albuquerque—1927

Frequency: 610 Kc. Power: 5000 Watts  
Owned-Oper. By: New Mexico Bcstg. Co.  
Business Address: 1414 Coal St., S.W.  
Tel.: CH 3-2285 CBS  
Representative: Branham  
Pres., Gen. Mgr.: A. R. Hebenstreit  
Comm., Sls. Prom. Mgr.: R. C. Rhoads  
Program Director: Robert Van Driel  
Pub. Dir.: Jim Laramoor  
Chief Engineer: Leonard F. Dodds

## KHAM—Albuquerque—1956

Frequency: 1580 Kc. Power: 1 Kw., d.  
Owned: KHAM, Inc.  
Address: 202 Claremont Street, NE  
Tel.: DI 4-2394 ABC-MBS-KBS  
Representative: Continental  
President: J. W. Hedges  
V.P., Gen. Mgr.: J. L. Anderson  
Program Dir.: Joe T. Saffle  
Publicity Dir.: Harry Chapman  
Chief Engineer: H. T. Walton

## KLOS—Albuquerque—1957

Frequency: 1450 Kc. Power: 250 Watts  
Owned By: E. B. Whitney & Geo. Oliver  
Address: Box 1298  
Tel.: AL 6-9866 Independent  
Gen. Mgr.: Frank Redfield

## KOB—Albuquerque—1922

Freq.: 770 Kc. Power: 50 Kw. d., 25 Kw. n.  
Owned-Oper. By: KSTP, Inc.  
Address: 1430 Coal Ave. S.W.  
Tel.: CH 3-4411 NBC  
Representative: Petry  
President: Stanley E. Hubbard  
Gen. Mgr., Ch. Engr.: George S. Johnson  
Sta., Comm. Mgr.: A. E. Mickel  
Sales Prom., Pub. Dir.: Lowell Christianson  
Program Director: Michael Dillon

## KQEO—Albuquerque—1946

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By: Dandy Bcstg. Corp.  
Bus. Address: 2000 Indian School Rd., N.W.  
Tel.: CHapel 7-8848 Independent  
Station Representative: Bolling  
President: Merritt Owens  
General Manager: Richard H. Harris  
Sales Promotion Manager: Dino Ianni  
Program Director: Ed Monray  
Publicity Director: Norma Adams  
Chief Engineer: Bernie Koval

## KSVP—Artesia—1947

Freq.: 990 Kc. Power: 1 Kw. d., 250 Wts. n.  
Owned-Operated By: Artesia Bcstg. Corp.  
Business-Studio Address: 1450 Roselawn Ave.  
Tel.: SH 6-2751 KBS-MBS  
Station Representative: Melville  
President: Martin Yates III  
Station Manager: Bob Hess  
Comm. Mgr.: Jack Minter  
Chief Engineer: L. O. Wilcox

## KAVE—Carlsbad—1945

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Voice of the Caverns, Inc.  
Business Address: P.O. Box 631  
Tel.: TUxedo 5-4101 CBS, KBS  
Representative: Branham  
President: Edward Talbot  
Gen., Comm. Mgr.: Tom Wiseheart  
Sales Promotion Mgr.: Majorie Winfield  
Program Director: Neal Jones  
Publicity Director: Jerri Wright  
Chief Engineer: Bill Carnahan

## KPBM—Carlsbad—1950

Frequency: 740 Kc. Power: 1000 Watts d.  
Owned-Operated By: Coronado Bcstg. Co.  
Business Address: 313 W. Mermod; Box 70  
Tel.: TU 5-5373 Independent  
Station Representative: Devney; Melville  
Pres., Gen., Sta. Mgr.: D. A. Swayze

Commercial Manager.....J. M. Dustin  
 Chief Engineer.....Vic Daley

**KLMX—Clayton—1949**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Ari-Ne-Mix Bcstg. Corp.  
 Address.....Box 7, Fair Grounds  
 Tel.: 616.....KBS  
 President.....Arthur Jernigan  
 Gen., Comm., Prom. Mgr., Pub. Dir., Frank Vale  
 Program Director.....Dave Adams  
 Chief Engineer.....Robert D. Waters

**KCLV—Clovis—1952**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....New-Tex Bdcstg.  
 Address.....1221 Main  
 Tel.: 4401.....KBS  
 President.....Odis Echols, Sr.  
 Gen., Sta. Mgr., Prog. Dir.....Odis Echols, Jr.  
 Sales Prom. Mgr.....Albert Houpe  
 Chief Engineer.....Clayton Fuchs

**KICA—Clovis—1933**

Frequency: 980 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KICA, Inc.  
 Business Address.....1000 Sycamore  
 Tel.: PO 3-5511.....Independent  
 President.....Frank Lesley  
 Gen., Sta. Mgr.....J. H. Morris  
 Commercial Manager.....Jim Wilkes  
 Program Director.....James Moreland  
 Chief Engineer.....M. S. O'Dell

**KOTS—Deming—1954**

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

**KENN—Farmington—1951**

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Radio Station KENN  
 Business Address.....212 W. Apache  
 Tel.: DA 5-3541.....Independent  
 Station Representative.....Devney; Melville  
 Pres., Gen. Mgr.....C.O. "Ken" Kendrick  
 Commercial Mgr.....Bob Williams  
 Sales Prom. Mgr.....John Dorman  
 Prog. Dir.....Bob Huston  
 Publicity Director.....Fred Finlay  
 Chief Eng.....Harold Furstenberg

**KWYK—Farmington—1957**

Frequency: 960 Kc.....Power: 1 Kw., d.  
 Owned.....Basin Bcstg. Co.  
 Address.....418 W. Broadway  
 Tel.: DA 5-6932.....Independent  
 Gen. Mgr.....Calvin W. Adams

**KZUM—Farmington—1958**

Frequency: 1280 Kc.....Power: 5000 Watts  
 Owned By.....KZUM Rcdio  
 Address.....1204 Hutton Road  
 Tel.: DAVIS 5-4141.....Independent

Gen., Sta. Mgr.....Bill D. Barbour  
 Commercial Mgr.....W. W. Barbour  
 Program Dir.....Stewart E. Chamberlain  
 Chief Engineer.....Joe Garcia

**KGAK—Gallup—1946**

Frequency: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Thunderbird Bcstg. Co.  
 Address.....401 E. Coal Ave.  
 Tel.: UN 3-4444.....Independent  
 Station Rep.....O'Connell; Reilly; Moore  
 President.....Merle H. Tucker  
 General Manager.....Mrs. Mida Tucker  
 Sta. Comm. Mgr.....C. A. "Bill" Humbert  
 Chief Engineer.....R. E. Adamson

**KMIN—Grants—1956**

Frequency: 980 Kc.....Power: 1 Kw., d.  
 Owned By.....Grants Bcstg. Co.  
 Address.....980 San Rafael Road  
 Tel.: ATwater 7-4491.....KBS  
 Station Rep.....Holman  
 General Mgr.....D. Button  
 Commercial Mgr.....D. Miner  
 Chief Engineer.....Glen Mills

**KHOB—Hobbs—1954**

Frequency: 1280 Kc.....Power: 1 Kw. d.  
 Owned.....Permian Basin Radio Corp.  
 Address.....Box 247  
 Tel.: EX 3-5148.....Independent  
 Representative.....Clark, Melville  
 Pres., Gen. Mgr.....Charles R. Scott  
 Commercial Mgr.....Zeb Williams  
 Program Dir.....Ronald Ripley  
 Chief Engineer.....Pat H Walton

**KWEW—Hobbs—1938**

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KWEW, Inc.  
 Address.....Box 787  
 Tel.: EX 3-3137.....MBS-KBS  
 Representative.....Branham  
 President.....Theresa P. Whitmore  
 Gen., Sta. Mgr.....Harry McAdams  
 Comm., Sales Prom. Mgr.....Phil McGee  
 Program Director.....Dortha Montgomery  
 Chief Engineer.....Roy T. Evans

**KGRT—Las Cruces—1955**

Frequency: 570 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Taylor Enterprises, Inc.  
 Address.....Box 968  
 Tel.: JA 6-2496.....KBS  
 President.....W. C. Taylor  
 Station Manager.....William Lask  
 Commercial Manager.....R. S. "Dick" Fox  
 Program Director.....Frank Lynch

**KOBE—Las Cruces—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Mesilla Valley Bcstg. Co.  
 Bus-Studio Address.....940 N. Main St.  
 Tel.: JA 6-2496.....KBS  
 President, Gen. Mgr.....Jim Gober  
 Comm. Mgr.....B. W. LeNoir

## NEW MEXICO

Sales Prom. Mgr.....Geraldine Sells  
Prog. Dir.....Jim Finlay  
Chief Engineer.....Jack Diehl

### **KFUN—Las Vegas—1941**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By...Southwest Bcsters, Inc.  
Business Address.....Box 710  
Tel.: GARfield 5-6766.....ABC  
President, Gen. Mgr.....Ernest N. Thwaites  
Program Director.....Dorothy G. Thwaites  
Chief Engineer.....Julian H. Lendy

### **KRSN—Los Alamos—1948**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By...Community Bcstg. Co.  
Business Address.....P.O. Box 749  
Tel.: 2-4343.....ABC, KBS  
Representative.....Bob Dore, Ayres  
Partner, Sta. Mgr.....Virgil A. Parker, III  
Partner, Ch. Engr.....Darrel K. Burns  
Program Director.....Priscilla Miller  
Publicity Director.....Judy Davis

### **KLEA—Lovington—1951**

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

### **KENM—Portales—1950**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By...Plains Bcstg. Co.  
Address.....Drawer 540  
Tel.: RE 6-6681.....KBS  
Pres., Co-Owner.....John Burroughs  
Gen., Sta. Mgr.....Bob Hoffman  
Chief Engineer.....Joe Randolph

### **KRTN—Raton—1948**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....Colfax County Broadcasting Co.  
Business Address.....P.O. Box 350  
Tel.: 875.....ABC  
General Manager.....Lloyd Hawkins  
Comm. Mgr., Ch. Engr....James L. Littlejohn  
Program Director.....James Roper

### **KBIM—Roswell—1953**

Frequency: 910 Kc.....Power: 5 Kw., d.  
Owned.....Taylor Bcstg. Co.  
Address.....P. O. Box 525  
Tel.: MA 2-2120.....KBS  
Station Rep.....Clark  
President.....William C. Taylor  
General Manager.....G. F. "Jud" Roberts  
Comm. Manager.....Almarie Oldfield  
Prog. Dir.....John E. Davis  
Sales Prom. Mgr.....Bill Hight  
Chief Engineer.....Eugene Rader

### **KGFL—Roswell—1927**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....KGFL, Inc.  
Bus. Studio Address.....Box 1019  
Tel.: MA 2-5111.....MBS  
Representative.....Branham  
President.....Theresa P. Whitmore  
Gen. Manager.....W. E. Whitmore, Jr.  
Sta. Mgr.....Stan Gallup  
Comm. Manager.....Clifford "Buzz" Jackson  
Program Director.....Elizabeth Cotton  
Chief Engineer.....Bob Henske

### **KSWS—Roswell—1947**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....John A. Barnett  
Business-Studio Address.....Box 670  
Tel.: MA 2-6450.....NBC  
Representative.....Meeker, Melville  
Owner & Gen. Mgr.....John A. Barnett  
Station Mgr.....Robert E. Wagner  
Asst. Gen. Mgr.....W. L. Shackelford

### **KTRC—Santa Fe—1946**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Radio de Santa Fe  
Address.....210 E. Marcy St.  
Tel.: YUcca 2-2666.....ABC  
Station Representative.....Devney  
Pres., Gen. Mgr.....Garfield C. Packard  
Program Director.....Maggy Packard  
Chief Engineer.....Richard Erbe

### **KVSF—Santa Fe—1935**

Frequency: 1260 Kc.....Power: 1000 Watts  
Owned-Oper. By.....New Mexico Bcstg. Co.  
Business Address.....811 Cerrillos Rd.  
Tel.: YUcca 3-7319.....CBS  
Representative.....Branham  
President.....A. R. Hebenstreit  
Manager.....Ivan R. Head  
Prog. Dir.....Ada Zamora  
Chief Engineer.....E. J. Vanderwood

### **KSIL—Silver City—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....James H. Duncan  
Address.....1640 Cactus St.  
Tel.: 611.....CBS  
Representative.....Branham  
Owner, Manager.....J. H. Duncan  
Comm. Mgr., Prog. Dir.....Bob Fuller  
Chief Engineer.....Bynum R. Bailly

### **KSRC—Socorro—1958**

Frequency: 1290 Kc...Power: 1000 Watts, d.  
Owned By.....Socorro Broadcasting Co.  
Business Address.....P.O. Box 1277  
Tel.: Socorro 1-2-9-0.....KBS  
Station Representative.....Holman  
President.....John Blake  
Gen., Sta. Mgr.....John J. Tobola  
Sales Prom. Mgr.....Allen H. Gross  
Prog. Publicity Dir.....Ed Muscare  
Chief Engineer.....J. J. Tobola

**KCHS—Truth or Consequences  
1946**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned By.....Southwestern Bcstg. Co.  
Address.....P. O. Box 351  
Tel.: 1400.....KBS  
Representative.....Continental Radio Sales  
President.....Rex Tynes  
Manager.....Richard C. Erbe

**KTNM—Tucumcari—1941**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....Quay County Broadcasting Co.  
Address.....P. O. Box 668  
Tel.: 100.....MBS-KBS

Representative.....Clyde Melville  
Pres., Gen. Mgr.....Lloyd Hawkins  
Sta. Mgr., Chief Engineer....Howard Maudlin  
Comm. Mgr., Pub. Dir.....Bill Walls  
Program Director.....Mrs. Neil Mitchell

**KMAM—Tularosa—1957**

Frequency: 1590 Kc.....Power: 1000 Watts  
Owned By.....Tularosa Broadcasting Corp.  
Bus. Ad.....917 Maryland Ave., Alamogordo  
Tel. HE 7-6460.....Independent  
President.....Fred Goodrich  
Gen., Comm. Mgr.....Frank J. Lynch III  
Sta. Prog. Mgr.....Jack M. Redding  
Chief Engineer.....Max I. Rothman

Pop.: 17,125,000  
Families: 5,359,000  
Radio Homes: 5,285,000

**New York**

Stations in State: 125  
TV Homes 4,829,000  
TV Stations: 32

**WPTR—Albany—1948**

Frequency: 1540 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....Patroon Brcdstg. Co., Inc.  
Address.....1820 Central Ave.  
Tel.: UN 9-9271.....Independent  
Sta. Rep.....Eastman  
President.....J. Myer Schine  
Gen. & Sta. Mgr.....Duncan Mounsey

Comm. Mgr.....Joseph A. Farrar  
Program Dir.....Marty Ross  
Publicity Dir.....Eric Strong  
Chief Engineer.....Russell David

**WROW—Albany—1947**

Freq.: 590 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Capital Cities TV Corp.



rate



More Local Advertisers spend more money on PTR than the next **three** stations combined.

More Advertisers place more business on PTR than the next **two** stations combined.

You can't sell more with the next **4**

**WPTR**

ALBANY  
SCHENECTADY  
TROY

50,000 people watts  
Capital Station of the Empire State

**DUNCAN MOUNSEY** Executive Vice-President & General Manager  
**JOSEPH A. FARRAR** Commercial Manager

represented nationally by  
**ROBERT E. EASTMAN & CO., INC.**

## NEW YORK

Address ..... Box 10  
Tel.: 3-2225 ..... CBS  
Station Representative ..... Avery-Knodel  
President ..... Frank M. Smith  
General Manager ..... T. S. Murphy  
Station Manager ..... George M. Perkins  
Comm. Manager ..... Albert M. Fiala  
Program Dir. .... Ralph Vartigian  
Sales Prom., Publicity Dir. .... Harry Goldman  
Chief Engineer ..... Charles Heisler

### WABY—Albany—1934

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned By ..... Eastern N. Y. Bcstg.  
Business-Studio ..... 80 Braintree St.  
Tel.: 2-3353 ..... Independent  
Representative ..... For Joe  
Gen. Mgr. .... Ed. L. Trudeau  
Station Manager ..... Toni Brady  
Chief Engineer ..... Thomas McDermott

### WOKO—Albany—1924

Frequency: 1460 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... Gov. Dongan Bcstg. Corp.  
Business-Studio Address ..... P. O. Box 1520  
Tel.: DE 9957 ..... ABC-MBS  
President ..... Carl L. Lindberg  
General Manager ..... Howard B. Hayes  
Sta., Comm. Mgr. .... Charles L. Murn  
Chief Engineer ..... Lloyd Snowdeal

### WCSS—Amsterdam—1948

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned ..... Community Service Bcstg. Co.  
Address ..... Upper Locust Ave.  
Tel.: VI 3-2500 ..... Independent  
Station Representative ..... Devney  
President ..... Alphonse Di Mezza  
Gen., Comm. Mgr. .... Philip Spencer  
Chief Engineer ..... Roger Taylor

### WGAV—Amsterdam—1956

Frequency: 1570 Kc. .... Power: 1000 Watts d.  
Owned By ..... Walter T. Gaines  
Business Address ..... Amsterdam  
Tel.: Victor 3-2830 ..... Independent  
Station Representative ..... Hopewell  
Owner ..... Walter T. Gaines  
Program Director ..... Sam Surlo  
Chief Engineer ..... Barry Frank

### WAUB—Auburn—1958

Frequency: 1590 Kc. .... Power: 500 Watts. d.  
Owned By ..... Herbert P. Michels  
Business Address ..... 204 Texas Lane, Ithaca  
Owner ..... Herbert P. Michels

### WMBO—Auburn—1927

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By ..... WMBO, Inc.  
Business-Studio Address ..... 141 Genesee St.  
Tel.: AU 2-3511 ..... MBS  
Representative ..... Thomas F. Clark  
President ..... William O. Dapping  
Gen., Sta. Mgr. .... Frederick L. Keesee  
Comm. Mgr., Prog. Dir. .... Robert Morgan  
Chief Engineer ..... Herbert House

### WBAB—Babylon—1957

Frequency: 1440 Kc. .... Power: 500 W. d.  
Owned By ..... Babylon-Bay Shore Bcstg. Corp.  
Business Address ..... Route 109  
Tel.: MO 1-4000 ..... Independent  
President ..... Sol Horenstein  
Gen. Mgr. .... Joe Horenstein  
Comm. Mgr. .... Bertine Fields  
Sales Promotion Manager ..... Don Emmett  
Program Director ..... Ray Adel  
Publicity Director ..... Carmen Eichel  
Chief Engineer ..... Edward Knapp

### WGII—Babylon—1958

Frequency: 1290 Kc. .... Power: 1 Kw.  
Owned By ..... WGII, Inc.  
Tel.: MOhawk 9-1290 ..... Independent  
Representative ..... Charles Bernard  
Pres., Chief Eng. .... William H. Reuman  
General Mgr. .... Edith Dick  
Sta., Comm. Mgr. .... Jerry Warren  
Program Dir. .... Fred Barr  
Sales Prom. Mgr. .... Bud Zaret  
Publicity Dir. .... Carl Meyers  
Production Mgr. .... Jerry Stevens

### WSEN—Baldwinsville—1958

Frequency: 1050 Kc. .... Power: 250 Watts  
Owned By ..... Century Radio Corp.  
Address ..... P. O. Box 1050  
Tel.: NEptune 5-3971 ..... Independent  
President ..... Donald C. Menapace  
Gen. Mgr., Publicity Dir. .... R. L. Stockdale  
Program Dir. .... James A. Lowery, Jr.  
Chief Engineer ..... Richard H. Pirong

### WBTA—Batavia—1941

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Batavia Bcstg. Corp.  
Business-Studio Address ..... 22 Seaver Pl.  
Tel.: 715 ..... MBS  
Pres., Gen. Mgr. .... Edmund R. Gamble  
Commercial Manager ..... James Delbridge  
Program Director ..... Miss Winnie Legg  
Publicity Dir. .... Jack Derbyshire  
Chief Engineer ..... Alfred Callander

### WENE—Binghamton Endicott—1947

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

### WINR—Binghamton—1946

Freq.: 680 Kc. .... Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By ..... The Binghamton Press  
Tel.: 3-8251 ..... NBC  
Station Representative ..... Everett-McKinney



General Manager.....David F. Milligan  
 Commercial Manager.....Ken Cable  
 Program Director.....Shirley Ricciardelli  
 Chief Engineer.....Gino Ricciardelli

**WKOP—Binghamton—1947**

Freq.: 1360 Kc....Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By..The Binghamton Bcstrs., Inc.  
 Business-Studio Address.....34 Chenango St.  
 Tel.: 2-3437.....MBS  
 Representative.....Bolling  
 Pres., Gen.-Sta. Mgr.....Andrew Jarema  
 Comm., Prom. Mgr., Prog. Dir...Wally Buman  
 Publicity Dir.....Bob Richards  
 Chief Engineer.....Charles Hallinan

**WBNF—Binghamton—1927**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Triangle Pubs. Inc.  
 Business Address.....1 Henry St.  
 Tel.: 3-7311.....CBS  
 Newspaper Affiliation.....Phila. Inquirer  
 Representative.....Blair & Co.  
 Gen. Mgr.....George R. Dunham  
 Sales Manager.....Kenneth Leslie  
 Merchandising Manager.....Ruth Hider  
 Oper. Mgr.....Russ Baker  
 Chief Engineer.....Lamar Cox

**WBRV—Boonville—1955**

Frequency: 900 Kc.....Power: 1000 Watts, d.  
 Owned-Oper. By.....Black River Radio, Inc.  
 Address.....WBRV Building  
 Tel.: 11.....KBS  
 Station Representative.....Indie Sales  
 Pres., Gen. Manager.....Livingston Leasing  
 Comm. Manager.....Leon Renodin  
 Publicity Director.....Joan Knollman  
 Chief Engineer.....John Knollman

**WBEN—Buffalo—1930**

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WBEN, Inc.  
 Address.....Hotel Statler-Hilton  
 Tel.: MO 0930.....CBS  
 Newspaper Affiliation..Buffalo Evening News  
 Representative.....Henry I. Christal  
 President.....A. H. Kirchofer  
 General Manager.....C. Robert Thompson  
 Commercial Manager.....Chester E. Daly  
 Program Director.....William Peters  
 Promotion Manager.....Joseph A. Haeffner  
 Chief Engineer.....Ralph J. Kingsley

**WBNY—Buffalo—1935**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Roy L. Albertson, Inc.  
 Address.....485 Main St.  
 Tel.: MO 1400.....Independent  
 Representative.....Masla  
 President.....Roy L. Albertson, Sr.  
 General Mgr.....Charles E. Deny  
 Commercial Mgr.....Gene White  
 Program, Sales Prom. Mgr.....Henry Brach  
 Chief Engineer.....Tom Vines

**WEBR—Buffalo—1924**

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WEBR, Inc.  
 Business-Studio Address.....23 North St.  
 Tel.: LI 7133.....MBS  
 Newspaper Affiliation.....Courier-Express  
 Representative.....Katz  
 President.....William J. Conners, III  
 Gen., Sta. Mgr.....David F. Leopold  
 Comm. Mgr.....George T. Staggy  
 Pgm., Prom. Mgr.....Wm. Schweitzer  
 Chief Engineer.....Frank B. Ridgeway

**WGR—Buffalo—1922**

Frequency: 550 Kc.....Power: 5 Kw.  
 Owned.....Transcontinent TV  
 Address.....Hotel Lafayette  
 Tel.: Washington 3100.....NBC  
 Rep.....Peters, Griffin, Woodward, Inc.  
 President.....David C. Moore  
 Manager.....Van Buren W. de Vries  
 Administrative Mgr.....Robert J. Strigl  
 General Sales Mgr.....Nat L. Cohen  
 Program Director.....Sidney Gaby  
 Pub. Dir.....Florence Ladler  
 Chief Engineer.....Fred M. Eames  
 Owners of: WSWA, Harrisonburg, Va.

**WINE—Buffalo—1957**

Frequency: 1080 Kc.....Power: 1 Kw  
 Owned By.....Western N. Y. Bcstg. Co.  
 Address.....13 S. Cayuga Rd.  
 Tel.: PLaza 1080.....Independent  
 Representative.....Stars, National  
 President.....John L. Kluge  
 Gen., Comm. Mgr.....A. E. Anscombe  
 Publicity Dir.....Lee Howe  
 Chief Engineer.....Ernie Bohr

**WKBW—Buffalo—1925**

Frequency: 1520 Kc.....Power 50,000 Watts  
 Owned-Operated By.....WKBW, Inc.  
 Business Address..Radio Center, 1430 Main St.  
 Tel.: GR 5101.....Independent  
 Representative.....Avery-Knodel  
 Pres., Gen. Mgr.....Clinton H. Churchill  
 Commercial Manager.....Anthony C. Rocco  
 Program Director.....Michael Joseph  
 Chief Engineer.....Leroy Fiedler

**WNIA—Buffalo—1956**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Niagara Bcstg.  
 Business Address.....2900 Genessee St.  
 Tel.: FI 9600.....Independent  
 Station Representative.....Walker-Rawalt  
 Pres., Ch. Engr.....Gordon P. Brown  
 Prog., Pub. Dir.....Mary Lounsbury

**WWOL—Buffalo—1946**

Frequency: 1120 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..Greater Erie Broad. Co.  
 Address.....315 Main St.  
 Tel.: MO 1200.....Independent  
 Representative.....ForJoe  
 President.....Leon Wyszatycki  
 General Mgr.....Ted Wyszatycki  
 Station Mgr.....Herb Resnick

**NEW YORK** .....

Commercial Mgr. .... Allan Baer  
Program Dir. .... Rick Bennett  
Sales, Publicity Dir. .... Joe Bryan  
Chief Engineer. .... Walt Williams

**WCBA—Corning—1949**

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

**WCLI—Corning—1947**

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned. .... Radio Corning, Inc.  
Address ..... 99 W. First St.  
Tel.: 6-5421 ..... ABC  
Station Representative. . Donald Cooke, Inc.  
Pres., Gen. Mgr., Pub. Dir. . Gordon M. Jenkins  
Sta. Mgr., Prog. Dir. .... George P. Droelle, Jr.  
Chief Engineer. .... Bernard Hamilton

**WKRT—Cortland—1947**

Freq.: 920 Kc. .... Power: 1 Kw. d., 500 W. n.  
Owned-Operated By. .... Radio Cortland, Inc.  
Business-Studio Address. .... 27 N. Main St.  
Tel.: SK 6-2828 ..... Independent  
Representative ..... Gill-Perna  
President ..... Leighton A. Hope  
Gen., Sta., Comm. Mgr. .... W. L. Thompson  
Chief Engineer. .... Walter Chociay

**WFLR—Dundee—1956**

Frequency: 1570 Kc. .... Power: 1 Kw., d.  
Owned-Operated By. .... Finger Broad Bcstg.  
Business Address. .... 110 E. Elm, Penn Yan  
Tel.: 158 ..... KBS  
President ..... Henry Valent  
Gen., Sta. Mgr. .... Bob Burnes  
Program Director. .... Bob Gordon  
Publicity Director. .... Via Fowler  
Chief Engineer. .... Harry Decker

**WDOE—Dunkirk—1949**

Frequency: 1410 Kc. .... Power: 500 Watts  
Owned-Operated By. .... Lake Shore Bcstg.  
Address ..... Willow Rd.  
Tel.: 7756 ..... KBS  
Station Representative ..... Walker-Rawalt  
President ..... Simon Goldman  
Sta. Mgr. .... Richard H. Burt  
Commercial Manager. .... H. Brooks Dawson  
Chief Engineer. .... Charles Blohm

**WELM—Elmira—1947**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owner ..... Radio Elmira, Inc.  
Business-Studio Address. .... 222 E. Market St.  
Tel.: REgent 3-5626 ..... CBS  
Station Representative ..... Burn-Smith  
President ..... John S. Riggs  
General Manager. .... Keith W. Horton  
Commercial Manager. . Richard Oppenheimer  
Program Director. .... Ruth E. Dibble  
Publicity Director. .... Ethel O. Parker  
Chief Engineer. .... Arthur French

**WENY—Elmira—1939**

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By. . Elmira Star-Gazette, Inc.  
Bus.-Studio Address. .... Mark Twain Hotel  
Tel.: REgent 4-5181 ..... NBC  
Representative ..... Everett-McKinney  
Secretary ..... Thomas V. Taft  
Commercial Mgr. .... F. R. Gray  
Station Mgr. .... Dale Taylor  
Program Director. .... Ted Hodge  
Chief Engineer. .... Ed. L. Pettengill

**WEHH—Elmira Heights-Horseheads—1956**

Frequency: 1590 Kc. .... Power: 500 W., d.  
Owned. .... Elmira Heights-Horseheads Bcstg.  
Bus. Ad. .... 107 W. Franklin, Horseheads  
Tel.: 9-5422 ..... MBS  
Station Representative ..... Devney  
Pres., Ch. Engr. .... Frank P. Saia  
Comm., Sales Prom. Mgr. .... Harry Keavin  
Prog. Dir. .... Norman Decker  
Publicity Director. .... Alan Anthony

**WBUZ—Fredonia—1957**

Frequency: 1570 Kc. .... Power: 250 Watts, d.  
Owned By. .... Dunkirk-Fredonia Bcstg.  
Address ..... 15 E. Main St.  
Tel.: 2-2157 ..... Independent  
General Mgr. .... L. W. Skelly  
Commercial Mgr. .... Elmer Reed  
Program Dir. .... F. Michaels  
Promotion Mgr. .... Joe Bryan  
Chief Engineer. .... Ralph Bell

**WGGB—Freeport—1924**

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned. .... Long Island's First Station, Inc.  
Business-Studio Address. .... 44 So. Grove St.  
Tel.: MA 3-1240 ..... Independent  
Pres., Gen. Mgr. .... Edward J. Fitzgerald  
Asst. Station Manager. .... Michael Sands  
Commercial Manager. .... H. Robert Reinhard  
Program Director. .... A. V. Andersen  
Publicity Director. .... Mark Ritter  
Chief Engineer. .... Harvey Soper

**WOSC—Fulton—1949**

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

**WKIT—Garden City—1956**

Frequency: 1520 Kc. .... Power: 250 Watts  
Owned-Operated By. .... VIP Radio  
Business Address. .... Roosevelt Field  
Tel.: Pioneer 6-6700 ..... Independent  
President ..... Sy Weintraub  
General Manager. .... Hy Finkelstein  
Sales Manager. .... Harry Greenberg  
Program Dir. .... Frank Costa

Publicity Director.....Jeanne Sands  
Chief Engineer.....Stan LoPresto

**WGVA—Geneva—1947**

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

**WWSC—Glens Falls—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Gt. Northern Radio Co.  
Address.....13 Warren St.  
Tel.: GL 2-6518.....ABC  
Pres., Gen Mgr.....Martin Karig  
Comm., Prom. Mgr.....Frank Costello  
Program Dir.....Charles Featherstone  
Chief Engineer.....Leroy Fuller, Jr.

**WENT—Gloversville—1944**

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

**WHLI—Hempstead—1947**

Frequency: 1100 Kc.....Power: 10 Kw., d.  
Owned-Oper. By.....FM Bcstg. Corp.  
Business-Studio Address.....384 Clinton St.  
Tel.: IV 1-8000.....Independent  
Representative.....Gill-Perna  
Pres., Gen. Mgr.....Paul Godofsky  
Comm. Manager.....Joseph A. Lenn  
Sales Promotion Manager...M. N. Godofsky  
Prog. Dir.....Jerry Carr  
Publicity Director.....John T. Clayton  
Chief Engineer.....Frank E. Knaack

**WALY—Herkimer-Ilion—1956**

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

**WLEA—Hornell—1951**

Frequency: 1420 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Hornell Bcstg. Corp.  
Business-Studio Address.....97 Main St.  
Tel.: 1420.....MBS  
Representative.....Gill-Perna  
Pres., Gen. Mgr.....Charles D. Henderson  
Sta. Mgr.....G. W. Stidstone  
Comm. Mgr.....E. Barnes  
Prog. Dir.....Don Jones  
Pub. Dir.....Byron Emerson  
Chief Engineer.....Frederick Witter

**WWHG—Hornell—1946**

Frequency: 1320 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Ra-Tel Broadcasters, Inc.  
Address.....Radio Center  
Tel.: 2000.....Independent  
Station Rep.....Rambeau, Vance, Hopple  
Pres., Gen. Mgr.....Sy Dresner  
Comm. Mgr.....Sheff Davis  
Sales Mgr.....Treach White  
Program Director.....Robert Woodel  
Pub. Dir.....Cleora M. Carroll  
Chief Engineer.....Howard Huff

**WHUC—Hudson—1947**

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

**WGSM—Huntington—1951**

Frequency: 740 Kc.....Power: 1000 Watts d.  
Owned...Huntington-Montauk Bcstg. Co., Inc.  
Address.....379 New York Ave.  
Tel.: HA 3-6740.....Independent  
Pres., Gen. Mgr.....Edward J. Fitzgerald  
Asst. Sta. Mgr., Ch. Engr.. William Naramore  
Sales Prom., Pub. Dir.....Ron Armstrong  
Program Director.....Joseph J. Moran

**WHCU—Ithaca—1921**

Frequency: 870 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Cornell University  
Business Address.....212 E. State St.  
Tel.: 4-6301.....CBS  
Gen. Mgr.....Michael R. Hanna  
Commercial Mgr.....H. E. M. Brockway  
Program Director.....Joseph A. Short  
Publicity Director.....Sam Woodside  
Chief Engineer.....Herbert P. Michels

**WTKO—Ithaca—1956**

Frequency: 1470 Kc.....Power: 1 Kw., d.  
Owned.....Radio Ithaca, Inc.  
Business Address.....113 S. Cayuga St.  
Representative.....ForJoe  
President.....T. K. Cassel  
V.P., Gen. Mgr.....E. E. Erdman  
Asst., Comm. Mgr.....Joel Fleming  
Sales Promotion Manager...Robert Newman  
Program Director.....Ted Hackett  
Chief Eng.....Gerald Cushing

**WJOC—Jamestown—1948**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Air Waves, Inc.  
Trans.-Bus.-Studio Address...415 W. Fourth St.  
Tel.: 6-1555.....MBS-KBS  
Representative.....Burn-Smith  
President, Gen. Manager...Harold P. Kane  
Comm. Mgr.....Richard F. Rose  
Prog. Dir.....Edward J. McGrath  
Chief Eng.....B. O. Waterman

## NEW YORK

### WJTN—Jamestown—1924

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By James Bcatg. Co., Inc.  
Bus.-Studio Address Hotel Jamestown  
Tel.: 7151  
Representative Venard, Rintoul & McConnell  
Pres., Gen. Sta. Mgr. Simon Goldman  
Commercial Manager J. Carl Willems  
Program Director George Pileeger  
Publicity Director Asmon Hazzard  
Chief Engineer Herbert Niklaus

### WKNY—Kingston—1939

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Kingston Bcastg. Corp.  
Business-Studio Address 601 Broadway  
Tel.: FE 1-1490  
Representative Meeker  
President Joseph K. Close  
V.P., Gen. Mgr. Robert M. Peebles  
Commercial Mgr. Howard M. Shultis  
Program Dir. Tony Bell  
Prom., Publicity Dir. Mike Bouche  
Chief Engineer John C. Bonse

### WVOS—Liberty—1947

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

### WLFH—Little Falls—1952

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Walter Gaines  
Business Address WLFH Radio Bldg.  
Tel.: 654  
KBS  
Station Representative George Hopewell  
Owner Walter Gaines  
Ch. Eng. Barry Frank

### WUSJ—Lockport—1948

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Union-Sun & Journal, Inc.  
Trans.-Address 320 Michigan St.  
Tel.: 3-5944  
Independent  
Newspaper Affil. Union Sun & Journal  
Representative Gili-Perna  
President Egbert D. Corson  
General Manager William J. Kemble  
Sta., Comm. Mgr. Joseph A. Pinna  
Sales Prom. Manager Jerry Diamond  
Prog. Director Tony Allen  
Pub. Dir. Tom Jolls  
Chief Engineer Tom Ceravolo

### WICY—Malone—1946

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper By North Country Bcastg. Co.  
Address WICY Bldg.  
Tel.: 1546  
MBS  
Station Representative Dore  
Pres., Gen. Mgr. Mitchell C. Tackley  
Commercial Manager Alice M. Pelkey  
Program Director Don Paye  
Chief Engineer Adolf Stromer

### WMSA—Massena—1945

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By The Brockway Co.  
Business Address Central Building  
Tel.: RO 9-3591  
ABC  
Newspaper Affil. Watertown Times  
Representative Weed  
President John B. Johnson  
General Manager Louis Salfi, Jr.  
Station Manager Thomas R. McHugh  
Program Director James H. Nash  
Publicity Director Larry Boyer  
Chief Engineer A. Samuel Frazier

### WALL—Middletown—1942

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By The Community Bcastg. Corp.  
Business-Studio Address 62 North St.  
Tel.: DI 3-3119  
Independent  
Station Representative McGavren-Quinn  
Pres., Gen. Mgr. James M. Patt  
Program Director Jerry Wax  
Chief Engineer Fred Schoelkopf

### WVIP—Mt. Kisco—1957

Frequency: 1310 Kc. Power: 1 Kw., d.  
Owned By VIP Radio, Inc.  
Address 498 Lex. Ave., N. Y. C.  
Tel.: Mt. Kisco 6-5177  
Independent  
Station Rep. Beckjorden  
President Marlin Stone  
Gen., Comm. Mgr. N. A. Andrews  
Program Dir. E. Robbins  
Promotion Dir. R. K. Doan  
Chief Engineer E. Machanic

### WACK—Newark—1957

Frequency: 1420 Kc. Power: 500 Watts, d.  
Owned By Radio Wayne City.  
Address 110 E. Union St.  
Tel.: DEerfield 1-1420  
Independent  
President J. J. Kaufman  
Gen., Comm. Mgr. B. Sova  
Program Dir. B. Paxson  
Promotion Mgr. T. Barnes  
Chief Engineer M. L. Cole

### WGNY—Newburgh—1933

Frequency: 1220 Kc. Power: 1000 Watts d.  
Owned Orange County Bcastg. Co., Inc.  
Business-Studio Address 161 Broadway  
Tel.: 4600  
Independent  
Pres. George W. Bingham  
General Mgr. Joseph Rake  
Program Dir. Richard H. Raskin  
Comm. Mgr. Campbell Thompson  
Chief Engineer Marvin Siemes

### WWES—New Rochelle—1950

Frequency: 1460 Kc. Power: 500 Watts d.  
Owned-Oper. By Radio Westchester  
Address 200 North Ave.  
Tel.: NE 6-0800  
Independent  
President Martin Stone  
Gen. Comm. Mgr. Nicholas A. Andrew  
Program Dir. Thomas C. Paris  
Chief Engineer Ernest Mechanic

 **News Is Preferred...**

**... by Listeners . . because it is  
dependable as well as interesting.**

***Ap  
Preferred***

50 Rockefeller Plaza

•

New York 20, N. Y.

# WHOM

**TOP-RATED STATION  
IN NEW YORK SPANISH HOMES**

**91%**\*\*\*

**OF THE TIME**

\*\*\* Pulse  
November 1958

# WHOM

**136 W. 52nd St., New York  
Circle 6-3900**

**WABC—New York—1921**

Frequency: 770 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....American Bcstg. Co., Inc.  
 Business Address.....7 West 66th St.  
 Tel.: SU 7-5000.....ABC  
 Representative.....John Blair  
 President.....Leonard H. Goldenson  
 Gen., Sta. Mgr.....Ben Hoberman  
 Prom. Mgr., Pub. Dir.....Paul Kasander  
 Merchandising Manager.....Jack Dunn  
 Program Director.....Myrtle Tower  
 Chief Engineer.....Frank Marx

**WHOM—New York—1930**

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

The Red Cross Needs



Your Unstinting Assistance

**GIVE!**

**the  
best  
way  
into  
NEW YORK**





**WINS—New York—1924**

Frequency: 1010 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....Gotham Bcstg. Corp.  
Address.....7 Central Park West  
Tel.: JU 2-7000.....Independent  
Reps. ....Katz

President.....J. Elroy McCaw  
General Manager.....H. G. Fearnhead  
Vice-Pres. ....John Keating  
Sales Mgr.....John D. Kelly  
Prog. Dir.....Mel Leeds  
Publicity Director.....Morty Katz  
Chief Engineer.....P. Von Kunits

SEE PAGE 100 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**

latest Negro  
Pulse\* Report  
again  
establishes

  
New York's

**NO. 1**  
**NEGRO RADIO STATION**

*\*Based on TOTAL 24 HOUR LISTENERSHIP  
to ALL Negro programs (Pulse, October 1958)*

## **1190 ON YOUR DIAL**

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

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

**WLIB** is the first New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour and every half-hour.

**WLIB**—only New York Negro station devoting 87% of its broadcast time to Negro programming.

**HARLEM RADIO CENTER** • Hotel Theresa • 2090 Seventh Ave. • New York 27 • MO 6-1800

*\*Pulse—October, 1958*

**WBNX—New York—1927**

Frequency: 1380 Kc.....Power: 5000 Watts  
Owned-Operated By....WBNX Bcstg. Co., Inc.  
Bus.-Studio Address..260 E. 161st St., N. Y. 51  
Tel.: ME 5-0333.....Independent  
Representative .....A. Lewis King  
President.....A. L. Haskell  
V.P., Sta.-Gen. Manager....William I. Moore  
Asst. Comm. Mgr.....Edward Betchley  
Prog. Directors.....Frank Johnson, E. Ervin

**WLIB—New York—1942**

Frequency: 1190 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....New Bcstg. Co., Inc.  
Business-Studio Address.....2090 7th Ave.  
Tel.: MO 6-1800.....Independent  
Representative .....Forjoe  
Pres., Gen. Manager.....Harry Novik  
Program Director.....Nat Rudich  
Comm. Mgr.....Arthur Harrison  
Sales Prom. Mgr.....Don Pomeranz  
Publicity Dir.....Lou Frankel  
Chief Engineer.....Gordon A. Greenfield

**SEE PAGE 321**

**FOR U. S. RADIO STATION INDEX**

**SEE PAGE 33**

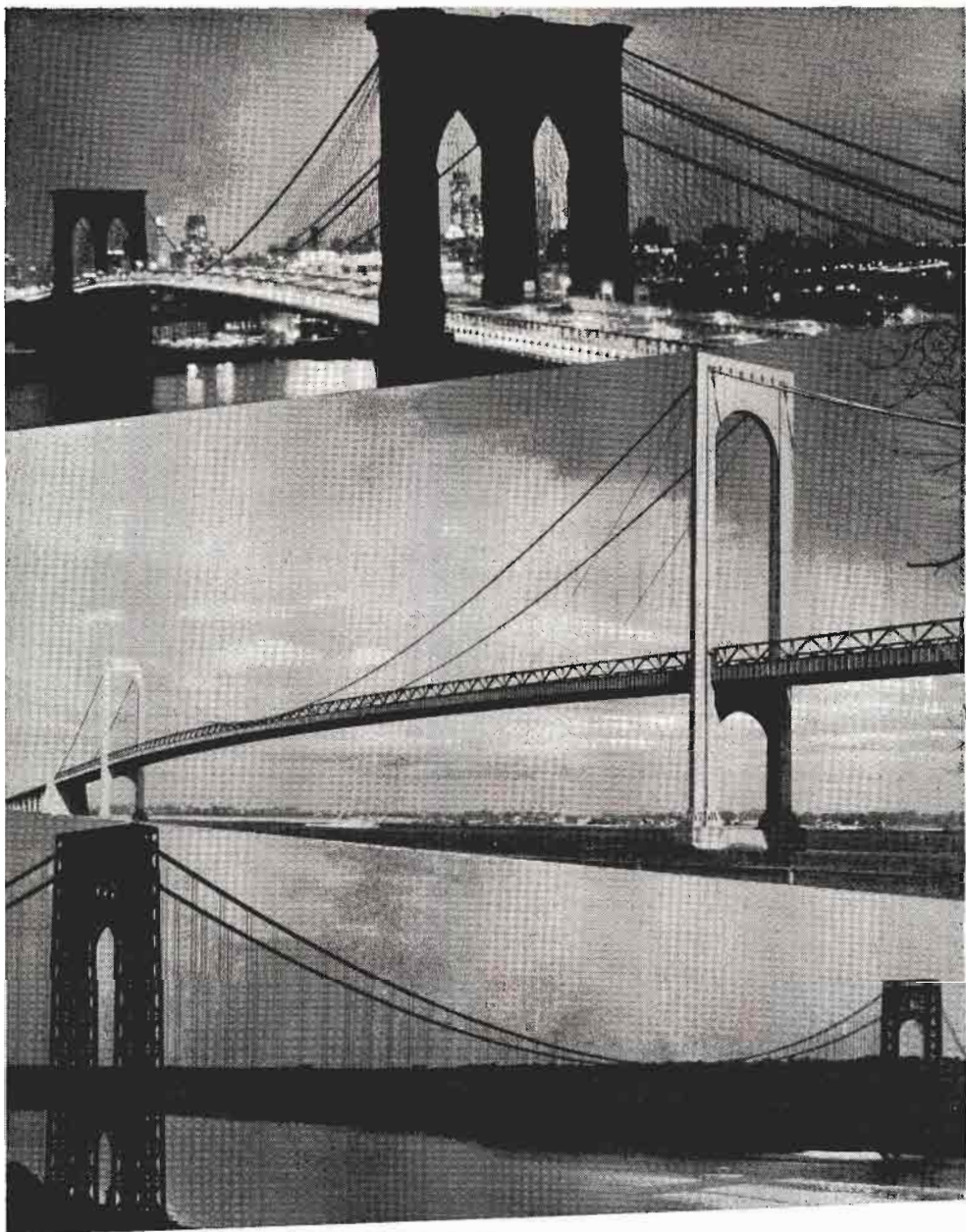
**FOR VITAL INDUSTRY STATISTICS**

**SEE PAGE 53**

**FOR FCC STATION EXPANSION REPORT**

**SEE PAGE 57**

**FOR ALL-AMERICAN FAVORITES OF 1958**



**NO MATTER HOW YOU STACK'EM...**

you'll find the best bridge to the  
huge New York audience is



*The Voice of New York*

**wmca 570** *First on 14,028,147 radio dials*

**It's unanimous! Check latest Pulse, Nielsen and Hooper!**

**No tolls when you call us collect, MUrray Hill 8-1500 or contact AM Radio Sales**

**WCBS—New York—1924**

Frequency: 880 Kc. . . . . Power: 50,000 Watts  
 Owned By . . . . . Columbia Bcstg. System, Inc.  
 General Studio Address . . . . . 485 Madison Ave.  
 Tel.: PL 1-2345 . . . . . CBS  
 Representative . . . . . CBS Radio Spot Sales  
 President of CBS . . . . . Frank Stanton  
 General Manager . . . . . Sam J. Slate  
 Sales Prom. Mgr. . . . . Richard L. Stahlberger  
 Program Director . . . . . Allen Ludden  
 Publicity Director . . . . . Milton Rich  
 Chief Engineer . . . . . Davidson Vorhes

**WMCA—New York—1925**

Frequency: 570 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . WMCA, Inc.  
 Business-Studio Address . . . . . 415 Madison Ave.  
 Tel.: MU 8-1500 . . . . . Independent  
 Representative . . . . . AM Radio Sales  
 President . . . . . Nathan Straus  
 General Manager . . . . . Stephen B. Labunski  
 V.P., Prog. Dir. . . . . R. Peter Straus  
 Station Superv. . . . . Ruth Musser  
 Sales Development . . . . . Rita L. Garner  
 Commercial Manager . . . . . John J. McSweeney  
 Publicity Director . . . . . Ruth Meyer  
 Chief Engineer . . . . . James McCafferty

To Broadcasters

**AP**

Means

**Added Profits**

**Added Prestige**

**The Associated Press**

**50 Rockefeller Plaza**

**New York 20, N. Y.**



# 2 for 1

WMGM is now the No. 2 station in the No. 1 market. (Sunday through Saturday, 6 a.m. to Midnight, Total Station Audience — Nielsen, Jan.-Feb. 1959)

Yes, and on any basis of measurable sales results, too, WMGM produces action at the lowest cost of any Radio Station in the Greater New York Metropolitan Area.

the liveliest station in town • 50,000 watts

**wmgm**  
RADIO NEW YORK CITY

The Loews Theatres, Inc. Radio Station in New York  
1050 kc

400 Park Avenue Phone Murray Hill 8-1000

Represented Nationally by  
George P. Hollingbery Co.

**WMGM—New York—1922**

Frequency: 1050 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . WMGM Bcstg.  
 Business-Studio Address . . . . . 400 Park Ave.  
 Tel.: MU 8-1000 . . . . . Independent  
 Representative . . . . . Hollingbery  
 V.P., Director . . . . . Arthur M. Tolchin  
 Assoc. Dir., Prog. Mgr. . . . . Raymond Katz  
 Sales Manager . . . . . Samuel Faust  
 Asst. Sales Dir. . . . . Vern Hendrickson  
 Business Manager . . . . . Morris Sher  
 Controller . . . . . Frank Schwartz  
 Sales Promotion Director . . . . . John P. Newman  
 Dir. Publicity . . . . . Lester Dinoff

**WOR—New York—1922**

Frequency: 710 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . RKO Teleradio Pictures  
 Business-Studio Address . . . . . 1440 Broadway  
 Tel.: LO 4-8000 . . . . . MBS  
 Representative . . . . . H-R Reps.  
 President . . . . . Thomas F. O'Neil  
 V.P., Gen. Mgr. . . . . Robert J. Leder  
 Adv. Mgr. . . . . J. A. Yergin  
 Sales Manager . . . . . William McCormick  
 Adv. Prom. Dir. . . . . Robert Sullivan  
 Program Director . . . . . Robert S. Smith  
 Program Manager . . . . . Slater Barkentin  
 Press & P.R. Dir. . . . . Marvin Camp  
 Director of Operations . . . . . Barney Boyle  
 (See Page 320)

**SEE PAGE 91  
 FOR NEWS-WIRE SERVICES**

**SEE PAGE 93  
 FOR RESEARCH ORGANIZATIONS**

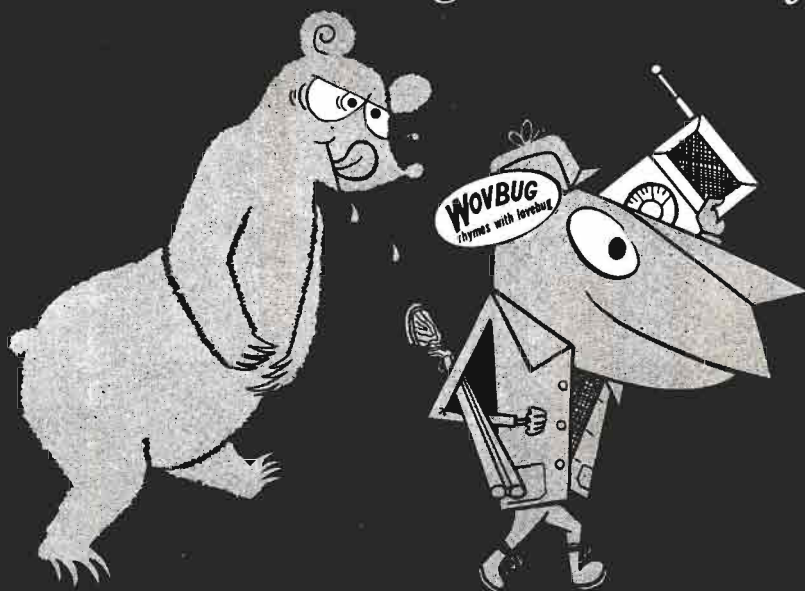
**SEE PAGE 65  
 FOR PRODUCTION OF RADIO SETS**

**SEE PAGE 85  
 FOR RADIO INDUSTRY FINANCIAL DATA**

wherever they be  
it's

**WOV**  
5000  
Watts  
IN N. Y. C. and VICINITY

first in the Negro Community



If you're hunting for sales in the 17-county metropolitan New York area, there's an enormous potential in the great Negro Community that resides in it.

Its growth speaks volumes — over 40% since 1951 alone. Its per capita income level, too, has risen almost 40% in that time. Today this community represents approximately a million and a half persons in New York, New Jersey and the Connecticut area — 427,054 families yearning for the better things in life and, more than ever, able to buy them.

Programming 11½ hours a day to the interests of

this vital community, WOV is the only radio station in New York that reaches this market in its entirety — and reaches it MORE on every survey made.

A complete factual booklet — "Maximum Sales in the Negro Market of New York" — just completed — is well worth your study. It's yours for the asking.

**WOV** NEW YORK  
Representatives: John I. Pearson Co.



**WOV—New York—1926**

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

**WEVD—New York—1927**

Frequency: 1330 Kc. .... Power: 5000 Watts  
 Owned-Oper. By..Debs Memorial Radio Fund  
 Business-Studio Address.....117 W. 46th St.  
 Tel.: PI 7-0880.....Independent  
 Managing Dir.....Henry Greenfield  
 Prog. Dir.....George Field

**WNEW—New York—1934**

Frequency: 1130 Kc. .... Power: 50 Kw.  
 Owned-Oper. By...Metropolitan Bcstg. Corp.  
 Business-Studio Address.....565 Fifth Ave.  
 Tel.: YU 6-7000.....Independent  
 Station Representative ..... Eastman  
 Pres. & Gen. Mgr.....R. D. Buckley  
 Exec. V.P.....John B. Jaeger

Sales V.P.....J. V. B. Sullivan  
 Dir. Sales Dev.....Henry W. Simmen

**WPOW—New York—1957**

Frequency: 1330 Kc. .... Power: 5 Kw.  
 Owned ..... Bcstrs. of N. Y.  
 Address.....41 East 42nd St.  
 Tel.: MU 7-8436.....Independent  
 Station Representative. Tele Bcstrs.; Crennan  
 President.....H. Scott Killgore  
 Station Manager.....Si Lewis  
 Chief Engineer.....David R. Pryce

**WRCA—New York—1926**

Frequency: 660 Kc. .... Power: 50 Kw.  
 Owned ..... National Bcstg. Co.  
 Address.....30 Rockefeller Plaza  
 Tel.: CI 7-8300.....NBC  
 Station Rep.....NBC Spot Sales  
 President .....Robert Sarnoff  
 Gen. Manager.....William N. Davidson  
 Station Mgr.....Arthur Hamilton  
 Bus. Mgr.....Frederick Acker  
 Dir. Sales .....Herman Maxwell  
 Dir. Operations.....Pete Afte  
 Dir. Sales, Market.....Max E. Buck  
 Advertising Mgr.....Michael Lannon  
 Program Dir.....Steve White  
 Publicity-Exp. Mgr.....Alvin J. Slep

**NEW YORK STATE ASSOCIATION  
 OF  
 RADIO and TELEVISION BROADCASTERS**

*President*—Robert J. Leder, WOR-AM-TV, N. Y. C.

*1st Vice-Pres.*—Paul Adanti, WHEN-AM-TV, Syracuse

*2nd Vice-Pres.*—H. Stillwell Brown, Rural Radio Network, Ithaca

*Secretary*—Elliot Stewart, WIBX, Utica

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**MEETINGS:—100 MEMBERS—ELECTIONS:**

**APRIL & FALL**

**FALL**

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For nearly a million New York families, for hundreds of advertisers . . . **Nothing takes the place of good music, nothing takes the place of** **WQXR**

Radio Station of The New York Times **AM 50,000 watts, and FM**

**WQXR—New York—1936**

Frequency: 1560 Kc. Power: 50,000 Watts  
 Owned-Operated By: Interstate Bcstg. Co.  
 Business-Studio Address: 229 W. 43rd St.  
 Tel.: LA 4-1100 Independent  
 Newspaper Affiliation: Times  
 Representative: Paul H. Raymer  
 Chairman of Board: Arthur Hays Sulzberger  
 President: Orvil E. Dryfoos  
 Exec. V.P., Gen. Mgr.: Elliott M. Sanger  
 V.P. Sales Mgr.: Norman S. McGee  
 Sales Prom. Dir.: Mary Rice Anderson  
 Program Director: Eleanor N. Sanger  
 Pub. Dir.: E. "Pat" Hurley  
 Chief Engineer: L. J. Kleinklaus

**WWRL—New York—1926**

Frequency: 1600 Kc. Power: 5000 Watt.  
 Owned-Oper. By: Long Island Bcstg. Corp.  
 Business Address: 41-30 58th St., Queens  
 Tel.: DE 5-1600 Independent  
 President: W. H. Reuman  
 Gen. Sta. Mgr.: Edith Dick  
 Comm., Sales Prom. Mgr.: Selvin Donneson  
 Program Director: Fred Barr  
 Publicity Director: Leon Lewis  
 Chief Engineer: Benton R. Bartlett  
 (See Page 548)

**WHL D—Niagara Falls—1940**

Frequency: 1270 Kc. Power: 5000 Watts d.  
 Owned-Oper. By: Earl C. Hull  
 Business-Studio Address: United Building  
 Tel.: Butler 4-6464 Independent  
 Representative: Headley-Reed  
 Owner, Gen. Manager: Earl C. Hull  
 Business Manager: R. J. Manning  
 Commercial Mgr.: Earle A. Hamrick  
 Program, Sales Prom. Mgr.: Edward F. Joseph

**WJLL—Niagara Falls—1947**

Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned-Oper.: Niagara Frontier Bcstg. Corp.  
 Address: Hotel Niagara  
 Tel.: BU 5-5796 Independent  
 Representative: Burn-Smith  
 Pres., Gen. Mgr.: Tom W. Talbot  
 Program Dir.: Tom Kennedy  
 Chief Engineer: Gustav Czaplak

**WCHN—Norwich—1953**

Frequency: 970 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Radio Norwich, Inc.  
 Address: 14 S. Broad St.  
 Tel.: 4-2218 Independent  
 Station Representative: Devney  
 Pres., Gen. Mgr.: William J. Hall  
 Asst. Sta., Comm. Mgr.: Philip G. Penfold  
 Program Director: Ivan Hyer  
 Chief Engineer: Wiley R. Bates

**WSLB—Ogdensburg—1940**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Seaway Radio  
 Address: 2315 Knox St.

Tel.: OG 500 MBS  
 President: George Bingham  
 Gen. Mgr., Ch. Engr.: Thomas E. Leighton  
 Prog. Dir.: Flo Beach Rowe

**WHDL—Olean—1929**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: WHDL, Inc.  
 Address: 3219 W. State Rd.  
 Tel.: 2-0161 ABC  
 Newspaper Affiliation: Times Herald  
 Representative: Everett-McKinney  
 Pres., Gen. Mgr.: John R. Henzel  
 Sta. Mgr.: John F. Hastings  
 Comm. Mgr.: Joseph K. Eade  
 Prog. Dir.: Donald McLean  
 Publicity Director: Betty Belleiste  
 Chief Engineer: Wallace D. Taylor

**WMNS—Olean—1957**

Frequency: 1360 Kc. Power: 1 Kw., d.  
 Owned: Olean Bcstg. Corp.  
 Address: 168½ N. Union St.  
 Tel.: 2-0157 Independent  
 Station Representative: Webb  
 Pres., Gen. Mgr.: Donald W. Merriman  
 Comm. Mgr.: Jim Gleason  
 Program Director: James Colston  
 Chief Engineer: William Potter

**WONG—Oneida—1956**

Frequency: 1600 Kc. Power: 1 Kw., d.  
 Owned-Oper. By: Madison County Bcstg. Co.  
 Address: 238 Main St.  
 Tel.: 1600 Independent  
 Representative: McGillvra  
 President: John J. Geiger  
 Station Manager: Willis A. Bradley  
 Comm. Mgr.: Joseph Trela  
 Program Director: Thomas E. Kirwan  
 Chief Engineer: H. B. Reynolds

**WDOS—Oneonta—1947**

Frequency: 730 Kc. Power: 500 Watts, d.  
 Owned-Oper. By: Ottaway Stations, Inc.  
 Bus.-Studio Address: 104 Chestnut St.  
 Tel.: 2470 Independent  
 Newspaper Affiliation: Oneonta Star  
 Representative: Radio-TV Reps.  
 President: James H. Ottaway  
 General Manager: Harold E. Graves  
 Managing Director: Francis H. Brinkley  
 Comm. Mgr.: Benjamin M. Turnbull  
 Program Director: Jerry Sanders  
 Chief Engineer: William J. Petit

**WEBO—Owego—1957**

Frequency: 1330 Kc. Power: 1 Kw., d.  
 Owned: Erdman Bcstg. Co.  
 Business Address: 61 North Ave.  
 Representative: Forloe  
 President: E. E. "Woody" Erdman  
 General Manager: Fred Haggerty  
 Commercial Manager: Matt Cordaro  
 Program Director: Alan Ostrander  
 Publicity Director: Merian Campbell  
 Ch. Eng.: Gerald Cushing

**WALK—Patchogue—1952**

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

**WPAC—Patchogue—1951**

Frequency: 1580 Kc. .... Power: 5 Kw. d.  
 Owned-Oper. By.....Patchogue Bcstg. Co.  
 Business Address.....P.O. Box 651  
 Tel.: GR 5-4600.....Independent  
 Representative.....Clark  
 Pres., Gen. Mgr.....Lee Morrison  
 Station Mgr.....Stan Allan  
 Comm. Mgr.....Herbert Morrison  
 Program Director.....Dick Hodkin  
 Pub. Dir.....Donald Lombardy  
 Chief Engineer.....Morton Morrison

**WLNA—Peekskill—1948**

Frequency: 1420 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By.....Highland Bcstg. Corp.  
 Address.....Box 188  
 Tel.: 7-1124.....Independent  
 Station Rep.....Rambeau, Vance, Hopple  
 Pres., Gen. Mgr., Ch. Eng.....Irving E. Cottrell  
 Commercial Mgr.....Francis V. Lough  
 Program Dir.....George Birdas

**WEAV—Plattsburg—1934**

Frequency: 1960 Kc. .... Power: 5000 Watts  
 Owned-Oper. By.....Plattsburg Bcstg. Corp.  
 Studio Address.....38 Court St.  
 Tel.: 1600.....ABC  
 Representative.....Jack Masla  
 President.....George F. Bissell  
 Gen. Mgr.....A. E. Spokes  
 Commercial Manager.....L. J. Hare  
 Chief Engineer.....Larry La Panne

**WIRY—Plattsburg—1950**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..Clinton Cty. Bdcstg. Corp.  
 Trans. Loca. Address.....301 Cornelia St.  
 Tel.: 2800.....MBS-KBS  
 Representative.....McGavren-Quinn  
 Pres., Gen., Comm. Mgr.....Joel H. Scheier  
 Asst. Gen. Mgr.....Donald L. Pelkey  
 Program Director.....Betty Kraus  
 Chief Engineer.....Joseph F. Missick

**WDLC—Port Jervis—1953**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By.....Port Jervis Bcstg. Co.  
 Address.....Box 920  
 Tel.: 3-2293.....Independent  
 Station Representative.....Hopewell  
 President.....Sidney Sakoisky

Gen. Mgr., Ch. Eng.....Oscar Wein  
 Publicity Director.....Norbert Ellerin

**WPDM—Potsdam—1955**

Frequency: 1470 Kc. .... Power: 1 Kw., d.  
 Owned-Oper. By.....St. Lawrence Radio, Inc.  
 Address.....Potsdam  
 Tel.: COlony 7-9464.....Independent  
 Station Representative.....Forjoe  
 General Manager.....Frederick G. Hartman  
 Station Manager.....Eric C. Fields  
 Sales Promotion Mgr.....James Rogers III  
 Program Director.....Wayne Parrish  
 Chief Engineer.....Lloyd G. Howe

**WEOK—Poughkeepsie—1948**

Frequency: 1390 Kc. .... Power: 1000 Watts, d.  
 Owned-Operated By...Mid-Hudson Bcsts, Inc.  
 Business-Studio Address.....Pendell Road  
 Tel.: GR 1-1500.....Independent  
 Representative.....Everett-McKinney  
 President.....Arthur J. Barry  
 Station Manager.....Frank Breslin  
 Chief Engineer.....John P. Burke

**WKIP—Poughkeepsie—1940**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned.....Dutchess County Bcstg. Corp.  
 Business Address.....Nelson House; Box 889  
 Tel.: GR 1-2300.....ABC  
 Pres.....George W. Bingham  
 V.P., Gen. Mgr.....Richard A. Dwelley  
 Commercial Manager.....Stanley D. Mitchell  
 Pub., Prog. Director.....John Kuhn  
 Chief Engineer.....Marvin S. Seimes

**WREM—Remsen—1957**

Frequency: 1480 Kc. .... Power: 1 Kw.  
 Owned By...Town & Country Bcstg. Co. Inc.  
 Business Address.....1 Pine St.  
 Tel.: 3333.....Independent  
 Station Representative.....Bernard  
 President.....Edwin L. Slusarczyk  
 Gen. Mgr., Ch. Eng.....Gerald W. Prouty  
 Commercial Manager.....John Perry  
 Program Director.....Alfred Liberatore  
 Sales Prom. Mgr.....John Moore

**WRIV—Riverhead—1955**

Frequency: 1390 Kc. .... Power: 1,000 Watts  
 Owned.....Suffolk Broadcasting Corp.  
 Address.....1 East Main  
 Tel.: PA 7-1200.....Independent  
 Newspaper Affil.....Suffolk Consolidated Press  
 Representative.....Grant Webb  
 Pres., Gen. Mgr.....William K. Macy, Jr.  
 Sta. Mgr., Prog. Dir.....John F. Mulcahy  
 Comm., Sales Prom. Mgr.....Laurance I. Nicoll  
 Chief Engineer.....Edward Becker

**WBBF—Rochester—1947**

Frequency: 950 Kc. .... Power: 1000 Watts  
 Owned-Oper. By.....WBBF, Inc.  
 Bus-Studio Address.....339 East Ave.  
 Tel.: HAMlton 6-8920.....Independent

Representative.. Venard, Rintoul & McConnell  
 General Manager.....Thomas L. Brown  
 Chief Engineer.....Vincent Lopopolo

**WHAM—Rochester—1922**

Frequency: 1180 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Genesee Broadcasting  
 Business Address.....201 Humboldt Rd.  
 Tel.: HU 2-1160.....NBC  
 Representative.....Christal, McDermott  
 President.....John S. Riggs  
 General Manager.....F. Robert Greene  
 Sta., Comm. Mgr.....Arthur W. Kelly  
 Program Director.....Edward V. Bryant  
 Chief Engineer.....Raymond Lucia

**WHEC—Rochester—1925**

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned.....WHEC, Inc.  
 Bus. Studio Address.....191 East Ave.  
 Tel.: BA 5-3050.....CBS  
 Newspaper Affiliation.....Gannett Co.  
 Representative.....Everett-McKinney  
 President.....Paul Miller  
 Gen., Sta. Mgr.....L. H. MacMillan  
 Commercial Mgr.....Fred Pestorius  
 Program Dir.....Warren Doremus  
 Publicity Dir.....Dorothy Cotton  
 Chief Engineer.....Howard Mouatt

**WRVM—Rochester—1947**

Frequency: 680 Kc.....Power: 250 W. d.  
 Owner.....Rochester Bcstg. Co.  
 Address.....130 S. Clinton Ave.  
 Tel.: BA 5-2520.....Independent  
 Representative.....Forjoe  
 President.....Harry Trenner  
 Gen. Mgr.....Thomas H. O'Neill  
 Sales Manager.....Charles R. Milne  
 Sales Promotion Manager..Bill Weintraub, Jr.  
 Chief Engineer.....Al Rubin

**WSAY—Rochester—1936**

Frequency: 1370 Kc.....Power: 5 Kw.  
 Owned-Oper. By...Federal Bcstg. System, Inc.  
 Business-Studio Address.....250 E. Ave.  
 Tel.: BA 5-4870.....Independent  
 Station Representative.....Walker-Rawalt  
 Pres., Ch. Eng.....Gordon P. Brown  
 Station Director.....John Hill  
 Prog., Pub. Dir.....Sybilla A. Reber

**WVET—Rochester—1947**

Frequency: 1280 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Veterans Bcstg. Co., Inc.  
 Address.....17 Clinton Ave So.  
 Tel.: HA 6-4820.....ABC  
 Representative.....Bolling Co., Inc.  
 Pres., Gen. Mgr.....Ervin F. Lyke  
 Station Manager.....Paul C. Louthier  
 Commercial Manager...Arthur Murrellwright  
 Program Director.....Jack Decker  
 Publicity Director.....Bill Schubert  
 Chief Engineer.....Raymond Jobs

**WKAL—Rome—1946**

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

Owned-Oper. By....Copper City Bcstg. Corp.  
 Business-Studio Address..Capitol Theatre Bldg.  
 Tel.: 3616.....MBS  
 Representative.....Cooke  
 President.....Myron J. Kallet  
 General Manager.....Joseph Kallet  
 Assistant Mgr.....Alberta Rossi  
 Station Mgr.....Richard W. Gessner

**WGGO—Salamanca—1957**

Frequency: 1590 Kc.....Power: 1 Kw., d.  
 Owned.....Alfred B. Smith  
 Address.....91 Main St.  
 Tel.: 1515.....KBS  
 Station Representative.....Continental  
 President.....Alfred B. Smith  
 General Manager.....Loren F. Bridges  
 Chief Engineer.....Dominic Pecora

**WNBZ—Saranac Lake—1927**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By....Upstate Bcstg. Corp.  
 Business-Studio Address.....88 Main St.  
 Tel.: 1320.....NBC  
 Station Rep.....Rambeau, Vance, Hopple  
 Pres., Gen. Mgr.....Jacques DeMattos  
 Comm. Mgr., Prog. Dir.....Jeanne DeMattos  
 Publicity Director.....John F. Delahant  
 Chief Engineer.....H. Berwind Williams

**WRSA—Saratoga Springs—1957**

Frequency: 1280 Kc.....Power: 1 Kw., d.  
 Owned-Operated By....Radio Station WRSA  
 Business Address.....Box 248  
 Tel.: 4300.....KBS  
 Station Representative.....Keller  
 President.....Lou Tobier  
 Gen., Sta. Mgr.....Jack Oranch  
 Commercial Manager.....A. F. DeBello  
 Program Director.....Jim Whaley  
 Chief Engineer.....Cas Miles

**WSPN—Saratoga Springs  
1954**

Frequency: 900 Kc.....Power: 250 Watts d.  
 Owned By.....Spa Broadcasters, Inc.  
 Business Address.....71 West Ave.  
 Tel.: 2180.....Independent  
 Representative.....Richard O'Connell  
 President.....Ken Freebren  
 Gen., Sta. Mgr.....Robert W. Dingman  
 Comm., Sales Prom. Mgr....Joseph D. Snyder  
 Prog., Pub. Dir.....Sheldon E. Bullock  
 Chief Engineer.....John Leib

**WSKN—Saugerties—1956**

Frequency: 920 Kc.....Power: 1000 Watts, d.  
 Owned.....VIP Radio, Inc.  
 Business Address.....Box 920  
 Tel.: CH 6-2822.....Independent  
 Representative.....Thomas F. Clark  
 Pres., Gen. Mgr.....John P. Lynker  
 Comm., Sales Prom. Mgr....W. Irving Rose  
 Program Dir.....Elliot Nevins  
 Chief Engineer.....Leroy F. Fuller

**WGY—Schenectady—1922**

Frequency: 810 Kc.....Power: 50,000 Watts

## NEW YORK

Owned-Oper. By.....General Electric Co.  
 Business-Studio Address....1400 Balltown Rd.  
 Tel.: FR 7-2261.....NBC  
 Representative.....Henry I. Christal  
 President.....Robert Paxton  
 General Manager.....J. Milton Lang  
 Station Manager.....Robert F. Reid  
 Sales Manager.....J. Schmulbach  
 Operations Mgr.....Merl L. Galuska  
 Sales Prom. Mgr.....Arthur R. Garland  
 Program Director.....Donn M. Chown  
 Chief Engineer.....W. J. Purcell

Mdsg. & Prom. Mgr.....Edward J. Hill  
 Pub. Rel. Dir.....C. F. Phillips  
 Chief Engineer.....Vincent Marlin

## WHEN—Syracuse—1954

Frequency: 620 Kc...Power: 5 Kw. d., 1 Kw. n.  
 Owned.....Meredith Syracuse Radio Corp.  
 Address.....511 Loew Bldg.  
 Tel.: HA 2-0277.....CBS  
 Representative.....Katz  
 V.P. & Gen. Mgr.....Paul Adanti  
 Station Manager.....William H. Bell  
 Prom. Mgr., Pub. Dir.....Robert Peel  
 Program Director.....John L. Scott  
 Comm. Mgr.....Louis Parmentier  
 Chief Engineer.....Robert Ardner  
 Owners of: KCMO, Kansas City, Mo.; KPHO,  
 Phoenix, Ariz.; WOW, Nebraska, Neb.;  
 KRMG, Tulsa, Okla.

(See Page 498)

## WSNY—Schenectady—1942

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

## WFBL—Syracuse—1922

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned.....First Broadcasting Corp.  
 Bus.-Studio Address.....P.O. Box 1390  
 Tel.: HA 2-1147.....ABC  
 Representative.....Hollingbery  
 General Mgr.....Henry P. Wilcox  
 Sales Mgr.....Richard F. Polgreen

## WNDR—Syracuse—1946

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

# WFBL RADIO DOMINATES! SYRACUSE, NEW YORK



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

National representative—George P. Hollingbery Co.

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

**WOLF—Syracuse—1940**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Civic Bcstg. Corp.  
 Address.....Kirkpatrick & Van Rensselaer Sts.  
 Tel.: HA 2-7211.....Independent  
 Representative.....Walker  
 President, General Mgr...T. Sherman Marshall  
 Comm. Mgr.....Al Webb  
 Program, Publicity Dir.....Charles A. Shaw  
 Chief Engineer.....Don Mulr

**WSYR—Syracuse—1922**

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Central N. Y. Bcstg.  
 Business Address.....1030 James St.  
 Tel.: Granite 4-3911.....NBC  
 Newspaper Affil. Herald-Journal, Post Standard  
 Representative.....Henry I. Christal  
 Pres., Gen. Mgr.....E. R. Vadeboncoeur  
 V.P., Prog. Dir.....William V. Rothrum  
 Com. Mgr.....William R. Alford, Jr.  
 Prom. Mgr., Pub. Dir.....Lou Switzer  
 Chief Engineer.....A. J. Eichelzer

**WIPS—Ticonderoga—1955**

Frequency: 1250 Kc.....Power: 1 Kw., d.  
 Owned-Operated By.....Olean Bcstg. Corp.  
 Address.....Fort Road  
 Tel.: JU 2868.....Independent  
 Station Representative.....Webb  
 President.....Donald Merriman  
 General Manager.....Robert Roddy  
 Program Director.....Barry Stigers  
 Chief Engineer.....Wayne White

**WTRY—Troy—1940**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WTRY Bcstg.  
 Business-Studio Address.....92 Fourth St.  
 Tel.: AS 4-1100.....CBS  
 Representative.....John Blair  
 President.....Daniel Kops  
 Gen. Manager.....Allan Bengston  
 Commercial Mgr.....Lee Ehrlich  
 Program Director.....John Mounteer  
 Chief Engineer.....Frank Belaska

**WIBX—Utica—1925**

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WIBX, Inc.  
 Business Address.....187 Genesee St.  
 Tel.: SWift 7-0220.....CBS  
 Reprs.....Meeker  
 President.....Margaret Bowen Shepard  
 Gen., Sales Prom. Mgr....Frederic C. Bowen  
 Sta. Mgr., Prog. Dir.....Elliott Stewart  
 Chief Engineer.....John T. Dowdell

**WRUN—Utica—1947**

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n  
 Owned-Oper. By.....The Rome Sentinel Co.  
 Business-Studio Address.....258 Genesee St.  
 Tel.: SWift 7-1500.....Independent  
 Newspaper Affiliation....Rome Daily Sentinel  
 Representative.....Avery Knodel  
 President.....Bradley C. Barnard  
 General Manager.....Fritz Updike

Sta., Comm. Mgr.....Richard A. Clark  
 Sales Prom., Pub. Dir.....Phil Cameron  
 Program Supervisor.....Alan E. Cole  
 Chief Engineers....G. S. Woods, C. F. Henry

**WTLB—Utica—1947**

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned By.....Star Bcstg. Co.  
 Address.....New Hartford, N. Y.  
 Tel.: SWift 7-1330.....ABC  
 Station Rep.....Venard, Rintoul, McConnell  
 President.....Thomas L. Brown  
 General Manager.....Harry V. Barker  
 Sales Prom. Mgr.....Neil LaGrow  
 Program Director.....Dave Sennett  
 Chief Engineer.....Peter Narkon

**WFAS—White Plains—1932**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Westchester Bcstg. Corp.  
 Bus.-Studio Address.....Secor Rd., Hartsdale  
 Tel.: WH 9-6400.....Independent  
 Representative.....Headley-Reed  
 President.....Valentine E. Macy, Jr.  
 Gen., Sta. Manager.....Frank A. Seitz  
 Program Director.....Randall Kaler  
 Sls. Prom., Comm. Mgr.....John Hade  
 Chief Engineer.....Jack Pearson

**WDLA—Walton—1951**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Delaware County Bcstg.

**WFAS — Dial 1-2-3**

**WFAS-FM 103.9 mc.**

**FIRST in Westchester-Rockland  
 audience loyalty**

**FIRST in Local News Coverage**

**FIRST in Good Music**

**FIRST in Public Service**

and

**TOPS in Results to Clients**

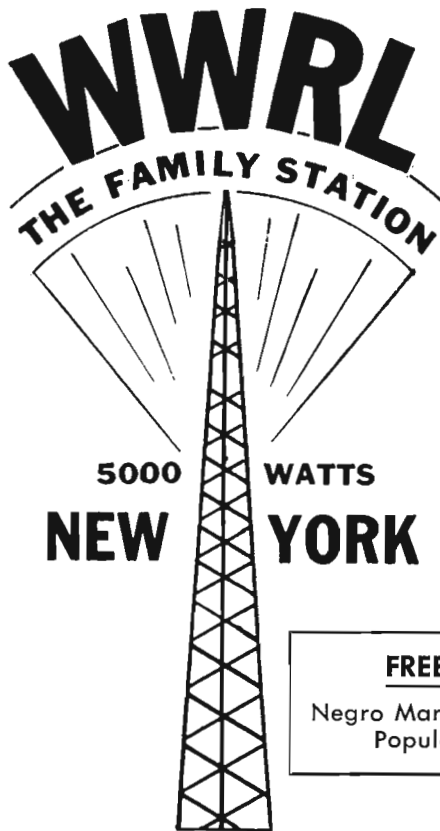
Ask for current brochure and  
 PULSE Listening Study.

**WFAS and WFAS-FM**

White Plains, N. Y.

The station for whirl-wind sales action!

**WWRL**  
beamed to sell New York's  
**2,455,000**  
Negroes & Puerto Ricans



**FREE REPORT**

Negro Market in New York  
Population Study

**WWRL . . .** puts the act in action by speaking the language of New York's ever-expanding Negro and Puerto Rican market. Top personalities sell your product 24 hours a day. Get in the sales whirl . . . buy **WWRL**.

**MERCHANDISING PLUS:** Ask about our "geared-to-sell" merchandising plan.

**On the air 24 hours**

**DE 5-1600**



## NEW YORK-NORTH CAROLINA

**Business Address** .....Walton  
 Tel.: UNderhill 5-4321.....KBS  
**Station Rep.**.....Rambeau, Vance, Hopple  
**General Manager**.....Michael J. Cuneen  
**Publicity Director**.....Myra Youmans  
**Chief Engineer**.....Charles Lissner

### WATN—Watertown—1941

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Watertown Bcstg. Corp.  
**Bus.-Studio Location**.....118 Washington St.  
**Tel.:** SUNset 2-3320.....**Independent**  
**Representative**.....Devney  
**Pres., Gen. Mgr.**.....G. Harry Righter  
**Chief Eng's**.....D. Schryver, J. F. Sprague

### WWNY—Watertown—1941

**Frequency:** 790 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....The Brockway Co.  
**Address**.....Hotel Woodruff  
**Newspaper Affil.**.....Daily Times

**Representative**.....Wood  
**President**.....John B. Johnson  
**General Manager**.....Louis Saitf, Jr.  
**Station Manager**.....Earl R. Kelly  
**Comm. Mgr.**.....Harold Gore, Jr.  
**Dir. of Engineering**.....M. B. Davis

### WLSV—Wellsville—1955

**Frequency:** 790 Kc.....**Power:** 500 Watts, d.  
**Owned-Oper. By**.....Radio Services of Wellsville  
**Address**.....Main St.  
**Tel.:** 727.....**Independent**  
**Gen. Mgr.**.....Joseph Mumma  
**Commercial Mgr.**.....J. Craig Cummings  
**Station Mgr.**.....Robert H. Elliott  
**Program Dir.**.....Jay Mullen  
**Chief Engineer**.....Clyde L. Shields

### WWRL—Woodside—1926

(See New York, N. Y., Page 543)

Pop. 4,740,000  
 Families: 1,224,000  
 Radio Homes: 1,198,000

## North Carolina

Stations in State: 135  
 TV Homes: 905,000  
 TV Stations: 17

### WRCS—Ahoskie—1947

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

### WZKY—Ahoskie—1956

**Frequency:** 1580 Kc.....**Power:** 250 Watts, d.  
**Owned By**.....Stanley Cty. Bcstg. Co.  
**Address**.....Box 365  
**Tel.:** YUkon 2-1111.....**Independent**  
**Pres., Gen. Mgr.**.....J. Presson  
**Commercial Mgr.**.....Nelson Russell  
**Program Dir.**.....Irma Presson

### WABZ—Albemarle—1948

**Frequency:** 1010 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Radio Station WABZ, Inc.  
**Business-Studio Address**.....Hotel Albemarle  
**Tel.:** YU 2-1020.....KBS  
**President**.....Staton P. Williams  
**General Manager**.....Mrs. R. G. Varner  
**Commercial Mgr.**.....Marvin C. Coley  
**Program Director**.....Chas. M. White  
**Chief Engineer**.....John D. Brooks

### WGWR—Asheboro—1947

**Frequency:** 1260 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Asheboro Bcstg. Co., Inc.  
**Bus.-Studio Address**.....303 E. Salisbury St.  
**Tel.:** 2187.....KBS  
**Newspaper Affil.**.....Courier Tribune  
**President**.....Roy Cox  
**Gen., Sta., Comm. Mgr.**.....J. R. Marlowe  
**Program Director**.....A. R. Brown

**Sales Prom. Mgr.**.....R. G. Sweeney  
**Chief Engineer**.....Howard Miller

### WISE—Asheville—1939

**Freq.:** 1310 Kc.....**Power:** 5 Kw. d., 1 Kw. n.  
**Operated By**.....Radio WISE, Inc.  
**Address**.....92 Haywood St.  
**Tel.:** ALpine 3-5381.....**Independent**  
**Representative**.....Bcst Time Sales  
**President**.....Harold H. Thoms  
**Sta. Mgr.**.....John Morris

### WLOS—Asheville—1947

**Freq.:** 1380 Kc.....**Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Operated By**.....Skyway Bcstg. Co.  
**Business-Studio Address**.....288 Macon Ave.  
**Tel.:** ALpine 4-4321.....ABC-NBC  
**Station Representatives**.....P. G. & W. Ayers  
**Pres., Gen. Mgr.**.....T. A. Eiland  
**Sta., Comm. Mgr.**.....Dewey Long  
**Sales Prom. Mgr.**.....Jack Winters  
**Program Dir.**.....Fred Brown  
**Chief Engineer**.....George F. Sprague

### WSKY—Asheville—1946

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Radio Asheville, Inc.  
**Business-Studio Address**.....12 Church St.  
**Tel.:** ALpine 3-4451.....**Independent**  
**Representative**.....Everett-McKinney  
**Pres., Gen., Sta., Comm. Mgr.**.....Zeb Lee  
**Commercial Mgr.**.....Bruce Barnes  
**Chief Engineer**.....Bill Clements

### WWNC—Asheville—1927

**Frequency:** 570 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Asheville Citizen-Times Co.

# NORTH CAROLINA

Business-Studio Address...14 O. Henry Ave.  
Tel.: AL 2-5611.....CBS  
Newspaper Affili.....Citizen, Times  
Representative.....H-R  
President.....Charlie Peace  
Gen., Sta., Prom., Pub. Mgr.....Cecil B. Hoskins  
Comm. Mgr.....James A. Hagan  
Program Director.....William F. Melia  
Chief Engineer.....Harvey T. Nations

## WBMA—Beaufort—1954

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

## WCCG—Belmont—1954

Freq.: 1270 Kc...Power: 1 Kw., d.; 500 W., n.  
Owner.....Central Bcstg. Co.  
Address.....Box 629  
Tel.: TA 5-2812.....ABC-MBS  
Representative....Rambeau, Vance, Hopple  
Pres., Gen., Sta., Eng.....Robert Hilker  
Comm. Mgr., Pub. Dir.....Frank Thomas  
Chief Engineer.....Roger Hovis

## WATA—Boone—1950

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

## WPNF—Brevard—1950

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Pisgah Bcstg. Co., Inc.  
Business Address.....North Broad St.  
Tel.: TU 3-3621.....Independent  
President.....Mrs. Ed. M. Anderson  
Sta., Comm. Mgr.....Bobby Hoyle  
Program Director.....Al Martin  
Publicity Director.....John Anderson  
Chief Engineer.....Baxter Morris, Jr.

## WBBB—Burlington—1941

Frequency: 920 Kc.....Power: 5000 Watts d.  
Owned-Operated By...Alamance Bcstg. Co., Inc.  
Business-Studio Address.....Box 1119  
Tel.: CA 6-6376.....MBS-KBS  
Rep.....Thomas F. Clark  
General Manager.....E. Z. Jones  
Comm. Mgr., Prog. Dir.....C. Robert Ray  
Chief Engineer.....Berry Tysor

## WFNS—Burlington—1946

Frequency: 1150.....Power: 1000 Watts d.  
Owned.....Burlington-Graham Bcstg. Co.  
Address.....Maple at Broad  
Tel.: CA 7-4261.....Independent  
Representative.....Walker  
Gen., Sta. Mgr.....G. C. Starnes  
Commercial Manager.....Harold Nall

Program Director.....William Diffee  
Sales Prom. Mgr.....Phil Eakin  
Chief Engineer.....Charles Stafford

## WWIT—Canton—1954

Frequency: 970 Kc.....Power: 1 Kw., d  
Owned By.....Barry Medlin, Jr.  
Address.....Box 391  
Tel.: MI 8-3588.....Independent  
Representative.....Best  
Gen. Mgr.....Kermit Edney  
Comm. Mgr.....V. Edgar Pressley

## WCHL—Chapel Hill—1953

Frequency: 1360 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Village Bcstg. Co.  
Address.....Durham Road  
Tel.: 8485.....Independent  
Pres., Gen. Mgr.....Sandy McClamroch  
Asst. to Gen. Mgr.....R. B. Boyd  
Chief Engineer.....Jim Botsford

## WAYS—Charlotte—1941

Frequency: 610 Kc.....Power: 5 Kw., 1 Kw. n.  
Owned.....Inter City Adv. Corp.  
Business-Studio Address.....3229 S. Blvd.  
Tel.: JA 3-0121.....Independent  
Representative.....Bcstg. Time Sales  
President.....George W. Dowdy  
Co-ord. Secretary.....H. H. Thoms  
General Mgr.....James P. Poston  
Commercial Mgr.....Ralph Little  
Sta., Publicity Dir.....Howard Mandel  
Program Dir.....Eric Dillon  
Chief Engineer.....E. R. Dekle

## WBT—Charlotte—1922

Frequency: 1110 Kc.....Power: 50,000 Watts  
Owned-Oper. By...Jefferson Standard Bdcstg.  
Address.....1 Jefferson Pl.  
Tel.: ED 3-8833.....CBS  
Representative.....CBS Radio Spot Sales  
President.....J. M. Bryan  
Gen. Mgr.....Charles H. Crutchfield  
Station Manager.....V. V. Evans, Jr.  
Comm. Manager.....Paul B. Marion  
Program Director.....Bailey Hobgood  
Pub., Sls. Prom. Director.....Ned Burgess  
Chief Engineer.....Thomas Howard

## WGIV—Charlotte—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.  
Owned-Oper. By...Charlotte Radio & TV Corp.  
Business Address.....2520 Toomey Ave.  
Tel.: ED 3-2195.....Independent  
Representative.....ForJee  
Pres., Gen., Sta. Mgr.....Francis M. Fitzgerald  
Commercial Mgr.....Ray Ervin

## WIST—Charlotte—1951

Frequency: 930 Kc...Power: 5000 d; 1000 n.  
Owned-Oper. By.....Bcstg. Co. of South  
Address.....204 Liberty Life Bldg.  
Tel.: FR 6-3511.....Independent  
Representative.Peters, Griffin, Woodward, Inc.  
President.....B. C. Hipp  
General Manager.....G. R. Shafto

## NORTH CAROLINA

Station Manager.....Ray M. Stanfield  
Commercial Manager.....James S. Pfaff  
Program Director.....Jon A. Holiday  
Chief Engineer.....A. O. Richardson

### WKTC—Charlotte—1958

Frequency: 1310 Kc.....Power: 1000 Watts  
Owned By.....Queen City Bcstg. Co.  
Address.....2001 Suttle Ave.  
Tel.: EDison 3-1101.....Independent  
Representative.....Masla  
Pres., Gen. Mgr.....T. C. Wood, Jr.  
Program, Chief Eng.....George Webb  
Sales Prom. Mgr.....Joe Vale

### WSOC—Charlotte—1933

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio Station WSOC, Inc.  
Address.....1925 N. Tryon St.  
Tel.: FR 6-8401.....NBC  
Station Representatives.....H-R; F-J  
President.....Larry Walker  
General Manager.....Henry Sullivan  
Commercial Mgr.....Bryon Smith  
Program Director.....Dewey Drum  
Chief Engineer.....Carl Rust

### WWOK—Charlotte—1955

Frequency: 1480 Kc.....Power: 1 Kw., d.  
Owned-Oper. By.....Radio Charlotte, Inc.  
Address.....215 Greystone Rd.  
Tel.: JACkson 3-1041.....Independent  
Representative.....O'Connell; Reilly; Ayers  
President.....Sherwood J. Tarlow  
Vice Pres.....Allan W. Roberts  
Asst. Gen. Mgr.....John W. Murray  
Station Manager.....Herb Berg  
Operations Mgr.....Art Lawrence  
Sales Prom. Mgr.....Dick Brown  
Commercial Mgr.....John Moore  
Publicity Director.....Bob Jann  
Chief Engineer.....Dave Eccensy

### WRRZ—Clinton—1946

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

### WEGO—Concord—1943

Frequency: 1410 Kc.....Power: 1 Kw., d.  
Owned By.....Concord Kannapolis Bcstg. Co.  
Address.....Box 527  
Tel.: ST 2-7115.....KBS  
Station Reps.....Keystone, Southeastern  
President.....Robert R. Hilker  
Gen., Sta. Mgr.....J. Norman Young  
Comm., Sales Prom. Mgr.....C. Claude Gibson  
Program Director.....Nedith Lowry  
Chief Engineer.....Kenneth R. Kennedy

### WCKB—Dunn—1946

Frequency: 780 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....No. Car. Cent. Bcstrs.  
Business Address.....Box 431  
Tel.: 3133.....KBS  
President.....Lofton A. Tart, Sr.  
Sta., Gen. Mgr.....A. Lincoln Faulk  
Commercial Manager.....Carl Lamm  
Sales Prom. Mgr.....John Ciccone  
Program Director.....Rudy Zurlo  
Publicity Director.....John G. Thomas  
Chief Engineer.....Joseph Kotlas

### WDNC—Durham—1934

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

### WSRC—Durham—1954

Frequency: 1410 Kc.....Power: 1 Kw.  
Owned.....Carolina Radio  
Address.....P. O. Box 28  
Tel.: 2-4681.....Independent  
Station Rep.....Dore; Dora-Clayton  
President.....Robert Monroe  
Gen. Mgr.....James H. Mayes, Jr.  
Comm. Mgr.....Call S. Smith  
Prog. Dir.....Norflely Whitted  
Chief Engineer.....Roy Fullen

### WSSB—Durham—1947

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

### WTIK—Durham—1946

Freq.: 1310 Kc.....Power: 1000 Watts d.; 5 n.  
Owned-Oper. By.....W & W Bcstg. Co.  
Address.....205½ W. Main St.  
Tel.: 6101.....ABC  
President.....C. H. Wentz  
Gen., Sta. Mgr.....H. Tom Morris  
Prog., Pub. Mgr.....Wally Ausley  
Chief Engineer.....Charles Tart

### WCDJ—Edenton—1955

Frequency: 1260 Kc.....Power: 1 Kw. d.  
Owned-Oper. By.....Colonial Bcstg. Co.  
Address.....P. O. Box 509  
Tel.: 2178.....KBS  
President.....E. M. Schuman  
Gen. Sta. Mgr.....R. W. Schuman  
Commercial Manager.....R. P. Harrell  
Program Director.....Boyce Williams  
Publicity Director.....Nancy Carson  
Chief Engineer.....Anthony Ostoppoff

**NORTH CAROLINA**

**WCNC—Elizabeth City—1939**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Albemarle Bcstg. Co., Inc.  
Address... Box 535  
Tel.: 4379... KBS  
Station Rep... Bogner & Martin  
President... J. L. Lamb, Sr.  
Gen. Mgr... J. L. Lamb, Jr.  
Sta. Mgr... Desmond Barclay  
Commercial Manager... C. E. Ferrell  
Program Director... Bill Diggs  
Chief Engineer... Joe Lamb, Jr.

**WGAI—Elizabeth City—1947**

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

**WBLA—Elizabethtown—1956**

Frequency: 1440 Kc. Power: 1 Kw., d.  
Owned... Bladen Bcstg. Corp.  
Address... Box 327  
Tel.: UNION 2-3184... KBS  
Representative... Best  
President... E. Clayton Register  
General Mgr... Chatham C. Clark

**WIFM—Elkin—1951**

Frequency: 1540 Kc. Power: 250 Watts, d.  
Owned... Tri-County Bcstg. Co. Inc.  
Address... Elk Spur St.  
Tel.: 860... Independent  
President... H. F. Laffoon  
General Mgr... Will Erwin  
Sta. Mgr., Chief Eng... E. G. Smith, Jr.  
Program Director... Mrs. Ruth Smith

**WFMO—Fairmont—1953**

Frequency: 860 Kc. Power: 1000 Watts, d.  
Owned... Carolina's Broadcasting Co., Inc.  
Address... Box 492  
Tel.: MA 8-4781... Independent  
President... Cutlar Moore  
Gen., Comm. Mgr... Billy E. Peele  
Chief Engineer... Joseph F. Milazzo

**WFAI—Fayetteville—1948**

Frequency: 1230 Kc. Power: 250 Watts  
Owned By... Ralph E. Hess  
Bus-Studio Address... Box 659  
Tel.: HU 4-6161... CBS-KBS  
Representative... Thomas F. Clark  
President, Gen. Mgr... Ralph E. Hess  
Program, Sta. Mgr... R. Allen Hess  
Comm. Mgr... Bob Smith  
Sales Prom., Publicity Dir... Jim Ratten  
Chief Engineer... Walter Lee Moring

**WFLB—Fayetteville—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By... Fayetteville Bcstrs., Inc.  
Address... P. O. Box 512  
Tel.: 2-7136... ABC

Representative... Burn-Smith  
President... L. W. Allen  
Gen., Sta. Mgr... Jimmy Simpson  
Commercial Manager... Charles Cooper  
Program Director... Hugh Zachary  
Sales Prom. Mgr... John D. Ashford  
Publicity Director... Frances Zahran  
Chief Engineer... Thomas Sox

**WFNC—Fayetteville—1940**

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By... Cape Fear Bcstg. Co.  
Address... 1009 William Clark Rd.  
Tel.: HU 4-4181... MBS  
Representative... Walker  
President... Victor W. Dawson  
General Mgr... Norman Suttles  
Comm. Mgr... Robert Nietman  
Program Director... Mack Stamps  
Chief Engineer... Robert Stamps

**WBBO—Forest City—1947**

Frequency: 780 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Rutherford Co. Radio Co., Inc.  
Address... Forest City  
Tel.: CHerry 5-4205... KBS  
Newspaper Affil... Courier, Sun  
Pres., Gen., Sta. Mgr... Mrs. Ed. M. Anderson  
Comm. Manager... Fred Blanton  
Program Director... Charles Melton  
Chief Engineer... Merton Iwerks

**WFSC—Franklin—1957**

Frequency: 1050 Kc. Power: 500 Watts  
Owned By... Macon Cty. Broadcasting Co.  
Business Address... P.O. Box 470  
Tel.: 430... KBS  
President... Henry Bartol, Jr.  
Gen., Sta., Comm. Mgr... Edwin P. Healy  
Program Director... Harold Rogers  
Sales Prom. Mgr... Hugh Hines  
Publicity Director... Nettie Sue Pattillo  
Chief Engineer... F. P. Healy

**WFGV—Fuquay Springs—1949**

Frequency: 1460 Kc. Power: 1000 Watts a.  
Owned-Oper. By... James F. Flanagan  
Business-Studio Address... Box 588  
Tel.: 333... KBS  
Representative... Continental Radio Sales  
Gen., Sta. Mgr... Robert E. Stephenson  
Comm. Mgr... Walter P. Pearce  
Prog., Pub. Dir... Walter M. Pearson

**WGNC—Gastonia—1939**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Catherine T. McSwain  
Address... Box 737  
Tel.: UNIVERSITY 5-8501... ABC  
Representative... Continental Radio Sales  
Gen., Sta. Mgr... Pat McSwain  
Comm. Mgr... Carl S. Rhyne  
Program Dir... Fred Gray  
Chief Engineer... W. C. Groves, Jr.

**WLTC—Gastonia—1947**

Frequency: 1370 Kc. Power: 1000 Watts d.

**Owned-Oper. By**...Gastonla Bcstg. Serv., Inc.  
**Address**.....P. O. Box 1010  
**Tel.:** UN 5-1079.....KBS  
**Representative**.....Thomas F. Clark  
**Pres., Gen. Sta. Mgr.**.....James B. Petty  
**Commercial Manager**.....Boyce C. Morrow  
**Program Director**.....Alan G. Phillips  
**Chief Engineer**.....Don Voigt

**WFMC—Goldsboro—1951**

**Frequency:** 730 Kc.....**Power:** 1 Kw. d.  
**Owned**.....Southern Radio & TV Corp.  
**Address**.....P. O. Box 655  
**Tel.:** RPublic 4-4211.....KBS  
**President**.....Kenneth T. Marshall  
**Gen. Mgr., Ch. Eng.**...Henry W. Harrison, Jr.  
**Commercial Manager**.....Robert Y. Wooten

**WGBR—Goldsboro—1938**

**Freq.:** 1150 Kc.....**Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Oper. By** .E. Carolina Bdcstg. Co., Inc.  
**Address**.....P. O. Box 1024  
**Tel.:** 3700.....ABC  
**Comm., Gen. Mgr., Pgm. Dir.**...V. G. Balkcum

**WGOL—Goldsboro—1955**

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

**WBIG—Greensboro—1926**

**Frequency:** 1470 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**...North Carolina Bcstg. Co.  
**Studio Address**.....2838 Battleground Rd.  
**Tel.:** BR 2-6125.....CBS  
**Representative**.....George P. Hollingbery  
**President**.....Michaux H. Crocker  
**Gen., Prom., Sta. Mgr.**.....Allen Wannamaker  
**Commercial Mgr.**.....W. H. Henry  
**Publicity Director**.....Alice Kale  
**Program Director**.....Lloyd Gordon  
**Chief Engineer**.....Ernest C. Pate, Jr.

**WCOG—Greensboro—1948**

**Freq.:** 1320 Kc.....**Power:** 5 Kw. d., 1 Kw. n.  
**Owned & Oper. By**...Thomas Radio-TV Ent.  
**Business-Studio Address**...708 W. Market St.  
**Tel.:** BR 3-6925.....Independent  
**Representative** .....Bcst. Time Sales  
**President** .....Harold H. Thoms  
**Sta. Manager**.....Terry Bane  
**Assistant Mgr.**.....Jim Batts  
**Comm. Mgr.**.....Jack Huband  
**Prod. Mgr.**.....Tom A. Wall  
**Pub. Dir.**.....Evelyn Jones  
**Chief Engineer**.....Ansel Atkins

**WGBG—Greensboro—1942**

**Frequency:** 1400 Kc.....**Power:** 250 Wats  
**Owned-Oper. By**...Greensboro Bcstg. Co., Inc.  
**Business-Studio Address**.....P. O. Box 2280  
**Tel.:** BR 3-3631.....MBS  
**Representative**.....Burn-Smith  
**Pres., Gen., Sta. Mgr.**.....Ralph M. Lambeth

**WBIG**  
 IN GREENSBORO...IT'S

Greensboro Metropolitan Market Area  
 ranks —

**1st in the Carolinas**

- In Per Family Sales
- In Food Store Sales

**2nd in the Carolinas**

- In Retail Sales

BASED ON FIGURES FROM 1958  
 S. M. SURVEY OF BUYING POWER

One of the  
 South's Pioneer  
 Stations

(Broadcasting since 1926)



HOLLINGBERY, NATIONAL REPRESENTATIVE

# NORTH CAROLINA

Commercial Mgr. .... Jack Rimmer  
Chief Engineer ..... Fred S. Smith

## WPET—Greensboro—1954

Frequency: 950 Kc. .... Power: 500 Watts  
Owned ..... Guilford Advertising  
Address ..... Box 3488  
Tel.: BR 5-4464 ..... Independent  
Representative ..... Simmons Assoc.  
Pres., Gen. Mgr. .... William P. Mitchell  
Prog. Dir. .... Robert L. Montgomery  
Pub. Dir. .... Ruenell Stewart  
Chief Engineer ..... Jim Stewart

## WGTC—Greenville—1940

Freq.: 1590 Kc. .... Power: 5000 Watts  
Owned-Oper. By .... Greenville Radio Co., Inc.  
Address ..... 5th & Evans St.  
Tel.: PL 8-2174 ..... Independent  
Representative ..... Devney  
President ..... H. W. Anderson  
Comm. Mgr. .... J. T. Snowden, Jr.  
Gen. Mgr., Prog. Dir. .... Joel Lawhon  
Publicity Dir. .... Kay Lewis  
Chief Engineer ..... Bill Covington

## WKDX—Hamlet—1957

Frequency: 1400 Kc. .... Power: 250 W.  
Owned ..... Richmond Bcstg. Co.  
Address ..... Box 826  
Tel.: 1482 ..... KBS  
Gen. Mgr. .... W. P. Billingsley  
Comm. Mgr. .... W. S. Taylor  
Program Director ..... Alex Morrison  
Pub. Dir. .... Lettys M. Brown  
Sls. Prom. Mgr. .... W. S. Taylor

## WHNC—Henderson—1945

Frequency: 890 Kc. .... Power: 1000 Watts  
Owned ..... Henderson Radio Corp.  
Address ..... Norlina Road  
Tel.: 7136 ..... KBS-MBS  
Pres., Sales Prom. Mgr. .... Nathan Frank  
Gen., Sta. Mgr., Pub. Dir. .... Dr. Claye Frank  
Program Director ..... Mozello Moore  
Chief Engineer ..... James H. Mayo

## WHVH—Henderson—1955

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

## WHKP—Hendersonville—1946

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Oper. By .... Radio Hendersonville, Inc.  
Address ..... Chimneyrock Rd.  
Tel.: OX 3-9061 ..... KBS  
President ..... Beverly Middleton  
Gen Mgr. .... Kermit Edney  
Sls. Prom. Mgr. .... Bob Staton  
Comm. Mgr. .... Arthur V. Cooley  
Program Director ..... Jimmy Northington  
Chief Engineer ..... Charles Renfrow

## WHKY—Hickory—1939

Freq.: 1290 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By .... Catawba Valley Bcstg. Co.  
Address ..... 415 1st Ave., N.W.  
Tel.: DI 5-2294 ..... ABC  
Representative ..... Dora Clayton  
News. Affil. .... Daily Record  
President ..... Carl V. Cline  
Gen., Sta. Manager ..... Edmund S. Long  
Prog., Pub. Dir. .... Laura Hall  
Chief Engineer ..... Thomas E. Long

## WIRC—Hickory—1948

Frequency: 630 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Foothills Bcstg., Inc.  
Tel.: DI 5-2124 ..... Independent  
Representative ..... John E. Pearson  
President ..... Margaret A. Smith  
General Mgr. .... E. H. Smith, Jr.  
Asst. Mgr., Chief Engr. .... Elmer Troutman  
Commercial Manager ..... Lee Douglas  
Program Director ..... Mattie I. Padgett

## WHPE—High Point—1947

Frequency: 1070 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... High Point Bcstg. Co.  
Business-Studio Address ..... 504½ N. Main St.  
Tel.: 3466 ..... KBS  
Pres., Prog. Dir., Chief Eng. .... Gary C. Davis  
Comm. Mgr. .... Hal W. Hicks

## WMFR—High Point—1935

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

## WNOS—High Point—1953

Frequency: 1590 Kc. .... Power: 1000 Watts d.  
Owned By ..... Charles E. Doss  
Address ..... Box 1448  
Representative ..... Cont. Radio  
Gen., Comm. Mgr. .... Barton Fellowes  
Program Director ..... Tom A. Wall

## WJNC—Jacksonville—1945

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned ..... Onslow Bcstg. Corp.  
Address ..... Box E, Route 24  
Tel.: 6-7707 ..... MBS-KBS  
Pres., Gen. Mgr. .... Robert P. Mendelson  
Sta. Manager ..... Rodric L. Jones

## WLAS—Jacksonville—1954

Frequency: 910 Kc. .... Power: 1000 Watts  
Owner ..... Seaboard Bcstg. Corp.  
Address ..... P. O. Box 1197  
Tel.: 3901 ..... Independent  
Gen., Comm. Mgr. .... Paul Parker  
Chief Eng. .... Tancil Horne

## NORTH CAROLINA

### WGTL—Kannapolis—1946

Frequency: 870 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Fred H. Whitley, Inc.  
Address.....Cannon Blvd.  
Tel.: 8700.....Independent  
Pres., Gen. Mgr.....Fred H. Whitley  
Chief Engineer.....Foy Hinson

### WKMT—Kings Mountain 1953

Frequency: 1220 Kc. Power: 1 Kw. d.  
Owned-Oper. By.....Radio Sta. WKMT  
Address.....Cleveland Ave. Ext.  
Tel.: 999.....Independent  
President.....R. H. Whitesides  
Gen., Sta., Comm. Mgr.....Jonas R. Bridges  
Sales Prom. Mgr.....Jim Willis  
Prog., Pub. Dir.....Doris Bridges  
Chief Engineer.....George Patterson

### WELS—Kinston—1950

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Farmers Bstg. Service, Inc.  
Address.....1312 W. Vernon Ave.  
Tel.: 5151.....KBS  
Representative.....Bogner & Martin  
President.....William S. Page  
Gen. Mgr.....Jack P. Hankins  
Commercial Mgr.....Richard N. Bowman  
Prog. Dir.....W. A. Kiker  
Chief Engineer.....Harvey Mewborn

### WFTC—Kinston—1937

Frequency: 960 Kc. Power: 5000 d.; 1000 n.  
Owned By.....Town Country Worldwide Prod.  
Address.....204 East King St.  
Tel.: JAcKson 3-4111.....ABC  
Representative.....Best  
President.....Jane Trimmer  
General Mgr.....Naseeb S. Tweel  
Station Mgr.....J. B. Ham  
Program Dir.....David Holliday  
Comm., Sales Prom. Mgr.....Olin D. Campbell  
Chief Engineer.....David E. Hardison

### WISP—Kinston—1954

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....Diehl Bcstg. Co.  
Address.....Oasis Bldg.  
Tel.: 6161.....Independent  
Representative.....Dora-Clayton  
Pres., Gen. Mgr.....E. J. Schuffman

### WEWO—Laurinburg—1947

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

### WLOE—Leaksville—1946

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By.....WLOE, Inc.  
Address.....Boulevard St.  
Tel.: MA 3-3118.....MBS-KBS  
Pres., Gen., Sta., Comm. Mgr.....D. L. Craddock  
Program Director.....Barbara Earles  
Chief Engineer.....Eldred Winn

### WJRI—Lenoir—1947

Frequency: 1340 Kc. Power: 250 Watts  
Owned.....John P. Rabb  
Address.....107 West Avenue  
Tel.: PL 4-5361.....MBS-KBS  
President, Gen. Mgr.....John P. Rabb  
Comm. Mgr., Prog. Dir.....F. Kent Atwater  
Chief Engineer.....Joe Henderson

### WBUY—Lexington—1946

Frequency: 1400 Kc. Power: 5000 W., d.  
Owned-Oper. By.....Davidson County Bcstg.  
Address.....Box 359  
Tel.: CH 6-4110.....KBS  
Station Rep.....Hopewell  
Co-Owners.....O. G. Hilton-G. M. Hilton  
Manager.....Greeley N. Hilton  
Commercial Manager.....Dewey Hotchins  
Program Director.....Don Matney  
Publicity Director.....Iroell Sine  
Chief Engineer.....Fred Honeycutt

### WLON—Lincolnton—1953

Frequency: 1050 Kc. Power: 1000 Watts, d.  
Owned.....Lincoln County Bcstg. Co., Inc.  
Address.....P. O. Box 430  
Tel.: RE 5-8071.....Independent  
Pres., Gen. Mgr.....W. Jack Brown  
Chief Engineer.....Dennis C. Long

### WYRN—Louisburg—1958

Frequency: 1480 Kc. Power: 500 Watts  
Owned By.....Franklin Broadcasting Co.  
Business Address.....P.O. Box 66  
Tel.: GYpsy 6-3105.....Independent  
Co-Manager.....J. T. Lane-Geo. E. Peterson  
Program Director.....Al Gregg  
Publicity Director.....Geo. E. Peterson  
Chief Engineer.....Joseph T. Lane

### WAGR—Lumberton—1954

Frequency: 1480 Kc. Power: 1000 Watts  
Owner.....Southeastern Bcstg. Corp.  
Address.....2106 N. Cedar St.  
Tel.: REdfield 9-3394.....Independent  
Representative.....Rambeau, Vance, Hopple  
Pres., Gen. Mgr.....Denzel M. Shaver  
Sta., Program Mgr.....Al Kahn  
Chief Engineer.....Milton Newsome

### WTSB—Lumberton—1946

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By.....Robeson Bcstg. Corp.  
Address.....Box 393  
Tel.: RE 9-6056.....MBS-KBS  
Newspaper Affil.....The Robesonian  
Representative.....Continental Radio Sales  
President.....J. A. Sharpe, Jr.  
Gen. Sta., Comm. Mgr.....A. G. Stanley  
Chief Engineer.....William F. Rogers

**NORTH CAROLINA** .....

**WMYN—Madison—1957**

Frequency: 1420 Kc. Power: 500 Watts  
 Owned By.....Mayo Broadcasting Corp.  
 Business Address.....Box 311  
 Tel.: 9207.....Independent  
 President.....J. B. Shelton  
 Gen., Sta. Mgr.....B. F. Shelton  
 Chief Engineer.....C. L. Rhodes

**WBRM—Marion—1949**

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

**WMMH—Marshall—1956**

Frequency: 1460 Kc. Power: 500 W.  
 Owned.....Marshall Bcstg. Co.  
 Address.....Skyline Dr.  
 Tel.: 3521.....KBS  
 President.....C. O. Brazzill  
 Gen. Mgr.....Vernon C. McCarthy  
 Comm. Mgr.....Dean Shields  
 Prog. Dir.....Wanda Crowe  
 Chief Engineer.....V. C. McCarthy

**WMAP—Monroe—1947**

Frequency: 1060 Kc. Power: 250 Watts d.  
 Owned-Operated By.....Union Bcstg. Corp.  
 Business Address.....Box 590  
 Tel.: AT 3-6621.....KBS  
 Rep.....Continental  
 Gen. Manager.....J. A. Laney  
 Business Manager.....W. D. Benton  
 Program Director.....Frank Funderburk  
 Chief Engineer.....Robert I. Smith

**WHIP—Mooresville—1950**

Frequency: 1350 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Wayne M. Nelson  
 Address.....Mooresville, N. C.  
 Tel.: North 3-4301.....KBS  
 Pres., Gen., Sta. Mgr.....Wayne M. Nelson  
 Comm., Sls., Prom. Mgr.....Mrs. Leona Showmar  
 Prog., Pub. Dir.....Buck Mills  
 Chief Engineer.....Philip W. Nelson

**WMBL—Morehead City—1947**

Frequency: 740 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Carteret Bcstg. Co., Inc.  
 Address.....Morehead City  
 Tel.: PA 6-3188.....KBS  
 Representative.....Devney  
 Pres., Gen., Sta. Mgr.....Grover C. Munden  
 Program Dir.....Fay Merrell  
 Chief Engineer.....Walder Niemi

**WMNC—Morganton—1947**

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned-Operated By.....Nathan J. Cooper  
 Address.....Morganton

Tel.: HE 7-0521.....KBS  
 General Mgr.....Nathan J. Cooper  
 Comm. Manager.....Hubert J. Powell  
 Program Director.....Madelyn Y. Patton  
 Chief Engineer.....Frank A. Ballew

**WPAQ—Mt. Airy—1948**

Frequency: 740 Kc. Power: 10,000 Watts d.  
 Owned-Operated By.....Ralph D. Epperson  
 Address.....Spring Road  
 Tel.: State 6-6111.....KBS  
 Representative.....Thomas Clark  
 Pres., Gen., Sta. Mgr.....Ralph D. Epperson  
 Commercial Manager.....Lucy Bowman  
 Program Director.....Costin Lindsey  
 Sales Prom. Mgr.....Dale Gallimore  
 Publicity Director.....Jim Shelton  
 Chief Engineer.....R. D. Epperson

**WSYD—Mount Airy—1951**

Freq.: 1300 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Mount Airy Bcstrs., Inc.  
 Address.....P. O. Box 209  
 Tel.: State 6-2147.....MBS  
 Representative.....Best  
 Pres., Gen. Mgr., Ch. Eng. Robert H. Epperson  
 Commercial Manager.....Erastus F. Poore  
 Program Dir.....Elbert Williams

**WCVP—Murphy—1958**

Frequency: 600 Kc. Power: 1 Kw.  
 Owned By.....Cherokee Broadcasting Co.  
 Address.....Townsend Bldg.  
 Tel.: VERNON 7-2151.....Independent  
 Sta. Mgr. Ch. Eng.....Max M. Blakemore  
 Comm. Sales Prom.....Glenn Ladd  
 Program Director.....Don Gibson

**WKRK—Murphy—1958**

Frequency: 1390 Kc. Power: 1 Kw.  
 Owned By.....J. B. Childress  
 Address.....P. O. Box 304  
 Tel.: VERNON 7-3210.....Independent  
 Gen., Comm. Mgr.....Paul Ridenhour  
 Chief Engineer.....Bill Stanley

**WHIT—New Bern—1942**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Ray D. Williams  
 Address.....Highway 17, So.  
 Tel.: MELrose 7-4450.....MBS  
 Representative.....John E. Pearson  
 Gen., Sta. Manager.....Ray D. Williams  
 Prog. Dir.....Earl Lewis  
 Publicity Director.....Evelyn McDavitt  
 Chief Engineering.....Bill Dixon

**WRNB—New Bern—1953**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned.....Jefferay Bcstg. Corp.  
 Address.....Box 1573  
 Tel.: MELrose 7-6144.....KBS  
 Rep.....Star National  
 Pres., Gen. Mgr.....William W. Jefferay  
 Program Dir.....Grover Baker  
 Chief Engineer.....Charles Elson



**WNNC—Newton—1948**

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

**WKBC—North Wilkesboro  
 1947**

Frequency: 810 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Wilkes Bcstg. Co.  
 Address.....Radio Bldg.  
 Tel: 633.....KBS  
 Pres., Gen. Mgr.....Doris B. Brown  
 Comm.-Sales Prom. Mgr.....Roland B. Potter

**WOXF—Oxford—1949**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Oxford Bcstg. Corp.  
 Address.....P. O. Box 1111  
 Tel: 4167.....Independent  
 President.....A. N. Critcher  
 General Manager.....James F. Flanagan  
 Commercial Mgr.....Hart Curl

**WPNC—Plymouth—1958**

Frequency: 1470 Kc.....Power: 1000 Watts d.  
 Owned By.....Harry A. Epperson, Sr.  
 Business Address.....Highway 64 W.  
 General Manager.....Lewis R. Kurtz, Jr.

**WMSN—Raleigh—1954**

Frequency: 570 Kc.....Power: 500 Watts, d.  
 Owned.....Radio WMSN, Inc.  
 Address.....649 Maywood Avenue  
 Tel: TE 3-3874.....Independent  
 Pres., Gen. Mgr.....John C. Greene, Jr.  
 Commercial Mgr.....Jack Hammette  
 Program, Publicity Dir.....Helen Greene  
 Sales Prom. Mgr.....Charlie Hicks  
 Chief Engineer.....Robert Corn

**WKIX—Raleigh—1947**

Freq.: 850 Kc.....Power: 10 Kw. d., 5 Kw. n.  
 Owned By.....WKIX Bcstg. Co.  
 Address.....P. O. Box 868  
 Tel: TEmple 2-5512.....ABC  
 Representative.....Hollingbery  
 President.....Ralph Price  
 General Mgr.....Hugh Holder  
 Program Dir.....Alan Browning  
 Sales Prom., Publicity Dir.....Chas. Stegall  
 Chief Engineer.....Wayne Yelverton

**WPTF—Raleigh—1924**

Frequency: 680 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....WPTF Radio Co.  
 Business-Studio Address.....Insurance Bldg.  
 Tel: TE 2-8311.....NBC  
 Representative.....Peters, Griffin, Woodward, Inc.  
 Pres., Gen., Mgr.....Richard H. Mason  
 Commercial Mgr.....R. W. Youngsteadt  
 Program Manager.....Graham B. Poyner  
 Publicity Director.....Worth White  
 Chief Engineer.....Henry Hullick, Jr.

**WRAL—Raleigh—1939**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Capitol Bcstg. Co., Inc.  
 Bus.-Studio Address.....130 S. Salisbury St.  
 Tel: TE 4-6401.....Independent  
 Representative.....H.R.  
 President.....A. J. Fletcher  
 General Manager.....Fred Fletcher  
 Station Manager.....Bill Currie  
 Program Director.....Tom Tucker  
 Sales, Prom. Mgr.....R. L. Zealy  
 Chief Engineer.....Virgil Duncan

**WFRC—Reidsville—1947**

Frequency: 1600 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Piedmont Carolina Bcstg.  
 Business-Studio Address.....Box 990  
 Tel: DI 9-4321.....ABC  
 Representative.....Bogne & Martin  
 President.....H. T. Williams  
 Gen., Sta., Comm. Mgr...Stephen F. Woodson  
 Prog. Dir.....Jerry Huskey  
 Chief Engineer.....W. Scarborough

**WREV—Reidsville—1948**

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

**WKIX**

**10,000 Watts**

**850 Kc.**

Raleigh, North Carolina

## NORTH CAROLINA

### WCBT—Roanoke Rapids—1939

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

### WAYN—Rockingham—1946

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By: WAYN, Inc.  
Address: Rockingham  
Tel.: WHiting 5-4041 Independent  
Pres., Gen., Sta. Mgr.: Wayne M. Nelson  
Comm., Sls., Prom. Mgr.: William Fultner  
Chief Engineer: Carl M. Wilson

### WCEC—Rocky Mount—1947

Frequency: 810 Kc. Power: 1000 Watts d.  
Owned By: East Carolina Electronics  
Address: P. O. Box 1075  
Tel.: 2-3108 CBS  
Newspaper Affiliation: Telegram  
Representative: Continental  
President: Josh Horne  
Gen., Sta. Mgr.: Mel Warner  
Commercial Manager: Ray Thompson  
Program, Publicity Dir.: Ray Wulkinson  
Chief Engineer: Grover Taylor

### WEED—Rocky Mount—1933

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By: W. A. Wynne  
Address: Box 752  
Tel.: 6-6736 ABC  
Representative: Burn-Smith  
President: W. A. Wayne  
Gen., Comm. Mgr.: R. E. Horner  
Chief Engineer: Joe R. Morris

### WRXO—Roxboro—1949

Frequency: 1430 Power: 1000 Watts d.  
Owned-Operated By: Roxboro Bcstg. Co.  
Address: Box 130  
Tel.: 6013 Independent  
General Manager: H. S. Taylor

### WSAT—Salisbury—1947

Frequency: 1280 Kc. Power: 1000 Watts  
Owned-Oper. By: Mid-Carolina Bcstg. Co.  
Business-Address: Drawer 99  
Tel.: MEIrose 3-0621 ABC  
President: Charles H. Wentz  
Sta. Mgr.: Harry L. Welch  
Comm. Mgr.: Catherine Murphy  
Program Director: Gales M. Adkins  
Vice President: E. L. Sherman

### WSTP—Salisbury—1938

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: WSTP, Inc.  
Bus.-Studio Address: 1105 Statesville Rd.  
Tel.: MEIrose 6-3811 MBS-KBS

Representative: Walker  
President: Thomas D. Harrell, Jr.  
Prog. Dir.: Ted Austin  
Sales, Prom. Mgr.: Frank Andrews  
Publicity Director: Sylvia Wiseman  
Chief Engineer: Jack Ikner

### WEYE—Sanford—1952

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Lee Bcstg. Corp.  
Address: 137 S. Steele St.  
Tel.: SP 4-5561 Independent  
President: Dallas L. Mackey  
Sta. Manager: Mrs. E. Keller  
Commercial Manager: Max Lee  
Program Director: Norris Mayberry  
Chief Engineer: Carey Olive  
Managing Dir.: Joe Morris

### WWGP—Sanford—1946

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

### WADA—Shelby—1958

Frequency: 1390 Kc. Power: 500 Watts d.  
Owned By: Cleveland County Bcstg. Co. Inc.  
Business Address: Box 227  
Tel.: HUXley 2-1390 Independent  
Pres., Gen., Sta. Mgr.: Boyce J. Hanna  
Commercial Manager: Harold J. Noles  
Program Director: James Price  
Sales, Prom. Mgr.: Charles Moore  
Publicity Director: Fannie Bell Ledford  
Chief Engineer: Kenneth Vassey

### WOHS—Shelby—1946

Frequency: 730 Kc. Power: 1000 Watts  
Owned-Oper. By: Western Carolina Radio  
Business Address: 1511 W. Dixon Blvd.  
Tel.: HUXley 7-6313 MBS-KBS  
Pres., Gen. Manager: Robert M. Wallace  
Comm. Manager: Don McLain  
Program, Publicity Dir.: Harold Watson  
Chief Engineer: Edwin A. Patterson

### WNCA—Siler City—1952

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned-Operated By: Chatham Bdcstg. Co.  
Address: Box 852  
Tel.: SH 2-2135 Independent  
Representative: Best  
Gen., Sta., Comm. Mgr.: L. C. Bruce

### WMPM—Smithfield—1950

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Carolina Bcstg. Service  
Address: Box 238  
Tel.: WEBster 4-2434 Independent  
President: Ellis C. Barbour  
Gen., Comm. Mgr.: Nathan T. Lassiter  
Program Director: John A. Wall

## NORTH CAROLINA

Sales, Prom. Mgr. .... Martha E. Sanders  
 Publicity Director ..... Bill Kirby  
 Chief Engineer ..... Henry Best

### WEEB—Southern Pines—1947

Frequency: 990 Kc. .... Power: 1000 Watts d.  
 Owned. The Sandhill Community Bcstrs., Inc.  
 Address ..... 135 W. New Hampshire Ave.  
 Tel.: OX 2-2941 ..... ABC-KBS  
 Station Rep. .... Holman  
 Pres., Gen. Mgr. .... Jack S. Younts  
 Comm., Prom. Mgr., Ch. Eng. Joe A. Warren  
 Program, Publicity Dir. .... Chas. G. Clapp

### WTOE—Spruce Pine—1955

Frequency: 1470 Kc. .... Power: 1 Kw. d.  
 Owned-Oper. By. Toe River Valley Bcstg. Co.  
 Address ..... Radio Chalk Mt.  
 Tel.: P. 5-4296 ..... Independent  
 Pres., Gen. Mgr. .... Tom N. Cooper  
 Comm. Mgr. .... Jessie G. Sullins  
 Program, Chief Eng. .... Kenneth Woodard  
 Sales Prom. Mgr. .... Noland K. Cooper  
 Publicity Dir. .... William F. Pegg

### WDBM—Statesville—1957

Frequency: 550 Kc. .... Power: 500 W., d.  
 Owned. .... Iredell Bcstg. Co.  
 Address ..... Box 1027  
 Tel.: TR 2-2455 ..... Independent  
 President ..... Walter A. Duke  
 Gen. Mgr. .... Clay Cline  
 Comm. Mgr. .... Earl Carney  
 Program Director ..... Stan Sanders  
 Chief Engineer ..... Fred Ostwalt, Jr.

### WSIC—Statesville—1947

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Statesville Bcstg. Co.  
 Address ..... Box 1189  
 Tel.: TR 3-9078 ..... Independent  
 President ..... A. F. Sams, Jr.  
 Gen., Sta. Mgr. .... G. M. Allen  
 Publicity Director ..... W. P. Wooten, Jr.  
 Program Director ..... James Melvin  
 Chief Engineer ..... T. K. Abernethy

### WMSJ—Sylva—1957

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

### WTAB—Tabor City—1954

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

### WCPS—Tarboro—1947

Frequency: 760 Kc. .... Power: 1000 Watts d.

Owned-Oper. .... Coastal Plains Bcstg. Co., Inc.  
 Bus. Studio Address .... Edgecombe Bank Bldg.  
 Tel.: TALbot 3-2191 ..... Independent  
 President ..... V. E. Fountain  
 General Manager ..... G. Lee Hodges

### WTNC—Thomasville—1947

Frequency: 790 Kc. .... Power: 1000 Watts d.  
 Owned By. .... The Thomasville Bcstg. Co.  
 Address ..... P. O. Box 750  
 Tel.: 2701 ..... Independent  
 President ..... Mrs. George W. Lyles  
 Gen., Sta. Mgr. .... Harold Harrison  
 Chief Engineer ..... James McAden

### WTYN—Tryon—1954

Frequency: 1580 Kc. .... Power: 250 Watts, d.  
 Owned. .... Polk County Broadcasters  
 Address ..... Box 1317  
 Tel.: UL 6-6755 ..... KBS  
 Gen., Comm. Mgr. .... Henry G. Bartol, Jr.  
 Prog., Publicity Dir. .... Gertrude S. Taylor  
 Chief Engineer ..... Palmer A. Greer

### WADE—Wadesboro—1947

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

### WLSE—Wallace—1953

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

### WHED—Washington—1948

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

### WRRF—Washington—1942

Frequency: 930 Kc. .... Power: 5 Kw., 1 Kw. n.  
 Owned-Oper. By. .... Tar Heel Bcstg. System, Inc.  
 Bus. Studio Add. .... Bank of Washington Bldg.  
 Tel.: WH 6-2162 ..... ABC  
 Representative ..... Headley-Reed  
 President ..... W. R. Roberson, Jr.  
 Station Manager ..... William Abeyounis  
 Commercial Mgr. .... Bob Frowein  
 Program Director ..... Merrill Daniels  
 Chief Engineer ..... L. E. Hilland

### WHCC—Waynesville—1947

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. Kenneth D. & Margaret F. Fry

## NORTH CAROLINA

**Business-Studio Address**.....Main St.  
**Tel.:** GL 8-8661.....KBS  
**Pres., Gen. Mgr.**.....K. D. Fry  
**Treasurer**.....M. F. Fry

### WETC—Wendell-Zebulon 1959

**Frequency:** 540 Kc.....**Power:** 250 Watts, d.  
**Owned By**.....Wendell-Zebulon Radio Co.  
**Address**.....Wendell-Zebulon  
**Pres., Gen. Mgr.**.....Lewis V. Parrish  
**Program Dir.**.....Lottie P. Flowers  
**Sales Prom., Pub. Dir.**.....Marshall M. Johnson

### WENC—Whiteville—1946

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

### WIAM—Williamston—1950

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

### WGNI—Wilmington—1946

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....New Hanover Bcstg. Corp.  
**Business Address**.....211 N. Second St.  
**Tel.:** ROger 2-2493.....Independent  
**Representative**.....Walker  
**President**.....J. S. Brody  
**General Manager**.....Allen B. Jones  
**Prog. Dir., Chief Eng.**.....Arthur L. Madeley

### WMFD—Wilmington—1935

**Frequency:** 630 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....R. A. Dunlea  
**Address**.....Front & Market Sts.  
**Tel.:** 3-4064.....ABC  
**Representatives**.....Burn-Smith, Ayers  
**President**.....R. A. Dunlea, Jr.  
**General Mgr.**.....George A. Curtis  
**Station Mgr.**.....Robert Hurley  
**Sales Prom. Mgr.**.....Clay McBride  
**Program Dir.**.....Eric Bruton

### WKLM—Wilmington—1956

**Frequency:** 980 Kc.....**Power:** 5000 Watts  
**Oper. By**.....Thoms Radio-TV Ent.  
**Address**.....Insurance Bldg.  
**Tel.:** ROger 2-4633.....Independent  
**Representative**.....Bcst. Time Sales  
**President**.....Harold H. Thoms  
**Station Mgr.**.....Sam Dodd  
**Chief Engineer**.....Robert Bowden

### WGTM—Wilson—1937

**Frequency:** 590 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Watson Industries, Inc.  
**Bus.-Studio Address**.....Herring Ave.  
**Tel.:** 2188.....CBS  
**Representative**.....Clark Brown  
**President**.....Penn T. Watson, Sr.  
**Gen., Sta. Mgr.**.....Penn T. Watson, Jr.  
**Commercial Manager**.....Chas. B. Goodyear  
**Sls., Prom. Mgr.**.....Mrs. Boland Hodges  
**Program Director**.....Bill Bunn  
**Publicity Director**.....Shirley Morris  
**Chief Engineer**.....Roy Barron

### WVOT—Wilson—1948

**Freq.:** 1420 Kc.....**Power:** 1 Kw. d., 500 W. n.  
**Owned-Oper. By**.....Wilson Radio Co., Inc.  
**Address**.....Highway 301-A  
**Tel.:** 5157.....Independent  
**Representative**.....Devney  
**President**.....H. W. Anderson  
**Gen., Sta. Mgr.**.....Harry Severance  
**Comm., Sales Prom. Mgr.**.....P. O. Barnes  
**Program Dir.**.....Wister Moore, Jr.  
**Chief Engineer**.....Dan S. Williams

### WAAA—Winston-Salem—1950

**Frequency:** 980 Kc.....**Power:** 1000 Watts d.  
**Owned**.....Laury Assoc., Inc.  
**Address**.....Box 3119  
**Tel.:** PA 2-4121.....Independent  
**Representative**.....Bob Dore  
**President**.....Robert A. Monroe  
**General Manager**.....Ranny Daly  
**Program Director**.....Larry Williams  
**Chief Engineer**.....L. B. McLamb

### WAIR—Winston-Salem—1937

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Forsyth Bcstg. Co.  
**Business Address**.....46 Miller St.  
**Tel.:** PA 2-1133.....Independent  
**Representative**.....Burn-Smith  
**President**.....J. F. Koons, III  
**General Manager**.....Harold Calvin  
**Commercial Mgr.**.....Ronald Barrington

### WSJS—Winston-Salem—1930

**Frequency:** 600 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Piedmont Publishing Co.  
**Bus.-Studio Address**.....419-21 N. Spruce St.  
**Tel.:** PA 5-2311.....NBC  
**Newspaper Afil.**.....Journal, Twin City Sentinel  
**Representative**.....Headley-Reed  
**President**.....W. K. Hoyt  
**V.P., Gen. Mgr.**.....Harold Essex  
**Operations Manager**.....Phil Hedrick  
**Commercial Manager**.....Harry B. Shaw  
**Program Manager**.....John Comas  
**Publicity Director**.....Harold Carter  
**Promotion Mgr.**.....Richard Barron  
**Chief Engineer**.....Leon Lasley

### WTOB—Winston-Salem—1947

**Freq.:** 1380 Kc.....**Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Op. By**.....Winston-Salem Bcstg. Co., Inc.  
**Address**.....300 S. Stratford

## \*\*\*\*\* NORTH CAROLINA-NORTH DAKOTA

Tel.: PA 3-4353.....CBS-MBS  
 Representative...Venard, Rintoul, McConnell  
 President, Pub. Dir.....James W. Coan

Gen., Comm. Manager.....Charles Brunt  
 Program Director.....Johnny Miller  
 Chief Engineer.....James Hoke

Pop.: 696,000  
 Families: 189,000  
 Radio Homes: 183,000

# North Dakota

Stations in State: 19  
 TV Homes: 128,000  
 TV Stations: 9

### KBOM—Bismarck-Mandan 1925

Freq.: 1270 Kc....Power: 1 Kw., d. 250 W., n.  
 Owned.....Mandan Radio Assoc.  
 Address.....Box 667, Bismarck  
 Tel.: CA 3-4116.....Independent  
 Representative.....Gill-Perna  
 President.....R. C. Johnson  
 Station, Prog. Dir.....Dick Johnson  
 Comm., Sales Prom. Mgr.....Bob Raser  
 Publicity Dir.....Larry Chambers  
 Chief Engineer.....Herb Leupp

### KFYR—Bismarck—1925

Frequency: 550 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Meyer Bcstg. Co.  
 Bus.-Studio Address.....202½ Fourth St.  
 Tel.: CA 3-0900.....NBC  
 Representative.....John Blair  
 Pres., General Manager.....W. A. Ekberg  
 Station Comm. Mgr.....R. W. MacLeod  
 Program Director.....Stanley Wilson  
 Sales Prom. Mgr.....Raymond Isaak  
 Chief Engineer.....Ivar Nelson

### KQDI—Bismarck—1958

Frequency: 1350 Kc.....Power: 500 Watts d.  
 Owned By.....Dakota Musicasters  
 Business Address.....117½ N. 5th St.  
 Tel.: CApital 3-4447.....Independent  
 Station Representative.....Forjoe  
 Gen. & Sta. Mgr.....Darrel W. Holt  
 Chief Engineer.....William Banks, Jr.

### KDLR—Devils Lake—1925

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

### KDIX—Dickinson—1947

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Dickinson Radio Assn.  
 Bus.-Studio Address.....119 2d Ave. W.  
 Tel.: 5133.....KBS  
 Representative.....Holman; Hurley  
 President.....Dr. P. J. Weir  
 Gen.-Sta. Mgr.....Orville F. Burda  
 Comm. Mgr.....Ken Gierke  
 Prog., Dir.....Lauren Haacke  
 Chief Engineer.....Benjamin G. Locherd

### KFGO—Fargo—1948

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....N. Dak. Bcstg. Co.  
 Business-Studio Address.....Box 1610  
 Tel.: 2-3291.....ABC  
 Representative.....Gill-Perna  
 President.....W. R. Haggart  
 Gen., Comm., Sales Mgr.....Charles G. Burke  
 Program Director.....Chuck Boone  
 Chief Eng.....G. Stenoien, N. Pederson

### WDAY—Fargo—1922

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

### KVOX—Fargo—1937

(See Moorhead, Minn. Listing)

### KGPC—Grafton—1958

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....KGPC Co.  
 Address.....P. O. Box 306  
 Tel.: 105.....Independent  
 General Mgr.....C. G. Matheson  
 Station Mgr.....R. G. Biddick  
 Commercial Mgr.....R. Hunt

### KILO—Grand Forks—1941

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

### KNOX—Grand Forks—1947

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned By.....Community Radio Corp.  
 Address.....P. O. Box 1110  
 Tel.: 4-4611.....MBS

## NORTH DAKOTA-OHIO

Representative.....Rambeau, Vance, Hopple  
 President.....Arthur Tweet  
 Program Director.....Dave Henley  
 Sales Manager.....Robert Lukkason  
 Chief Engineer.....David L. Chumley

### KNDC—Hettinger—1954

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

### KEYJ—Jamestown—1954

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....James River Bcstg. Co.  
 Address.....Box 1170  
 Tel.: Clinton 2-2160.....KBS  
 Representative.....Devney  
 President, Gen. Mgr.....Robert E. Ingstad  
 Station Manager.....A. G. Berry  
 Comm. Manager.....R. L. Richardson  
 Publicity Director.....Tom Bergum  
 Program Director.....Bernard H. Langenfeld  
 Sales Prom. Mgr.....T. D. Soullis  
 Chief Engineer.....Kenneth L. Rich

### KSJB—Jamestown—1937

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....KSJB, Inc.  
 Address.....Box 1271  
 Tel.: 1600.....CBS  
 Representative.....Weed & Co.  
 President.....James M. Pryor, Jr.  
 Station Manager.....E. M. Hoge  
 Program Director.....James Zimmerman  
 Chief Engineer.....Harvey Van Erem

### KCJB—Minot—1950

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....KCJB, Inc.  
 Address.....Box 1712  
 Tel.: 51-161.....CBS

Representative.....Weed  
 Pres., Gen. Mgr.....James M. Pryor, Jr.  
 Comm. Mgr.....Hugo Furstenau  
 Program Dir.....Jim Johnson  
 Sales Prom. Mgr.....Charles Praitt  
 Chief Engineer.....Wes Bell

### KLPM—Minot—1929

Frequency: 1390 Kc..Power: 5000 d.; 1000 n.  
 Owned-Operated By.....Minot Bcstg. Co.  
 Business Address.....320 Third Ave., S.W.  
 Tel.: 4-1146.....MBS  
 Representative.....Walker-Rawalt  
 President.....Ethel H. Cooley  
 Gen. Mgr., Ch. Eng.....C. W. Baker  
 Comm. Dir., Prog. Dir.....Leslie E. Maupin

### KQDY—Minot—1957

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

### KOVC—Valley City—1936

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....KOV, Inc.  
 Business Address.....135 Central Ave. S.  
 Tel.: 1490.....MBS-KBS  
 Representative.....Ed Devney  
 Pres., Gen. Mgr.....Robert E. Ingstad  
 Comm., Sta. Mgr.....Ed Weeks  
 Program Director.....Russ Kaber  
 Chief Engineer.....Glen Olson

### KEYZ—Williston—1948

Frequency: 1360 Kc.....Power: 5 Kw.  
 Owned-Oper. By.....Charles L. Scofield  
 Address.....1300 Second Ave. W.  
 Tel.: Greenfield 3-3911.....Independent  
 Representative.....Holman  
 Pres., Ch. Eng.....Chas. L. Scofield  
 General Manager.....W. L. Holter  
 Comm. Manager.....Bob Miller  
 Publicity Director.....J. McGeehan  
 Program Director.....Bob Gilbert

Pop.: 9,749,000  
 Families: 2,925,000  
 Radio Homes: 2,845,000

## Ohio

Stations in State: 88  
 TV Homes: 2,661,000  
 TV Stations: 28

### WADC—Akron—1925

Frequency: 1350 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Allen T. Simmons  
 Business Address.....40 E. Mill St.  
 Tel.: JE 5-6165.....CBS  
 Representative.....George P. Hollingbery  
 Pres., Gen., Sta. Mgr.....Allen T. Simmons  
 Commercial Manager.....Robert B. Wilson  
 Sales Promotion Manager.....Dolores Buehrle  
 Program Director.....Margaret Bevans  
 Publicity Director.....Roger Carter  
 Chief Engineer.....Arnold Bock

### WAKR—Akron—1940

Frequency: 1590 Kc.....Power: 5000 Watts  
 Owned By.....Summit Radio Corp.  
 Address.....853 Copley Rd.  
 Tel.: PO 2-8811.....ABC  
 Newspaper Affiliation.....Beacon Journal  
 Station Representative.....McGavren-Quinn  
 President.....S. Bernard Berk  
 Gen., Sta. Mgr.....Roger G. Berk  
 Comm., Sales Prom. Mgr.....Kenneth M. Keegan  
 Program Director.....Bob Wylie  
 Operations Manager.....Robert I. Bostian

Chief Engineer.....Irwin L. Knopp

### WCUE—Akron—1949

Frequency: 1150 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....T. Estabrook & J. Valdes  
Address.....41 S. Main St.  
Tel.: FR 6-7114.....Independent  
Representative.....Avery-Knodel  
President.....Ted Estabrook  
Sec. Treas.....Jack Valdes  
Station Mgr.....Harley Lucas  
Local Sales Mgr.....George Mamas  
Commercial Manager.....Jack Maurer  
Production Manager.....Rick Reighard  
Program Director.....Joe Mayer  
Advertising Manager.....Jean Elliot  
Chief Engineer.....Henry Niederkofler

### WHKK—Akron—1944

Frequency: 640 Kc.....Power: 1000 Watts  
Owned-Oper. By.....WHKK Bcstg. Co.  
Business-Studio Address.....51 W. State St.  
Tel.: BL 3-7101.....MBS  
Representative.....Bolling  
Pres., Gen. Mgr.....Philip R. Herbert  
Program Director.....Adrian (Bud) Cooper  
Sales Prom. Mgr.....Glenn Colerider  
Chief Engineer.....Andrew D. Smith

### WFAH—Alliance—1947

Frequency: 1310 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....The Review Pub. Co.  
Address.....2720 S. Union  
Tel.: TALbot 1-1111.....Independent  
Representative.....Grant Webb  
President.....Mrs. F. A. Hoiles  
Sta. Manager.....D. A. Peterson  
Commercial Mgr.....Robert A. Gates  
Program Director.....Edward D. Krahling  
Chief Engineer.....Gene Peterman

### WNCO—Ashland—1959

Frequency: 1340 Kc.....Power: 250 W.  
Owned.....Radio Ashland, Inc.  
Business Address.....Ashland Mansfield Rd.  
Tel.: 2-1572.....KBS  
Station Representative.....Ohio Stations  
Pres., Ch. Engr.....Charlie Calhoun  
Sta., Comm. Mgr.....Jim Baine  
Prog. Dir.....Walt Harrell  
Publicity Director.....Leola Barrington

### WICA—Ashtabula—1937

Freq.: 970 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By.....WICA, Inc.  
Address.....Ashtabula  
Tel.: WYman 32-126.....Independent  
Newspaper Affil.....Star Beacon  
Representative.....Clark  
President.....D. C. Rowley  
General Manager.....John Colin  
Station Manager.....D. W. Fassett  
Commercial Mgr.....I. H. Bleasdale  
Program Dir.....John Stragen  
Chief Engineer.....Frank Bernato

### WATH—Athens—1950

Frequency: 970 Kc.....Power: 1000 Watts d.  
Owned By.....Radio Athens  
Business Address.....Box 527  
Tel.: 3-1587.....Independent  
Station Representative.....Hopewell  
Gen. Mgr., Chief Engr.....Andrew Kovlan  
Comm. Manager.....John Kerr  
Sales Promotion Manager.....George Charles  
Program Director.....Claudia Bolin

### WTRX—Bellaire-Wheeling 1947

Frequency: 1290 Kc.....Power: 1000 Watts d.  
Owned By.....Ohio Valley Bcstg. Corp.  
Business Address.....Hotel McClure Wheeling  
Representative.....Burn-Smith  
President.....Walter Patterson  
Vice President.....Robert K. Richards  
Station Manager.....W. K. Greaver  
Program Director.....James L. Harper  
Chief Engineer.....George Cowen

### WOHP—Bellefontaine—1952

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

### WTLG—Bowling Green—1954

Frequency: 730 Kc.....Power: 250 Watts d.  
Owner.....Howard R. Ward  
Address.....P. O. Box 105  
Tel.: 3-8021.....Independent  
Rep.....Venard, Rintoul & McConnell  
Pres., Gen., Sta. Mgr.....Howard R. Ward  
Chief Eng.....Roy Gallagher

### WILE—Cambridge—1948

Frequency: 1270 Kc.....Power: 1000 Watts a.  
Owned-Oper.....Land o' The Lakes Bcstg. Corp.  
Business-Studio Address.....917 Beatty Ave.  
Tel.: 4-5606.....KBS  
Pres., Gen. Mgr.....Howard A. Donahoe  
Sta., Sales Prom. Mgr.....David C. Lorimer  
Commercial Manager.....William F. Robinson  
Program Director.....William Coffey  
Chief Engineer.....John Nagay

### WHOT—Campbell—1955

Frequency: 1570 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Myron Jones  
Address.....401 N. Blaine Ave., Youngstown  
Tel.: RI 6-8464.....Independent  
Owner.....Myron Jones  
General Manager.....William Fleckenstein  
Merchandising Manager.....Bill Aey

### WAND—Canton—1947

Frequency: 900 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Dover Bcstg.  
Business Address.....106 High Ave., N.W.



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### **WSAI Cincinnati**

Leading radio service in America's 17th market . . . 5000 powerful watts now 24 hours a day! Exciting new sound, fast-paced personality shows plus *Instant News* makes WSAI first in programming . . . first in cost efficiency! See Adam Young for the WSAI Story.

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### **KCUB Tucson**

WSAI—CINCINNATI • KBUZ—PHOENIX  
KCUB—TUCSON  
WSAI-FM—CINCINNATI • KTYL-FM—MESA

*Sold nationally by Adam Young Inc.*

**SHERWOOD R. GORDON, President**





Tel.: GL 6-8396.....MBS  
 Station Representative.....Breen & Ward  
 General Manager.....W. B. Steis  
 Asst. Mgr., Prog. Dir.....Richard L. Doll  
 Commercial Manager.....Ace Shaheen  
 Merchandising Manager.....Grace Whitmire  
 Chief Engineer.....Donald Graff

**WCMW—Canton—1946**

Frequency: 1060 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....Stark Bcstg. Corp.  
 Business Address...4601 Hills & Dales Rd., NW  
 Tel.: GL 5-9475.....Independent  
 Station Representative.....Masla  
 President.....S. L. Huffman  
 General Manager.....Clark L. Dozer  
 Sta. Mgr., Prog. Dir.....Jack Hale  
 Commercial Manager.....Dick Bremkamp  
 Sales Prom., Pub. Dir.....Joe Saxon  
 Chief Engineer.....Al James

**WHBC—Canton—1925**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Ohio Bcstg. Co.  
 Business-Studio Address...550 S. Market St.  
 Tel.: GL 6-7166.....ABC  
 Newspaper Affil.....Brush-Moore  
 Representative...Venard, Rintoul, McConnell  
 President.....Eugene Carr  
 Station Manager.....Robert C. Fehlman  
 Commercial Manager.....Paul E. Gilmor  
 Sales Prlom. Mgr.....Nancy Rice  
 Program Director.....Lee Atwell  
 Publicity Director.....Nancy Jones  
 Chief Engineer.....John Schen

**WBEX—Chillicothe—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Shawnee Broadcasting Co.  
 Bus. Address.....Pohlman Rd., Carlisle Hill  
 Tel.: PRospect 3-2244.....MBS, KBS  
 Representative.....Thomas F. Clark  
 President.....Truman A. Morris  
 Comm. Mgr.....Alan Batteiger  
 Sales Promotion Mgr.....Don W. Hughes  
 Program Director.....Mary Morris  
 Chief Engineer.....Jerry Ashley

**WCHI—Chillicothe—1956**

Frequency: 1350 Kc.....Power: 500 Watts  
 Owned.....Chillicothe Bcstg. Co.  
 Address.....800 Eastern Avenue  
 Tel.: PR 4-3385.....Independent  
 Representative.....McGillvra  
 Co-Owners.....J. H. & A. I. McGillvra  
 Station Manager.....George J. Fox  
 Chief Engineer.....Carl J. Finger

**WSAI—Cincinnati—1923**

Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Consolidated Sun Ray Bcstg.  
 Address.....Sinton Hotel  
 Tel.: MAIn 1-1068.....Independent  
 Station Representative.....Young  
 President.....William Sylk  
 V.P., Gen. Mgr.....Howard Eicher  
 Nat'l Sales Manager.....Lu Bassett

V.P., Local Sales Manager.....H. O. Parry  
 Sales Prom., Pub. Dir.....Marian E. Knight  
 Program Director.....Don McCarty  
 Chief Engineer.....Jonas Helser

**WCIN—Cincinnati—1953**

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

**WCKY—Cincinnati—1929**

Frequency: 1530 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....L. B. Wilson, Inc.  
 Bus-Studio Address...Hotel Sheraton Gibson  
 Tel.: CH 1-8565.....Independent  
 Representatives...Welstead, AM Radio Sales  
 Pres., Gen. Mgr., Eng....Chas. H. Topmiller  
 Sales Prom. Mgr., Pub. Dir.....R. M. Fleming  
 Sec.-Treas.....Jeanette Heinze  
 Prog. Dir.....Paul F. Miller

**WCPO—Cincinnati—1927**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...Scripps-Howard Radio, Inc.  
 Business Address.....2345 Symmes St.  
 Tel.: CA 1-0777.....Independent  
 Newspaper Affiliation.....Post-Times Star  
 Representative.....John Blair  
 President.....Jack R. Howard  
 General Manager.....M. C. Watters  
 Station Director.....Patrick H. Crafton  
 Comm. Manager.....R. Rietman  
 Program Director.....Bill Dawes  
 Chief Engineer.....Paul Adams

**WKRC—Cincinnati—1922**

Frequency: 550 Kc...Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Radio Cincinnati, Inc.  
 Address-Trans.....Hotel Alms  
 Tel.: WO 1-0550.....CBS  
 Representative.....Katz  
 President.....Hulbert Taft, Jr.  
 General Manager.....Hubbard Hood  
 Gen. Sales Mgr.....R. L. Bevington  
 Commercial Mgr.....H. M. Heilbrun  
 Program Director.....Ed Kennedy, Jr.  
 Sales Prom. Mgr.....John Walsh  
 Publicity Director.....Greg Olberding  
 Tech. Asst. to Pres.....W. H. Hansher

**WLW—Cincinnati—1922**

Frequency: 700 Kc.....Power: 50 Kw.  
 Owned.....Crosley Bcstg., Corp.  
 Address.....140 W. Ninth St.  
 Tel.: CH 1-1822.....NBC  
 Representative.....NBC Spot Sls.  
 Chm. of Board.....James D. Shouse  
 Pres., Gen. Mgr.....Robert E. Dunville  
 V.P., Sales.....H. P. Lasker  
 V.P. Programs.....Al Bland  
 V.P., Treas.....K. T. Murphy

**OHIO** .....

Sales Mgr. .... Scott McLean  
Program Director ..... Gene Dailey  
Chief Engineer ..... R. J. Rockwell

**WZIP—Cincinnati—1947**

Frequency: 1050 Kc. .... Power: 250 Watts d.  
Owned-Operated By. . . Greater Cinn. Radio, Inc.  
Business Address. . . . . Vernon Manor Hotel  
Tel.: UNiversity 1-6067. . . . . MBS  
Rep. . . . Venard, Rintoul, McConnell; Ohio Sta.  
President. . . . . Edward D. Skotch  
Commercial Manager. . . . . Len Goorian  
Sales Promo. Mgr. . . . . Gloria Glassmeyer  
Program Director. . . . . George Winters  
Publicity Director. . . . . Gittee Bortz  
Chief Engineer. . . . . Dick Stapleton

**WERE—Cleveland—1948**

Frequency: 1300 Kc. .... Power: 5000 Watts  
Owned-Operated By. . . Cleveland Bcstg. Inc.  
Address. . . . . 1501 Euclid Ave.  
Tel.: SU 1-9600. . . . . Independent  
Station Rep. . . . Venard, Rintoul & McConnell  
President. . . . . Ray T. Miller  
V.P., General Manager. . . . Richard M. Klaus  
Nat'l Sales Mgr. . . . . Ed Paul  
Sales Prom., Pub. Dir. . . . . Peter Roper  
Production Manager. . . . . Bob West  
Chief Engineer. . . . . Harry Dennis

**WDOK—Cleveland—1950**

Frequency: 1260 Kc. .... Power: 5000 Watts  
Owned-Operated By. . . . . Civic Bcstrs., Inc.

Address. . . . . 1515 Euclid Ave.  
Tel.: MA 1-2890. . . . . Independent  
Station Representative. . . Broadcast Time Sales  
Pres., Gen. Mgr. . . . . Frederick C. Wolf  
Sales Prom. Mgr. . . . . Jeanne M. Forney  
Prog., Publicity Dir. . . . . Norman Wain  
Chief Engineer. . . . . Ralph Ouay

**WGAR—Cleveland—1930**

Frequency: 1220 Kc. .... Power: 50,000 Watts  
Owned-Oper. By. . . . . Peoples Bcstg. Corp.  
Bus. Address. . . . . Hotel Staller  
Tel.: PR 1-0200. . . . . CBS  
Representative . . . . . Christal  
President. . . . . Murray D. Lincoln  
V. Pres., Gen. Mgr. . . . . Herbert Evans  
Station Manager. . . . . Carl E. George  
Commercial Mgr. . . . . Robert E. Forker  
Sales, Prom., Pub. Dir. . . Donald C. Mitrovitch  
Program Director. . . . . Robert Smiley  
Chief Engineer. . . . . Lloyd Wingard

**WHK—Cleveland—1922**

Frequency: 1420 Kc. .... Power: 5000 Watts  
Owned-Oper. By. . . Metropolitan Bcstg. Corp.  
Business-Studio Address. . 5000 Euclid Avenue  
Tel.: EXpress 1-5000. . . . . Independent  
Station Representative . . . . Eastman  
President . . . . . Bernard Goodwin  
Gen., Sta. Mgr. . . . . Harvey L. Glascock  
Sales Prom., Pub. Dir. . . . . Gary Davis  
Program Director. . . . . Gerald Spinn  
Chief Engineer. . . . . Ralph H. DeLamy

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Which audience has the real buying power? Adults, of course. Reach them with "their kind of music" on WDOK, Cleveland. Como, Miller, My Fair Lady, etc. . . . all the best, on ALBUMS. Call Fred Wolfe, Gen. Mgr.: MAin 1-2890, Cleveland.

**WDOK**

**1260 kc  
CLEVELAND**

**WJMO—Cleveland—1947**

Frequency: 1540 Kc.....Power: 1000 Watts d.  
 Owned By.....Preston G. Tuschman  
 Address.....2157 Euclid Ave.  
 Tel.: SU 1-4424.....Independent  
 Rep.....Dora-Clayton; Oakes, Wittig, Devney  
 Gen. Mgr., Ch. Eng.....C. C. Courtney  
 Program Director.....John Slade  
 Publicity Director.....Ron Seman

**WJW—Cleveland—1943**

Frequency: 850 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Storer  
 Business-Studio Address.....1630 Euclid Ave.  
 Tel.: Tower 1-6080.....NBC  
 Newspaper Affil.....Miami Sun  
 Representative.....Katz  
 President.....G. B. Storer  
 Station Manager.....R. P. Merridew  
 Program Director.....Bruce MacDonald  
 Commercial Manager.....H. Mathews  
 Sales Prom., Public. Dir.....J. A. Wyman  
 Chief Engineer.....Harold Brinkman

Owners of: WGBS, Miami, Fla.; WJBK, Detroit;  
 WSPD, Toledo; WAGA, Atlanta; WWVA,  
 Wheeling, W. Va.; WIBG, Philadelphia

**KYW—Cleveland—1923**

Frequency: 1100 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Westinghouse Bcstg. Co.  
 Business Address.....815 Superior Ave.

Tel.: CH 1-0942.....Independent  
 Sta. Representative.....Peeters, Griffin, Woodward  
 After July 1.....AM Radio Sales  
 President.....Donald H. McGannon  
 General Manager.....Gordon Davis  
 Commercial Manager.....Ed Wallis  
 Program Director.....Mark Olds  
 Publicity Director.....Charles Getz  
 Adv., Sls., Prom. Dir.....Janet K. Byers  
 Chief Engineer.....Sid Stadig  
 Owners of: WBZ, WBZA, Boston-Springfield,  
 Mass.; KDKA, Pittsburgh, Pa.; WOWO, Fort  
 Wayne, Ind.; KEX, Portland, Oreg.; WIND,  
 Chicago, Ill.

**WSRS—Cleveland Heights  
 1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Friendly Bcstg. Co.  
 Address.....2156 Lee Rd.  
 Tel.: ER 1-2005.....ABC  
 Representative.....Bob Dore  
 President.....Richard Eaton  
 Vice Pres.....B. W. Sague  
 V.P., Bus. Mgr.....Myron T. Wille  
 Sec.-Treas.....George P. Bickford

**WBNS—Columbus—1924**

Frequency: 1460 Kc..Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....RadiOhio, Inc.  
 Business-Studio Address.....33 N. High St.

More buyers for your dollar

on **WJW**  
**RADIO**  
**CLEVELAND**

*Because*

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

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**WJW**

5000 WATTS  
 BASIC NBC  
 850 KC



a Storer operation

**CLEVELAND**

1630 EUCLID AVE.  
 TOWER 1-6080

represented nationally  
 by the Katz Agency

## OHIO

Tel.: CA 4-9265.....CBS  
Representative ..... John Blair  
Station Manager ..... Richard A. Borei  
Commercial Manager ..... W. I. Orr  
Sales Prom. Director ..... Jim Yenau  
Program Director ..... Parke Blanton  
Publicity Director ..... M. Babington  
Chief Engineer ..... Lester H. Natzger

### WCOL—Columbus—1922

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

### WMNI—Columbus—1958

Frequency: 920 Kc.....Power: 500 Watts  
Owned By ..... North American Bcstg. Co.  
Address ..... Southern Hotel  
Tel.: CApital 1-1354 ..... Independent  
Representative ..... Broadcast Time Sales  
Pres., Gen. Mgr. .... William R. Mnich  
Program, Publicity Dir. .... Harv Morgan  
Sales Prom. Mgr. .... Mrs. Georgia Bartoe  
Chief Engineer ..... John D. Brookbank

### WTVN—Columbus—1924

Frequency: 610 Kc.....Power: 5000 Watts  
Owned-Operated By ..... Radio Columbus  
Business-Studio Address .. 22 East Gay St.  
Tel.: CA 4-1271 ..... MBS  
Representative ..... Katz  
President ..... Hulbert Taft, Jr.  
Gen., Sta., Comm. Mgr. .... Sam T. Johnston  
Sales Prom., Prog. Dir. .... Robert Adkins  
Publicity Director ..... Ruth Dillon  
Chief Engineer ..... Eugene Cafege

### WVKO—Columbus—1948

Frequency: 1580 Kc.....Power: 1000 Watts d.  
Owned-Oper. By ..... Sky Way Bcstg. Corp.  
Address ..... 274 S. 3rd St.  
Tel.: CA 1-5247 ..... Independent  
Representative .. Venard, Rintoul & McConnell  
Gen., Sta. Manager ..... Bert Charles  
Comm. Manager ..... William Selander  
Sales Prom. Mgr. .... Roberta O. Nixon  
Publicity Dir. .... Betty J. Specks  
Chief Engineer ..... William Hammett

### WTNS—Coshocton—1947

Frequency: 1560 Kc.....Power: 1000 Watts d.  
Owned-Oper. By ..... Coshocton Bcstg. Co.  
Business-Studio Address ..... 114 N. 6th St.  
Tel.: MAin 2-5432 ..... Independent  
Station Representative ..... Webb  
Pres., Gen. Mgr. .... F. Bruce Wallace  
Comm., Sales Prom. Mgr. .... Arthur E. Jost  
Prog., Pub. Dir. .... Hugh G. Williams  
Chief Engineer ..... Hermen L. Philabaum

### WAVI—Dayton—1955

Frequency: 1210 Kc.....Power: 250 Watts d.  
Owned.....WAVI Bcstg. Corp.  
Address ..... 1428 Cincinnati St.  
Tel.: BALdwin 4-1137 ..... Independent  
Station Rep. .... Bcst. Time Sales  
Pres., Gen. Mgr. .... Harry K. Crowl  
National Sales Director. .... Kenneth D. Caywood  
Commercial Manager ..... Guy Wadsworth  
Sales Prom., Prog. Dir. .... Dewitt Campbell  
Chief Engineer ..... Charles Dreher

### WHIO—Dayton—1935

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

### WING—Dayton—1921

Frequency: 1410 Kc.....Power: 5000 Watts  
Owned-Oper. By ..... Great Trails Bcstg. Co.  
Business-Studio Address. .... 121 N. Main St.  
Tel.: BA 2-3773 ..... ABC  
News. Affil. .... Lancaster Eagle-Gazette  
Station Representative ..... Eastman  
President ..... Charles Sawyer  
General Manager. .... Dale Moudy  
Commercial Manager. .... O. Eugene Rahn  
Sales Prom. Mgr. .... Larry Marker  
Program Director ..... George Dunlevy  
Chief Engineer ..... Howard Ryan

### WONE—Dayton—1949

Frequency: 980 Kc.....Power: 5000 Watts  
Owned-Operated By ..... Skyland Bcstg. Corp.  
Address ..... 380 West First St.  
Tel.: BA 4-6501 ..... Independent  
Representative ..... Headley-Reed  
Pres., Gen. Manager. .... Ronald B. Woodyard  
Station Manager ..... Dorothy Tatum  
Nat'l Sales Manager. .... C. J. Thornquest  
Commercial Manager ..... Louis G. Froelich  
Chief Engineer ..... Stanley A. Beck

### WONW—Defiance—1949

Frequency: 1280 Kc.....Power: 500 Watts  
Owned-Oper. By ..... Tri-State Bcstg. Co.  
Address ..... P. O. Box 278  
Tel.: 3-2226 ..... Independent  
Representative ..... Devney  
V.P., Gen. Manager. .... Glenn R. Thayer

### WJER—Dover—1950

Frequency: 1450 Kc.....Power: 250 Watts  
Owned. .... Dover Broadcasting Company, Inc.  
Address ..... 210 Boulevard  
Tel.: 4-2126 ..... KBS  
Station Representative ..... Breen & Ward

President.....Agnes J. Reeves Greer  
 Asst. Station Manager.....Sal Butera  
 General Manager.....W. B. Steis  
 Commercial Manager.....E. A. Barr  
 Sales Prom. Mgr.....Norm Witherspoon  
 Program Director.....Jim Shipley  
 Publicity Dir.....Grace Whitmire  
 Chief Engineer.....Donald Graff

**WOHI—East Liverpool—1949**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....East Liverpool Bcstg. Co.  
 Business Address.....P.O. Box 760  
 Tel.: FULTON 5-1490.....ABC  
 Representative.....Grant Webb  
 President, Gen. Manager..Richard V. Beatty  
 Station Manager.....R. E. Metcalfe  
 Comm., Prom. Mgr.....George T. Farrall  
 Prog. Director.....James Lowery, Jr.  
 Chief Engineer.....George Kelly

**WEOL—Elyria-Lorain—1948**

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Elyria-Lorain Bcstg. Co.  
 Address.....Elyria Savings and Trust Bldg.  
 Tel.: FA 2-3761.....Independent  
 Newspaper Affil.....Chronicle-Telegram  
 President.....O. B. Schoepfle  
 General Mgr.....Paul Nakel  
 Program Dir.....Dick Barrett  
 Chief Engineer.....Hugh Coburn

**WFIN—Findlay—1941**

Frequency: 1330 Kc...Power: 1000 Watts, d.  
 Owned.....Findlay Publishing Co.  
 Address.....101½ West Sandusky St.  
 Tel.: GA 2-4545.....Independent  
 Representative.....Clark, Ohio Rep.  
 President.....R. L. Heminger  
 Gen., Sta., Comm. Mgr.....H. H. Heminger  
 Sales Prom. Mgr., Pub. Dir.....Allen Dudley  
 Program Dir.....Clyde Johnson  
 Chief Engineer.....Edgar Smith

**WFOB—Fostoria—1952**

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Seneca Radio Corp.  
 Business Address.....Box 589  
 Tel.: HE 5-5666.....Independent  
 Station Rep.....Webb; Ohio Stations  
 President.....Andrew Emerine  
 Gen., Sta. Mgr.....Melvin L. Murray  
 Commercial Mgr.....Roger V. Wise  
 Program Director.....Lowell Fiedler  
 Chief Engineer.....Carl Barry

**WFRO—Fremont—1949**

Frequency: 900 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Wolfe Bcstg. Corp.  
 Address.....905 W. State St.  
 Tel.: FE 2-3951.....Independent  
 Representative.....Hil F. Best  
 President.....Robert F. Wolfe  
 Managing Director.....R. C. Force

**WJEH—Gallipolis—1950**

Frequency: 990 Kc.....Power: 1 Kw., d.

Owned-Oper. By..Ohio Valley on the Air, Inc.  
 Business Address...Portsmouth Rd.; Box 244  
 Tel.: Gibson 6-3543.....KBS  
 Representative.....Sears & Ayer  
 President.....John E. Halliday  
 Gen., Comm. Mgr.....Marianne B. Campbell  
 Publicity Director.....J. Sherman Porter  
 Chief Engineer.....Edgar Atkins

**WMOH—Hamilton—1944**

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

**WSRW—Hillsboro—1956**

Frequency: 1590 Kc.....Power: 500 W., d.  
 Owned.....Highland Bcstg. Co.  
 Address.....Box 176  
 Tel.: HI 1590.....KBS  
 Representative.....Continental  
 Gen. Mgr.....Willard Parr, Sr.  
 Comm. Mgr.....Robert Martin  
 Prog. Dir.....Gene Brent

**WIRO—Ironton—1951**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owner.....Iron City Bcstg. Co.  
 Address.....Radio Plaza  
 Tel.: 360.....MBS  
 Station Representative.....Best  
 Pres., Ch. Eng.....C. A. Baker  
 Gen., Sta. Mgr.....C. E. McElroy  
 Commercial Manager.....Joe Klarke  
 Program Director.....Marlene Ferguson

**WLMJ—Jackson—1953**

Frequency: 1280 Kc.....Power: 1 Kw., d.  
 Owned.....Radio Jackson, Inc.  
 Address.....Court & Broadway  
 Tel.: 850.....KBS  
 Representative.....McGavren-Quinn  
 Pres., Gen. Mgr.....J. E. Willis  
 Program Director.....Bill Dawson  
 Chief Engineer.....William McCartney

**WHOK—Lancaster—1948**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Oper. By..Hocking Valley Bcstg. Corp.  
 Address-Trans. Loc.....Memorial Dr.  
 Tel.: OL 3-4373.....Independent  
 Pres., Gen. Mgr.....Nelson Embrey  
 Comm. Manager.....Mark Lucas  
 Program Dir.....Eleanor J. Blazer  
 Chief Engineer.....Charles B. Houston

**WIMA—Lima—1948**

Frequency: 1150 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....N.W. Ohio Bcstg. Corp.  
 Business-Studio Address.....223 N. Main St.  
 Tel.: CA 3-2060.....ABC

# OHIO

Representative ..... H.R.  
President ..... G. E. Hamilton  
General Manager ..... R. W. Mack  
Sta., Comm. Mgr. .... C. B. Heller  
Program Director ..... Charles Grady  
Chief Engineer ..... Bill Harrison

## WCLW—Mansfield—1957

Frequency: 1570 Kc. .... Power: 250 Watts, d.  
Owned By ..... Mansfield Bcstg. Co.  
Address ..... 791 McPherson St.  
Station Rep. .... Devney  
Pres., Gen. Mgr. .... F. Eckhardt  
Commercial Mgr. .... D. Holzapfel

## WMAN—Mansfield—1939

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Richland, Inc.  
Business-Studio Address ..... 144½ Park Ave. W.  
Tel.: LA 4-2211 ..... ABC  
Representative ..... Venard, Rintoul & McConnell  
Pres., Gen., Sta., Sls., Comm. Mgr. J. M. O'Hara  
Prog.-Pub. Dir. .... Robert James  
Chief Engineer ..... William Morrison

## WMOA—Marietta—1946

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned ..... Marietta Broadcasting Corp.  
Address ..... P. O. Box 594  
Tel.: FR 3-7527 ..... MBS  
Station Representative ..... Devney  
Gen., Sta. Mgr. .... R. Sanford Guyer  
Commercial Manager ..... Robert L. Guyer  
Sales Prom. Mgr. .... John Cigna  
Program Director ..... Leah R. Thorla  
Publicity Director ..... Charles Weis  
Chief Engineer ..... Charles E. Clark

## WMRN—Marion—1940

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... The Marion Bcstg. Co.  
Bus. Address ..... 1490 N. Main St.; Box 518  
Tel.: 3-1131 ..... ABC  
Pres., Gen. Mgr. .... Robert T. Mason  
Commercial Manager ..... Arthur L. Martin  
Sales Prom. Mgr. .... Virginia Lynch  
Prog. Dir. .... Madge Cooper  
Chief Engineer ..... Francis Joseph Peters

## WTIG—Massillon—1957

Frequency: 990 Kc. .... Power: 250 W., d.  
Owned ..... Massillon Bcstg. Co.  
Address ..... Box 573  
Tel.: TE 2-5023 ..... KBS  
President ..... Joel W. Rosenblum  
Station Mgr. .... Nick Barry  
Comm. Mgr. .... Richard J. Scholem  
Program Dir. .... Ted Wesley  
Chief Engineer ..... Joseph Kish

## WPFB—Middletown—1947

Freq.: 910 Kc. .... Power: 1 Kw. d., 100 W. n.  
Owned-Operated By ..... Paul F. Braden  
Business Address ..... Coles Road  
Tel.: GA 2-3625 ..... Independent  
Station Representative ..... Breen & Ward  
General Manager ..... Paul F. Braden  
Sta. Mgr. .... Tom Hogan

Commercial Manager ..... J. H. LeMoyné  
Sales Promotion Manager ..... Charles Reeder  
Program Director ..... Ray Iglehart, Jr.  
Publicity Director ..... Gerry Iglehart  
Chief Engineer ..... Larry Beckwith

## WMVO—Mt. Vernon—1953

Frequency: 1300 Kc. .... Power: 500 Watts d.  
Owned-Oper. By ..... Mt. Vernon Bcstg. Co.  
Business Address ..... Coshocton Rd.; Box 390  
Tel.: EX 2-0946 ..... Independent  
Pres., Gen. Mgr. .... Mrs. Charles M. Zelkowitz  
Commercial Manager ..... Lewis Wagener  
Program Director ..... Stephen Zelkowitz  
Publicity Director ..... George Bennett  
Chief Engineer ..... Rudy Maxwell

## WCLT—Newark—1947

Frequency: 1430 Kc. .... Power: 500 Watts d.  
Owned-Operated By ..... WCLT Radio Inc.  
Address ..... 25 West Main St.  
Tel.: FA 4-0071 ..... Independent  
Representative ..... Meeker Associates  
Pres., Gen. Mgr. .... Thomas A. Rogers  
Commercial Mgr. .... Robert Pricer  
Program Director ..... Arnold Fleming  
Chief Engineer ..... Benjamin Windle

## WPVL—Painesville—1956

Frequency: 1460 Kc. .... Power: 500 Watts d.  
Owned ..... Somerset Broadcasting Co.  
Address ..... 102 S. Park Place  
Tel.: EL 2-3155 ..... Independent  
Representative ..... Devney, Inc.  
Gen., Sta. Mgr. .... Carl R. Lee  
Comm., Sales Prom. Mgr. .... Harry Griffiths  
Program Director ..... Elwood Thompson  
Publicity Director ..... James Ahlstrom  
Chief Engineer ..... Carl R. Lee

## WPTW—Piqua—1947

Frequency: 1570 Kc. .... Power: 250 Watts d.  
Owned-Oper. .... Miami County Bcstg. Co., Inc.  
Address-Trans. .... 1625 Covington Ave.  
Tel.: PR 3-3513 ..... KBS  
Pres. .... Richard E. Hunt  
Gen. Mgr., Chief Eng. .... Lewis M. Shroyer  
Commercial Mgr. .... Mrs. Eleanor Mills  
Program Dir. .... Frances Shroyer

## WNXT—Portsmouth—1951

Frequency: 1260 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By ..... Portsmouth Bcstg. Co.  
Address ..... Masonic Temple Bldg.  
Tel.: EL 3-1161 ..... ABC  
Representative ..... Everett-McKinney  
Pres., Gen. Sta., Comm. Mgr. Marshall Rosene  
Program Director ..... Phil Phillips  
Publicity Director ..... Thelma Henderson  
Chief Engineer ..... Russell Newman

## WPAY—Portsmouth—1935

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Paul F. Braden  
Address ..... 1009 Gallia St.  
Tel.: EL 3-5176 ..... CBS  
Station Rep. .... Breen & Ward; Reilly  
General Manager ..... Paul F. Braden  
Sta., Sales Prom. Mgr. .... O. T. Dresbach

Commercial Manager..... J. H. LeMoyné  
 Program Director..... John T. Baker  
 Chief Engineer..... Maurice L. Myers

**WLEC—Sandusky—1947**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... Lake Erie Bcstg. Co.  
 Address..... Box 1209  
 Tel.: MA 6-2000..... MBS  
 Representative..... Hal Holman  
 Pres., General-Station Mgr..... Jay Wagner  
 Commercial Manager..... Louis Mahla  
 Sales Promotion Manager..... Bette Wohler  
 Program Director..... Robert Hinners  
 Chief Engineer..... Jay Leibach

**WBLV—Springfield—1947**

Frequency: 1600 Kc... Power: 1000 Watts d.  
 Owned-Oper. By.... Champion City Bcstg. Co.  
 Address..... Chamber of Commerce Bldg.  
 Tel.: FA 3-4676..... Independent  
 Representative..... Thomas F. Clark  
 President..... R. Stanley Lucas  
 General Manager..... R. L. Yontz  
 Commercial Manager..... Paul S. Kintzel  
 Program Director..... James W. Bissey  
 Chief Engineer..... Carl Egbert

**WIZE—Springfield—1940**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By.... Radio Voice of Springfield  
 Trans. Address..... 117 W. High St.  
 Tel.: FA 3-4955..... ABC  
 Representative..... H. R. Representative, Inc.  
 President..... Charles Sawyer  
 Executive Vice-President..... J. P. Williams  
 Vice-President..... Alex Buchan  
 Station Mgr..... Ernest A. Gudridge  
 Program Director..... Frank Prater  
 Chief Engineer..... Victor L. Bushong

**WSTV—Steubenville—1940**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... WSTV, Inc.  
 Bus.-Studio Address... Exchange Realty Bldg.  
 Tel.: AT 2-6265..... MBS  
 Representative..... Avery-Knodel  
 Pres..... Jack N. Berkman  
 Exec. V.P., Gen. Mgr..... John J. Laux  
 Vice President..... Fred Weber  
 Sta., Comm. Mgr..... Louis Shapiro  
 Chief Engineer..... Charles S. Shepherd

**WOHO—Toledo—1954**

Frequency: 1470 Kc..... Power: 1000 Watts  
 Owner..... Midwestern Bcstg. Co.  
 Address..... 2965 Pickle Road  
 Tel.: OX 3-6576..... Independent  
 Representative..... Pearson  
 Station Mgr..... Sam W. Sloan  
 Comm. Manager..... William C. Wester  
 Program Director..... George M. Mishler  
 Chief Engineer..... George D. Stearns

**WTOD—Toledo—1946**

Frequency: 1560 Kc... Power: 1000 Watts d.  
 Owned-Operated By... Booth Broadcasting Co.  
 Business Address..... 320 Davis Bldg.

Tel.: CH 2-4321..... MBS  
 Representative..... Weed  
 President..... John L. Booth  
 Gen., Comm. Mgr..... Sonne Miller  
 Program Director..... Ted Barbone  
 Chief Engineer..... Robert Sowers

**WSPD—Toledo—1921**

Frequency: 1370 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Storer Broadcasting Co.  
 Bus. Address..... 1177 Kane Concourse, Miami  
 Tel.: CH 8-6201..... NBC  
 Newspaper Affil..... Miami Beach Sun  
 Representative..... Katz  
 President..... George B. Storer  
 Managing Director..... Reggie Martin  
 Nat. Sales Manager..... Emerson Kimble  
 Sales Prom., Pub. Dir..... James W. Rowe  
 Program Director..... E. C. Kutz  
 Chief Engineer..... William M. Stringfellow  
 Owners of: WGBS, Miami, Fla.; WJBK, Detroit;  
 WAGA, Atlanta; WJW, Cleveland; WWVA,  
 Wheeling, W. Va.; WIBG, Philadelphia

**WTOL—Toledo—1938**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By... Community Bcstg. Co.  
 Trans.-Address..... Bell Bldg.  
 Tel.: CH 3-3291..... ABC  
 Station Representative..... Gill-Perna  
 President..... Frazier Reams  
 Gen.-Station Mgr..... Thomas S. Bretherton  
 Commercial Manager..... Douglas Tabner  
 Program Director..... Robert Kriehoff  
 Chief Engineer..... Harold Holmes

**WHHH—Warren—1941**

Frequency: 1440 Kc..... Power: 5000 Watts  
 Owned By.... Warren Tribune Radio Sta., Inc.  
 Business Address..... Second National Bldg.  
 Tel.: EXpress 2-2529..... Independent  
 Newspaper Affiliation... Tribune Chronicle  
 Station Rep..... Rambeau, Vance, Hopple  
 President..... Helen Hart Hurlbert  
 Gen. Mgr., Ch. Engr..... Robert E. Hardy  
 Program Director..... John Peterson

**WCHO—Washington Court  
 House—1952**

Frequency: 1250 Kc..... Power: 500 Watts d.  
 Owned By..... W. N. Nungesser  
 Address..... 113½ S. Main St.  
 Tel.: 5-6211..... KBS  
 Representative..... Hil F. Best  
 Pres., Gen. Mgr., Chief Eng.. W. N. Nungesser  
 Comm., Sales Prom. Mgr..... R. L. Anderson

**WPKO—Waverly—1954**

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

**WKOV—Wellston—1953**

Frequency: 1330 Kc..... Power: 500 Watts d.

## OHIO-OKLAHOMA

Owned-Operated By..... Court House Bcstg.  
Address..... P. O. Bo. 190  
Tel.: WE 546..... KBS  
Representative..... Hil F. Best  
General Manager..... Parks Robinson  
Station Mgr..... Kenneth Williams

### WWST—Wooster—1947

Frequency: 960 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Wooster Republican Ptg. Co.  
Address..... Route 30  
Tel.: 3-5075..... KBS  
General Manager..... E. B. Evans  
Commercial Mgr..... Quentin W. Welty

### WRFD—Worthington—1947

Frequency: 880 Kc..... Power: 5000 Watts d.  
Owned..... Peoples Broadcasting Corp.  
Address..... Worthington  
Tel.: TU 5-5342..... Independent  
Representative..... Gill Perna  
General Manager..... Herbert E. Evans  
Sta., Mgr..... Joseph D. Bradshaw  
President..... Murray D. Lincoln  
Comm. Mgr..... Dale Lutz  
Program, Sales Prom. Mgr..... Phil Sheridan  
Publicity Dir..... Bill Pfeiffer  
Chief Engineer..... Harold Schaaß

### WBBW—Youngstown—1949

Frequency: 1240 Kc..... Power: 250 Watts  
Owner..... Mahoning Valley Bcstg. Corp.  
Address..... Warner Thea. Bldg.  
Tel.: RI 4-4421..... MBS  
Representative..... Weed  
President, Ch. Eng..... John Cherpack, Jr.  
V.P., Gen. Mgr..... Gene Trace  
Sales Prom. Mgr., Pub. Dir..... Isabel Meyer  
Program Director..... Anthony N. Ross

### WFMJ—Youngstown—1939

Frequency: 1390 Kc..... Power: 5000 Watts  
Owned-Operated By..... WFMJ Bcstg. Co.  
Business-Studio Address..... 101 W. Boardman  
Tel.: RI 4-8611..... NBC  
Representative..... Headley-Reed  
Pres., Gen. Mgr..... William F. Maag, Jr.  
Gen., Sta. Mgr..... Mitchell F. Stanley  
Program Director..... Robert Locke  
Chief Engineer..... Frank A. Dieringer

### WKBN—Youngstown—1926

Frequency: 570 Kc..... Power: 5000 Watts  
Owned-Operated By..... WKBN Bcstg. Corp.  
Address..... 3930 Sunset Blvd.  
Tel.: ST 2-1145..... CBS  
Representative..... Paul H. Raymer  
Pres., Gen. Mgr..... Warren P. Williamson, Jr.  
Sta., Comm. Mgr..... J. Lothair Bowden  
Sales Prom., Pub. Dir..... W. P. Williamson III  
Program Director..... John Moses  
Chief Engineer..... B. T. Wilkins

### WHIZ—Zanesville—1924

Frequency: 1240 Kc..... Power: 250 Watts  
Owner..... Southeastern Ohio Bcstg. System, Inc.  
Business-Studio Address..... Lind Arcade Bldg.  
Tel.: GL 2-5431..... NBC  
Newspaper Affiliation..... Zanesville Pub Co.  
Representative..... John E. Pearson  
President..... Clay Littick  
Gen., Station Manager..... Allan Land  
Comm. Mgr..... Nate Milder  
Sales Promotion Manager..... Naomi Lorton  
Program Director..... Stan Robinson  
Chief Engineer..... William A. Hunt, Sr.

Pop.: 2,378,000  
Families: 739,000  
Radio Homes: 718,000

## Oklahoma

Stations in State: 55  
TV Homes: 676,000  
TV Stations: 14

### KADA—Ada—1934

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Operated By..... KADA Bcstg., Inc.  
Business Address..... Box 842  
Tel.: Federal 2-1212..... ABC, KBS  
Rep..... Venard, Rintoul & McConnell; Brown  
President..... Brown Morris  
General Manager..... Bill Hoover  
Station Manager..... Monte Bell  
Commercial Manager..... Jerry Spencer

### KHHW—Altus—1946

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Operated By..... Altus Bcstg. Co., Inc.  
Business Address..... Box 551  
Tel.: HU 2-1450..... KBS  
Newspaper Affil..... Times-Democrat  
Representative..... Pearson  
Pres., Gen. Mgr..... Frank E. Wimberly

Commercial Manager..... Albert Houpe  
Chief Engineer..... Ernest Baucum

### KALV—Alva—1956

Frequency: 1430 Kc..... Power: 500 Watts  
Owned..... Alva Bcstg. Co.  
Business Address..... Box 328  
Tel.: 1663..... Independent  
Representative..... Best  
General Manager..... Robert L. Martin  
Program Directro..... Merle M. Johnson

### KVSO—Ardmore—1935

Frequency: 1240 Kc..... Power: 250 Watts  
Owned..... Ardmoreite Pub. Co.  
Address..... Ardmoreite Bldg.  
Tel.: Ardmore..... KBS  
Representative..... Devney  
General Manager..... Douglas C. Dillard



**KWON—Bartlesville—1942**

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

**KLTR—Blackwell—1952**

Frequency: 1580 Kc. Power: 250 Watts  
 Owned-Operated By: Star Bcstg. Co., Inc.  
 Address: Jens Morie Hotel  
 Tel.: RO 5-4698 KBS  
 Representative: Continental  
 President: Dr. F. G. Conley  
 Gen., Comm. Mgr.: Robert F. Pool  
 Program Dir.: Lawrence Eck  
 Sales Prom. Mgr.: Ray Bush  
 Chief Engineer: Heinz Powerleit

**KWCO—Chickasha—1946**

Freq.: 1560 Kc. Power: 1 Kw. d. 250 W. n.  
 Owned-Oper. By: Washita Valley Bcstg. Corp.  
 Business Address: Cor. 4th & Grand  
 Tel.: CAstle 4-2890 KBS  
 Owner, Gen. Mgr.: Jack L. Pink  
 Station Manager: William S. Scott  
 Program Director: Marjorie Richards  
 Chief Engineer: W. K. Berry

**KWPR—Claremore—1958**

Frequency: 1270 Kc. Power: 500 Watts, d.  
 Owned By: Claremore Bcstg. Co.  
 Address: Will Rogers Hotel  
 Tel.: ROgers 3-1281 KBS  
 President: R. I. Hartley  
 General Mgr.: J. M. Mahoney  
 Sales Mgr.: J. Williams  
 Program, Chief Eng.: P. Gentry

**KWOE—Clinton—1949**

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

**KUSH—Cushing—1953**

Frequency: 1600 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Cimarron Broadcasters, Inc.  
 Address: Highway 33  
 Tel.: CA 5-0922 KBS  
 Representative: Hil F. Best  
 Pres., Gen. Mgr.: Gordon Rockett  
 Program, Publicity Dir.: Jerry Kunkel  
 Chief Engineer: Harold Kinkead

**KRHD—Duncan—1949**

Freq.: 1350 Kc. Power: 250 W. d. 100 W. n.  
 Owned-Operated By: Duncan Bcstg. Co.  
 Address: Box 1192

Tel.: 1350 KBS  
 President: R. H. Drury  
 Gen., Sta. Mgr.: W. M. Brubaker  
 Program Director: John Moen  
 Sales Prom. Mgr.: Morgan Duval  
 Publicity Director: Frank Hicks  
 Chief Engineer: Lee Agee

**KSEO—Durant—1947**

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

**KASA—Elk City—1932**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Webb & Stephens  
 Address: Box 189  
 Tel.: 730 MBS-ABC-KBS  
 Representative: Pearson  
 Manager: John P. Strength, Jr.

**KCRC—Enid—1928**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Oper. By: Enid Radiophone Co.  
 Bus. Studio Address: 318 E. Willow  
 Tel.: AD 7-1390 ABC  
 News, Affil.: Morning News, Daily Eagle  
 Representative: John E. Pearson Co.  
 President: Milton B. Garber  
 General Manager: Pat Murphy  
 Pub. Dir.: Gladys Williams  
 Sls. Prom. Mgr.: James Stacy  
 Prog. Dir. Ch. Eng.: Duane Hoisington

**KGWA—Enid—1950**

Frequency: 960 Kc. Power: 1000 Watts  
 Owned-Oper. By: Public Bcstg. Service, Inc.  
 Address: 115½ E. Broadway  
 Tel.: AD 4-4230 Independent  
 Representative: Venard, Rintoul & McConnell  
 Pres., Gen., Comm. Mgr.: Allan Page  
 Program Director: Lyle Gaston  
 Chief Engineer: Milton Wentworth

**KTAT—Frederick—1948**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Operated By: Frederick Bcstg. Co.  
 Address: P.O. Drawer 920  
 Tel.: ED 5-2131 KBS  
 Representative: Hil F. Best  
 General Manager: Ron Wheeler  
 Program Director: Mary Wheeler

**KRRW—Guthrie—1955**

Frequency: 1490 Kc. Power: 100 Watts  
 Owned-Oper. By: Guthrie Bcstr.  
 Address: Ione Hotel  
 Tel.: BU 2-2321 KBS  
 Pres., Gen. Mgr.: Weldon Sledge  
 Sta. Mgr. Ch. Eng.: Calvin Clopton  
 Commercial Manager: Bob McVay  
 Program Director: Wally Seeds

**KGYN—Guymon—1948**

Frequency: 1220 Kc. Power: 1000 Watts d.

# OKLAHOMA

Owned-Operated By.....Plains Bcstg. Co.  
Business-Studio Address.....Box 130  
Tel.: 888.....KBS  
Representative.....Hil F. Best  
Pres., Sta. Mgr.....John B. Gray  
Comm. Mgr.....Ed Slater  
Chief Engineer.....Herb Noyes

## KHEN—Henryetta—1956

Frequency: 1590 Kc.....Power: 500 W., d.  
Owned.....Henryetta Radio Co.  
Address.....Box 930  
Tel.: Olive 2-3311.....Independent  
President.....Leland Gourley  
Gen. Mgr.....Marvin Hull  
Program Director.....Bill Simmons

## KTJS—Hobart—1947

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

## KIHN—Hugo—1947

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....D. & L. Brawner  
Tel.: 1140.....KBS  
General Mgr.....Calvin Miller  
Comm. Mgr.....Dewey Banta

## KBEL—Idabel—1953

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

## KCCO—Lawton—1956

Frequency: 1050 Kc.....Power: 250 W., d.  
Owned.....Progressive Bcstg. Co.  
Address.....Box 2178  
Tel.: EL 5-1050.....Independent  
Gen. Mgr.....Morgan Roberts

## KSWO—Lawton—1941

Frequency: 1380 Kc.....Power: 1000 W.  
Owned.....Okla. Quality Bcstg. Co.  
Address.....Box 699  
Tel.: EL 5-1380.....ABC  
Representative.....Pearson  
President.....R. H. Drewry  
Gen. Mgr.....Emmett L. Keough  
Commercial Mgr.....Bob Franklin  
Program Dir.....Bill Miller  
Chief Engineer.....Jimmy Lockerd

## KNED—McAlester—1950

Frequency: 1150 Kc.....Power: 1 Kw. d.; 5, n.  
Owned-Operated By.....Pittsburg Bcstg. Co., Inc.  
Address.....Box 780  
Tel.: GA 3-1460.....Independent  
Representative.....Pearson  
Pres., Gen. Mgr.....Ray Van Hooser  
Commercial Manager.....Phil Reed

Station. Prog. Mgr.....Dud Stallings  
Sls. Promotion Mgr.....Frank Hopkins  
Chief Engineer.....Dexter Ferry

## KTMC—McAlester—1946

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....McAlester Bcstg. Co.  
Business-Studio Address.....Earle Hotel  
Tel.: GA 3-1400.....KBS  
Station Representative.....Continental; Weed  
President.....Irvin Gladstein  
Gen. Sta. Mgr.....Bob Baggett  
Commercial Manager.....Alston Hardin  
Publicity Director.....Larry Craft  
Program Director.....Sharon Sarrels  
Chief Engineer.....Harold Duncan

## KGLC—Miami—1947

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Operated By.....Miami Bcstg. Co.  
Business Address.....Miami Hotel Bldg.  
Tel.: KI 2-3303.....KBS  
Gen., Sta. Mgr.....William A. Searle  
Program Director.....Ross Jones  
Chief Engineer.....Louis E. Stone

## KBIX—Muskogee—1936

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Okla. Pub. Co.  
Address.....Barnes Bldg.  
Tel.: MU 2-1331.....ABC-KBS  
Newspaper Affil.....Phoenix-Times Democrat  
Representative.....Burn-Smith  
President.....Tams Bixby, Jr.  
Gen., Sta., Comm. Mgr.....W. B. Parker  
Program. Pub. Dir.....O. Eversole, Jr.  
Chief Engineer.....Edsel Griffin

## KMUS—Muskogee—1948

Frequency: 1380 Kc.....Power: 1000 d., 500 n.  
Owned-Operated By.....Horace C. Boren  
Address.....P. O. Box 1588  
Tel.: MU 2-2488.....Independent  
Representative.....Pearson  
Pres., Gen. Mgr.....Horace C. Boren  
Sta. Mgr., Ch. Engr.....James E. Keitel, Sr.  
Program Director.....Lon Williams

## KNOR—Norman—1949

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

## KBYE—Oklahoma City—1947

Frequency: 890 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Great Empire Bcstg.  
Business Address.....5508 N. Eastern; Box 671  
Tel.: GARfield 7-6524.....ABC  
General Manager.....F. F. Lynch  
Program Director.....Glenn Valentine  
Chief Engineer.....Charles Murphy

**KLPR—Oklahoma City—1947**

Frequency: 1140 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... Big Chief Bcstg Co. Inc.  
 Business Address..... 128½ West Commerce  
 Tel.: FOrest 5-6358..... Independent  
 Representative..... Weed  
 Pres., Sales Prom. Mgr..... Jack Peasley  
 Commercial Mgr..... Eddie Peak  
 Station Mgr..... Monty Wells  
 Program Dir..... Carolee Axtell  
 Publicity Dir..... Bob Allen  
 Chief Engineer..... Buzzy Brooks

**KOCY—Oklahoma City—1938**

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

**KOMA—Oklahoma City—1927**

Frequency: 1520 Kc. Power: 50,000 Watts  
 Owned-Operated By..... Storz Bcstg. Co.  
 Business-Studio Address..... 311 W. Grand  
 Tel.: FO 5-6653..... CBS  
 Representative..... Gill-Perna, Inc.  
 General-Station Mgr..... Raymond Ruff  
 Prog. Dir..... Bill Bailey  
 Chief Engineer..... George Berry

**KTOK—Oklahoma City—1927**

Frequency: 1000 Kc. Power: 5000 Watts  
 Owned-Operated By..... KTOK, Inc.  
 Business-Studio Address..... 1800 W. Main  
 Tel.: FOrest 5-8351..... CBS  
 Station Representative..... Eastman  
 President..... Wendell Mayes  
 Gen. Mgr..... Tom Johnson  
 Comm. Mgr..... George R. Collisson  
 Publicity Director..... Harvard Page  
 Prog. Dir..... Bill Bryan  
 Chief Engineer..... Clifford Easum

**KTOW—Oklahoma City—1948**

Frequency: 800 Kc. Power: 250 Watts d.  
 Owned-Operated By..... KTOW, Inc.  
 Business-Studio Address..... Fifth & Robinson  
 Tel.: CE 2-6367..... MBS  
 Station Representative..... Melville  
 President..... W. D. Schueler  
 Gen., Sta. Mgr..... R. N. "Mack" Lester  
 Prog., Pub. Dir..... Nick Reyes  
 Chief Eng..... Jim Treat

**WKY—Oklahoma City—1921**

Frequency: 930 Kc. Power: 5000 Watts  
 Owned-Oper. By..... WKY TV System, Inc.  
 Business-Studio Address..... 500 E. Britton  
 Tel.: TR 8-2161..... Independent  
 Newspaper Affil..... Oklahoman; City Times  
 Representative..... Katz  
 President..... E. K. Gaylord

General Manager..... Norman P. Bagwell  
 Sta., Comm. Mgr..... John C. Moler  
 Prog Dir..... W. J. Wheatley  
 Prom. Pub. Mgr..... Jim Willis  
 Chief Engineer..... Gene Lyons

**KHBC—Okmulgee—1937**

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

**KVLH—Pauls Valley—1947**

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

**WBBZ—Ponca City—1928**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By..... Ponca City Pub. Co.  
 Business Address..... P.O. Box 588  
 Tel.: RO 5-6607..... MBS  
 Newspaper Affiliation..... The News  
 Representative..... Pearson  
 General Manager..... Allan W. Muchmore  
 Station Manager..... William C. Maugans

**KLCO—Poteau—1953**

Frequency: 1280 Kc. Power: 1 Kw. d.  
 Owner..... R. B. & Bernice Bell  
 Address..... Box 511  
 Tel.: 660..... KBS  
 President, Gen. Manager..... R. B. Bell  
 Sales Prom..... Vic Nowlin

**KOLS—Pryor—1950**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... Lakes Area Bcstg. Co.  
 Address..... 5th & S. Mill Sts.  
 Tel.: VAlley 5-2763..... KBS  
 Representative..... H. F. Best  
 Gen. Mgr., Chief Eng..... L. L. Gaffaney  
 Commercial Manager..... Mrs. L. L. Gaffaney  
 Program Director..... Merle Caldwell

**KGFF—Shawnee—1930**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By..... KGFF Bcstg. Co., Inc.  
 Address..... P. O. Box 2059  
 Tel.: 4390..... MBS  
 Newspaper Affiliation..... Stauffer Publ. Inc.  
 Representative..... Avery-Knodel  
 Gen., Sta. Manager..... William A. Weaver

Comm. Mgr.....Jeral C. Ziegler

**KSPI—Stillwater—1947**

Frequency: 780 Kc.....Power: 250 Watts d.  
Owned-Oper. By...Stillwater Publishing Co.  
Business Address.....P.O. Box 231  
Tel.: FR 2-7800.....Independent  
Newspaper Affiliation.....Daily News-Press  
Representative ..... Clark  
General Mgr..... J. R. Bellatti  
Station Manager.....Lewis Pearce  
Commercial Manager..... Bill Platt  
Chief Engineer.....Paul A. McCollum

**KTLO—Tahlequah—1958**

Frequency: 1350 Kc.....Power: 500 W., d.  
Owned.....Tahlequah Bcstg. Co.  
Business Address.....Box 126  
Tel.: 1500.....KBS  
Station Representative .....Continental  
Pres., Ch. Eng.....Galen O. Gilbert  
Comm., Sales Prom. Mgr.....Bill Bentley

**KAKC—Tulsa—1946**

Freq.: 970 Kc.....Power: 1000 W. d., 500 W. n.  
Owned-Oper. By.....Public Radio Corp.  
Bus-Studio Address.....910 S. Boston  
Tel.: LU 7-2401.....Independent  
Station Representative .....Weed  
V.P., Gen. Mgr.....Robert J. Hoth  
Program Director.....Chris Lane  
Chief Engineer.....Charles Laughton

**KFMJ—Tulsa—1946**

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

**KOME—Tulsa—1938**

Freq.: 1300 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By...Charles W. Holt & Assoc.  
Address.....8th & Main  
Tel.: DI 3-4121.....Independent  
President.....Charles W. Holt  
General Manager.....Stan Hagan  
Program Director.....Pete Dreyer  
Chief Engineer.....Roy Brown

**KRMG—Tulsa—1949**

Freq.: 740 Kc....Power: 50 Kw. d., 25 Kw. n.  
Owned-Operated By...Meredith KRMG, Inc.  
Business-Studio Address. 311 So. Denver Ave.  
Tel.: LUther 4-4291.....CBS  
Representative .....John Blair  
President .....Fred Bohlen  
Gen., Comm. Manager.....Frank S. Lane  
Sales Prom., Prog. Dir.....Keith Bretz  
Chief Engineer.....William H. Bradley  
Owners of: KCMO, Kansas City, Mo.; KPHO,  
Phoenix, Ariz.; WOW, Omaha, Neb.; WHEN,  
Syracuse, N. Y.

(See Page 498)

**KTUL—Tulsa—1934**

Frequency: 1430 Kc.....Power: 5000 Watts  
Owned-Oper...Consol. Radio Enterprises Inc.  
Business-Address.....P. O. Box 8557  
Tel.: FI 5-1311.....Independent  
Representative .....Avery-Knodel  
President.....James C. Leake  
Gen., Sta. Mgr.....James H. Schoonover  
Commercial Mgrs....Schoonover, J. P. Walker  
Program Dir.....Don Rose  
Sales Prom. Mgr.....Karl Janssen  
Publicity Dir.....Charles Larkins  
Chief Engineer.....Lloyd J. Cowan

**KVOO—Tulsa—1925**

Frequency: 1170 Kc.....Power: 50,000 Watts  
Owned-Oper. By...Southwestern Sales Corp.  
Bus-Studio Address.....3701 S. Peoria  
Tel.: RI 2-5561.....NBC  
Representative .....Edward Petry  
President.....H. C. Stuart  
V.P., General Mgr.....G. K. Brandborg  
Program Director.....J. O'Neill  
Chief Engineer.....J. Bushnell

**KVIN—Vinita—1954**

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

**Ap News  
Is Preferred**

... by Stations — because it  
adds both profits and prestige.

**Ap**

**Preferred**

50 Rockefeller Plaza New York 20, N. Y.

**KWSH—Wewoka—1948**

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

**KSIW—Woodward—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By..... Woodward Bcstg. Co.  
 Business Address ..... 22 & Cedar  
 Tel.: 1450 ..... Independent  
 Representative ..... Pearson  
 Pres., Gen. Mgr..... Edward A. Ryan  
 Program Director..... Lenora W. Ryan  
 Chief Engineer..... Harry McFarland

Pop.: 1,879,000  
 Families: 596,000  
 Radio Homes: 587,000

**Oregon**

Stations in State: 71  
 TV Homes: 447,000  
 TV Stations: 9

**KWIL—Albany—1941**

Frequency: 790 Kc. Power: 1000 Watts  
 Owned-Oper. By..... Albany Radio  
 Bus-Studio-Trans. Loc..... Box 485  
 Tel.: WA 6-2233..... MBS  
 Rep..... Art Moore, AYES  
 General Mgr..... Larry Gordon  
 Commercial Mgr..... Warren Stoffer

**KBND—Bend—1938**

Freq.: 1110 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By... Central Oregon Bcstg. Co.  
 Business Address ..... 5000 Studio Road  
 Tel.: EV 2-4821..... MBS-KBS  
 Representative ..... McGavren-Quinn  
 Pres., Gen. Mgr., Pub. Dir... Frank H. Loggan  
 Comm. Mgr..... Doug Gaines  
 Program Dir..... Kessler Cannon  
 Chief Engineer..... Robert Dickinson

**KWIN—Ashland—1946**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.... Rogue Valley Bcstg. Co.  
 Business Address ..... P.O. Box 227  
 Tel.: MURdock 2-4381..... MBS-KBS  
 Station Representative ..... Pearson  
 President..... Douglas D. Kahle  
 Gen., Sta. Mgr..... Elliott Motschenbacher  
 Commercial Manager..... W. Henry Peck  
 Program Director..... William Lively

**KURY—Brookings—1958**

Frequency: 910 Kc. Power: 500 Watts d.  
 Owned By..... Joseph Sheridan  
 Business Address ..... P.O. Box 185  
 Tel.: 4911 ..... Independent  
 President ..... Joe Sheridan  
 General Manager..... Norm Oberst  
 Commercial Manager..... Harold Young  
 Program Director..... Glenn Bryan  
 Chief Engineer..... Vern Garvin

**KAST—Astoria—1925**

Frequency: 1370 Kc. Power: 1000 Watts  
 Owned..... Astoria Broadcasting Co.  
 Address ..... 1006 W. Marine Drive  
 Tel.: FA 5-2911..... MBS-KBS  
 Newspaper Affil..... Astorian Budget  
 Representative ..... Art Moore  
 President, Gen. Mgr..... Robert B. Chessman  
 Business Mgr..... Mary I. Ristola  
 Sales Manager..... Warren Grimberg  
 Prog., Pub. Dir..... Herman Robison  
 Chief Engineer..... George E. Ristola

**KRNS—Burns—1957**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By..... Radio Burns  
 Address ..... 544 N. B'way  
 Tel.: 7300 ..... KBS  
 Representative ..... Art Moore  
 Partners..... H. McDonald, J. Ward

**KVAS—Astoria—1950**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned..... Lower Columbia Bcstg. Co., Inc.  
 Address ..... 1418 Commercial St.  
 Tel.: FA 6-221 ..... Independent  
 Rep..... Moore, Holman, Feltis, Jacobson  
 Pres., Gen. Mgr..... W. T. Moore  
 Business Mgr..... T. R. Williams  
 Comm. Mgr..... Kent S. Freeman, Jr.

**KOOS—Coos Bay—1928**

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

**KBKR—Baker—1939**

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

**KYNG—Coos Bay—1956**

Frequency: 1420 Kc. Power: 1 Kc., d.  
 Owned By..... KYNG Radio  
 Address ..... Scoville Bldg.  
 Representative ..... H. S. Jacobson  
 Tel.: Congress 7-7055..... Independent

# OREGON

Pres. Gen. Mgr. .... Phillip F. Waters  
Comm. Sales Prom. Mgr. .... Bill Karl  
Publicity Director. .... Faye Crabtree  
Chief Engineer. .... Nathan Olson

## KWRO—Coquille—1949

Frequency: 630 Kc. .... Power: 1000 Watts d.  
Owned-Operated By. .... KWRO, Inc.  
Address ..... P. O. Box 396  
Tel.: 3961 ..... KBS  
Station Representative. .... Moore, Ayres  
President. .... William E. Walsh  
Gen., Sta. Mgr. .... Leonard F. Epling  
Program Director. .... Ted Thompson  
Chief Engineer. .... Drew Walker

## K-FLY—Corvallis—1954

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned By. .... David E. Hoss  
Address ..... Box 689  
Tel.: PL 3-6633. .... Independent  
Rep. .... Everett-McKinney  
Pres., Gen. Mgr. .... Dave Hoss  
Program Director. .... Lee Boner  
Publicity Director. .... Hal Wehmeier  
Chief Engineer. .... Doug Whipple

## KLOO—Corvallis—1947

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Benton Bcstrs.  
Address ..... Box 731  
Tel.: PL 3-3322. .... Independent  
Station Rep. .... Joseph, Hersey, McGillvra  
Pres., Sta. Mgr. .... Robert G. Beattie  
Vice President. .... Donald C. Wilkinson  
Sales Prom. Mgr. .... Jack Bressler  
Program Director. .... Dale K. Allison  
Chief Engineer. .... Larry Wilson

## KOMB—Cottage Grove—1953

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

## KPLK—Dallas—1955

Frequency: 1460 Kc. .... Power: 500 Watts d.  
Owned-Oper. By. .... Polk County Bcstrs., Inc.  
Address ..... P. O. Box 396  
Tel.: MAYfair 3-2342. .... KBS  
Station Rep. .... Webb; Moore; Siegner  
Pres., Gen. Mgr. .... Ray L. Kozak  
Comm. Mgr. .... E. C. McElroy Jr.  
Program Director. .... Ron Manchac  
Chief Engineer. .... George W. Morrison

## KASH—Eugene—1947

Frequency: 1600 Kc. .... Power: 1000 Watts  
Owner. .... Radio Air Ways, Inc.  
Address ..... P. O. Box 1600  
Tel.: DI 5-3357. .... ABC-KBS  
Representative ..... Donald Cooke  
President, Gen., Sta. Mgr. .... E. L. Kincaid

Commercial Manager. .... Paul Plank  
Program Director. .... Patricia Madden  
Publicity Director. .... Clare Kincaid  
Chief Engineer. .... Ralph Cooke

## KEED—Eugene—1954

(See Springfield Listing)

## KERG—Eugene—1949

Freq.: 1280 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By. .... Guard Pub. Co.  
Address ..... P. O. Box 506  
Tel.: DI 5-4304. .... CBS  
Newspaper Affiliation ..... Register-Guard  
Representative. .... Weed & Co.  
President. .... Alton F. Baker  
Gen., Sta. Mgr. .... Robert C. LaBonte  
Commercial Manager. .... C. S. Shulda  
Local Sales Mgr. .... Bill Karl  
Publicity Director. .... Jack Craig  
Prom. Mgr., Prog. Dir. .... Clifton Cole  
Chief Engineer. .... William Green

## KORE—Eugene—1927

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Lane Bcstg. Co.  
Business Address ..... P. O. Box 1032  
Tel.: DI 4-4214. .... MBS  
Rep. .... Everett-McKinney, Headley-Reed  
Pres., Gen. Mgr. .... Lee Bishop  
Comm. Mgr. .... Herb Olson  
Sales Promotion Manager. .... Bob Davis  
Program Director. .... Buzz Florip  
Chief Engineer. .... Floyd Viken

## KUGN—Eugene—1946

Freq.: 590 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By. .... KUGN, Inc.  
Business Address ..... P. O. Box 112  
Tel.: DI 4-6216. .... NBC  
Representative. .... Meeker, Art Moore  
Pres., Gen. Mgr. .... C. O. Fisher  
Comm. Mgr. .... John Tasnady  
Program Director. .... Bob Houglum  
Chief Engineer. .... George Hathaway

## KRWC—Forest Grove—1950

Frequency: 1570 Kc. .... Power: 1 Kw. d.  
Owned-Oper. By. .... Christian Bcstg. Co.  
Address ..... P. O. Box 346  
Representative ..... Continental  
Tel.: ELgin 7-2144. .... Independent  
Pres., Gen. Mgr. .... F. Demcy Mylar  
Comm. Station Mgr. .... Robert W. Ball  
Program Director. .... Jerry Johnson  
Chief Engineer. .... Theodore Hamberg

## KAJO—Grants Pass—1957

Frequency: 1270 Kc. .... Power: 1 Kw.  
Owned By. .... Grants Pass Bcstg. Co.  
Business Address ..... P.O. Box 230  
Tel.: GR 6-6608. .... Independent  
Station Representative ..... Grant  
General Manager. .... Jim Wilson  
Commercial Manager. .... Jim T. Jackson  
Program Director. .... Elzie Parker  
Chief Engineer. .... Keith Snodgrass

**KUIN—Grants Pass—1939**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Southern Oregon Bcstg. Co.  
 Business Address P. O. Box 148  
 Tel.: GR 6-4477 MBS  
 Station Representative Moore  
 President A. E. Voorhies  
 Gen., Sta., Mgr. Myron Keith Ball  
 Comm. Mgr. Thomas Olsen  
 Program Director Margaret Nelson  
 Chief Engineer Del Cantrall

**KGRO—Gresham—1956**

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

**KOHU—Hermiston—1956**

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

**KUIK—Hillsboro—1954**

Frequency: 1360 Kc. Power: 1000 Watts, d.  
 Owned By Greater Wash. Cty. Bcstg., Inc.  
 Address 155 S. Second  
 Tel.: MI 8-4181 KBS  
 Representative Art Moore; Scott  
 Pres. Gen. Mgr. Jerry B. Dennon  
 Commercial Manager John P. Gillis  
 Program Director Ray Horn  
 Chief Engineer Al Bishop

**KIHR—Hood River—1950**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Ore. Wash. Bcstrs.  
 Business Address 22nd St.  
 Tel.: 8561 Independent  
 Representative Art Moore, Meeker  
 Pres., Gen. Mgr. C. J. McCredie  
 Program Director Mar Jean Stave  
 Chief Engineer James Bradley

**KFJI—Klamath Falls—1923**

Freq.: 1150 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned KFJI Broadcasters, Inc.  
 Address P. O. Box 692  
 Tel.: TU 2-2551 MBS-KBS  
 Representative Meeker, Art Moore  
 President W. Don Miller  
 Gen., Comm. Mgr. Robert H. Bartle<sup>14</sup>  
 Prog. Director Gordon Bambrick  
 Pub. Director Larry Jones  
 Chief Engineer Wayne Loerke

**KFLW—Klamath Falls—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Stulor Corp.

Business Address 327 Main St.  
 Tel.: TUXedo 2-4656 ABC, CBS  
 Representative Everett-McKinney  
 Pres., Gen. Mgr. Stuart "Stu" Wilson  
 Chief Engineer Bill Grimes

**KLAD—Klamath Falls—1955**

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

**KLBM—La Grande—1928**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Inland Radio, Inc.  
 Address Sacajawea Hotel  
 Tel.: LaGrande KBS  
 Representative Art Moore, Grant  
 Gen., Sta., Comm. Manager Ken Lillard

**KQIK—Lakeview—1956**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned Pacific Northwest Radio, Inc.  
 Business Address 411 N. 1st St.  
 Tel.: WH 7-2164 KBS  
 Representative Art Moore  
 President A. E. Freeman  
 Gen. Mgr., Ch. Engr. Don Anderson  
 Commercial Manager Wallace Lund  
 Program Director Buernice McCormick

**KGAL—Lebanon—1951**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Oper. By Linn County Bcstrs., Inc.  
 Address P. O. Box 387  
 Tel.: ALpine 8-2134 KBS  
 Station Rep. Holman; Palmer; Jacobson  
 Pres. W. Gordon Allen  
 V.P., Sta. Mgr. Don Wellman  
 Commercial Manager Tom Boyd  
 Program Director Gordon Thompson  
 Chief Engineer Bob Weed

**KMCM—McMinnville—1949**

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By Yamhill Bcstrs.  
 Address P. O. Box 207  
 Tel.: 3811 KBS  
 Newspaper Affil. Daily News-Register  
 Station Rep. Continental, Art Moore  
 President Philip N. Bladine  
 Gen., Sta., Comm. Mgr. G. Branson  
 Prog. Director Craig Singletary  
 Chief Engineer Edwin Nuhring

**KBOY—Medford—1954**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Oper. By K-BOY Bcstrs.  
 Business Address Barnett Rd.; Box 1109  
 Tel.: SPring 3-5355 KBS  
 Station Representative Jacobson; Grant  
 Gen. Mgr., Prog. Dir. C. E. Wilson  
 Comm., Sales Prom. Mgr. Winston Marks  
 Chief Engineer Charles Field

**OREGON** .....

**KDOV—Medford—1958**

Frequency: 1300 Kc.....Power: 5000 Watts  
Owned By.....Medford Bcstg., Inc.  
Address.....P. O. Box 869  
Tel.: SP 3-5000.....Independent  
Representative.....McGavren-Quinn  
Pres. Comm. Mgr.....K. C. Laurence  
Prog. Dir., Chief Eng.....Jim Silkwood

**KMED—Medford—1922**

Freq.: 1440 Kc....Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By.....Radio Medford, Inc.  
Address.....P. O. Box 1306  
Tel.: 3-7373.....NBC  
Representative....Meeker Assoc., Art Moore  
President.....Vern Robinson  
General Manager.....Ray Johnson  
Commercial Manager.....Gene Barlow  
Program Director.....Ed Lewis  
Chief Engineer.....Ellis Feinstein

**KYJC—Medford—1947**

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

**KNPT—Newport—1948**

Frequency: 1310 Kc..Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Yaquina Radio, Inc.  
Business Address.....1940 N. Coast H'way  
Tel.: Newport 560.....KBS  
Rep.....Ayres, Art Moore, Continental  
Pres. Gen. Mgr.....Tom Becker  
Commercial Manager.....Don Newman  
Station Manager.....Bob Spangler  
Program Director.....Georgia McQuilliam  
Publicity Director.....Mo Niemi  
Chief Engineer.....Del Kruger

**KFIR—North Bend—1951**

Frequency: 1410 Kc.....Power: 250 Watts  
Owned-Operated By.....Bay Bcstg. Co.  
Business Address.....1956 Meade St.  
Tel.: SK 9-7351.....CBS  
Station Rep.....Grant; Feltis; Cox  
President.....Josephine Edwards  
Gen., Sta. Mgr.....Jack Hampton  
Prog. Dir.....Spencer Snow  
Chief Engineer.....Arthur Schuldt

**KBCH—Oceanlake—1955**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....Lincoln Electronics Inc.  
Business Address.....Box 358  
Tel.: WYman 4-2181.....KBS  
President.....Clayton S. Comer  
Sta., Comm. Mgr.....William B. Comer  
Chief Engineer.....Ralph Keyser

**KSRV—Ontario—1946**

Frequency: 1380 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Inland Radio, Inc.  
Address.....Box 540  
Tel.: 212.....KBS  
Representative.....Grant, Art Moore  
General Manager.....Gordon L. Capps  
Comm. Mgr.....John R. Humphreys

**KGON—Oregon City—1947**

Frequency: 1520 Kc.....Power: 10,000 Watts  
Owned-Operated By.....Clackamas Bcstrs.  
Business Address.P.O. Box 5865, Portland, Ore.  
Tel.: OL 4-5475.....Independent  
Representative.....Weed  
Gen., S'a., Comm. Mgr.....Irwin S. Adams  
Program Director.....Sonora B. Hoffman

**KUBE—Pendleton—1956**

Frequency: 1050 Kc.....Power: 1 Kw., d.  
Owned.....Umatilla Bcstg.  
Address.....Box 301  
Tel.: CRestview 6-1961.....Independent  
Representative.....Wagner; O'Connell  
President.....John M. Carroll  
Sta. Mgr.....R. E. Thomlinson  
Comm. Mgr.....Jack Webb  
Chief Engineer.....Paul Schumacher

**KUMA—Pendleton—1955**

Frequency: 1290 Kc.....Power: 5000 Watts  
Owned.....Pendleton Broadcasting Corp.  
Address.....1815 S.W. Emigrant Ave.  
Tel.: CR 6-1511.....Independent  
Representative.....Meeker, Art Moore  
President.....C. O. Fisher  
Vice Pres., Gen. Mgr.....T. A. Smith  
Commercial Mgr.....Robert Runion  
Program Dir.....Howard G. Rhoads  
Chief Engineer.....J. H. Platz

**KWRC—Pendleton—1941**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned By.....WCS Bcstg. of Oregon  
Address...c/o KODL Radio Station, The Dalles  
Tel.: 1425.....ABC-KBS  
Representative.....Feltis, Cox, Ayres  
Sta. Mgr.....Bob White  
Prog. Director.....Bob Maszk  
Chief Engineer.....Jim Bergman

**KEX—Portland—1926**

Frequency: 1190 Kc.....Power: 50,000 Watts  
Owned-Oper. By...Westinghouse Bcstg. Co.  
Address.....1230 SW Main St.  
Tel.: CA 2-1881.....Independent  
Sta. Representative..Peters, Griffin, Woodward  
After July 1,.....AM Radio Sales  
President.....D. H. McGannon  
Gen., Sta. Mgr.....Herbert L. Bachman  
Commercial Manager.....R. E. Rudolph  
Sls, Prom. Manager.....Clark B. Kelsey, Jr.  
Program Director.....D. F. Stellges  
Chief Engineer.....Jack Erwin  
Owners of: WBZ - WBZA - Boston - Springfield,  
Mass.; KYW, Cleveland; KDKA, Pittsburgh;  
WOWO, Fort Wayne, Ind.; WIND, Chicago,  
Ill.



**KGW—Portland—1922**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Oper. Pioneer Bcstrs, Inc.  
 Bus.-Studio Address 1139 S.W. 13th Ave.  
 Tel.: CA 3-6364 NBC  
 Representative John Blair  
 Pres., Gen. Mgr. Mrs. A. Scott Bullitt  
 Vice Pres., Bus. Mgr. Henry B. Owen  
 Comm. Mgr. Jackson Fleming  
 Station Manager Fred Von Hofen  
 Program Director Don Porter  
 Prom. Public Dir. Robert Franklin  
 Chief Engineer Clare Hanawalt

**KLIQ—Portland**

Frequency: 1290 Kc. Power: 1 Kw., d.  
 Owned J. Malloy & S. Greyer  
 Bus. Address Bcstg. Sq., Oaks Pk.  
 Tel.: BElmont 4-8448 KBS  
 Station Representative Pearson  
 President Robert E. Bollinger  
 Gen., Sta. Mgr. Richard S. Calendar  
 Commercial Manager Walt Kobek  
 Sales Prom. Mgr. Hank Bussey  
 Program Director Hank Henry  
 Publicity Director Joe Mitchell  
 Chief Engineer Loyal E. W. Conley

**KOIN—Portland—1924**

Frequency: 970 Kc. Power: 5000 Watts  
 Owned Mt. Hood Radio-TV Bcstg. Corp.  
 Business Address 140 S.W. Columbia  
 Tel.: CA 8-3333 CBS  
 Representative CBS Spot Sls.  
 Gen. Mgr. H. H. Buckendahl  
 Nat'l Adv. Mgr. Robert R. Whitely

**KPAM—Portland—1951**

Frequency: 1410 Kc. Power: 5000 Watts d.  
 Owned-Operated By Bcstrs. Oregon Ltd.  
 Address P. O. Box 1230  
 Tel.: CA 8-0106 Independent  
 Station Representative Meeker  
 Gen. Mgr., Ch. Engr. S. M. Goard  
 Comm., Sales Prom. Mgr. Jim McGuire  
 Program Director Donald Wirtz  
 Publicity Director Marilyn Martin

**KPDQ—Portland—1947**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Operated By John W. Davis  
 Bus.-Studio-Trans. Add. 4903 N.E. Sandy Blvd.  
 Tel.: AT 2-3232 Independent  
 Pres., Gen. Mgr. John W. Davis  
 Comm., Sales Prom. Mgr. Jim Hartman  
 Prog., Pub. Dir. Dan McDonald  
 Chief Engineer Dan McPeake

**KPOJ—Portland—1923**

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By KPOJ, Inc.  
 Business Address 1019 S.W. 10th Ave.  
 Tel.: CA 7-3484 MBS  
 Newspaper Affiliation Oregon Journal  
 Station Representative Petry

President Wm. W. Knight  
 General Manager R. M. Brown  
 Commercial Manager Don Parr  
 Sales Promotion Manager Jack Wilbur  
 Program Director Vern Mueller  
 Chief Engineer Herbert A. Davidson

**KWJJ—Portland—1925**

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

**KXL—Portland—1926**

Frequency: 750 Kc. Power: 10,000 Watts  
 Owner Seattle, Portland, Spokane Radio  
 Business-Studio Address Box 5886  
 Tel.: Olive 4-3193 Independent  
 Station Representative McGavren-Quinn  
 General Manager Lester M. Smith  
 Station Manager H. G. Wells  
 Program Director Bob McCarl  
 Chief Engineer Ed Mundt

**KRCO—Prineville—1950**

Frequency: 690 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Radio Central Oregon  
 Address P. O. Box 188  
 Tel.: Hilcrest 7-6239 Independent  
 Station Rep. Best; Jacobson; Feltis  
 Pres., Co-Owner N. A. Miksche  
 Co-Managers Miksche, C. R. Matheny  
 Commercial Manager Les McKay  
 Program Director Elsie Miksche  
 Chief Engineer Dale F. Sundholm

**KPRB—Redmond—1958**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Radio Station KPRB  
 Business Address P.O. Box 787  
 Tel.: LIncoln 8-3100 Independent  
 Station Representative Devney; Ayres  
 Owner Orlo Bagley  
 Station Manager Rod Walter  
 Commercial Manager Chuck Stauffacher  
 Publicity Director Bill Sanders  
 Chief Engineer Phil Hodapp

**KRRR—Roseburg—1935**

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

**KRXL—Roseburg—1950**

Frequency: 1240 Kc. Power: 250 Watts

**AT A SINGLE  
RATE CARD PRICE!**



**A Vic Diehm  
RADIO GROUP**

**WTAL**

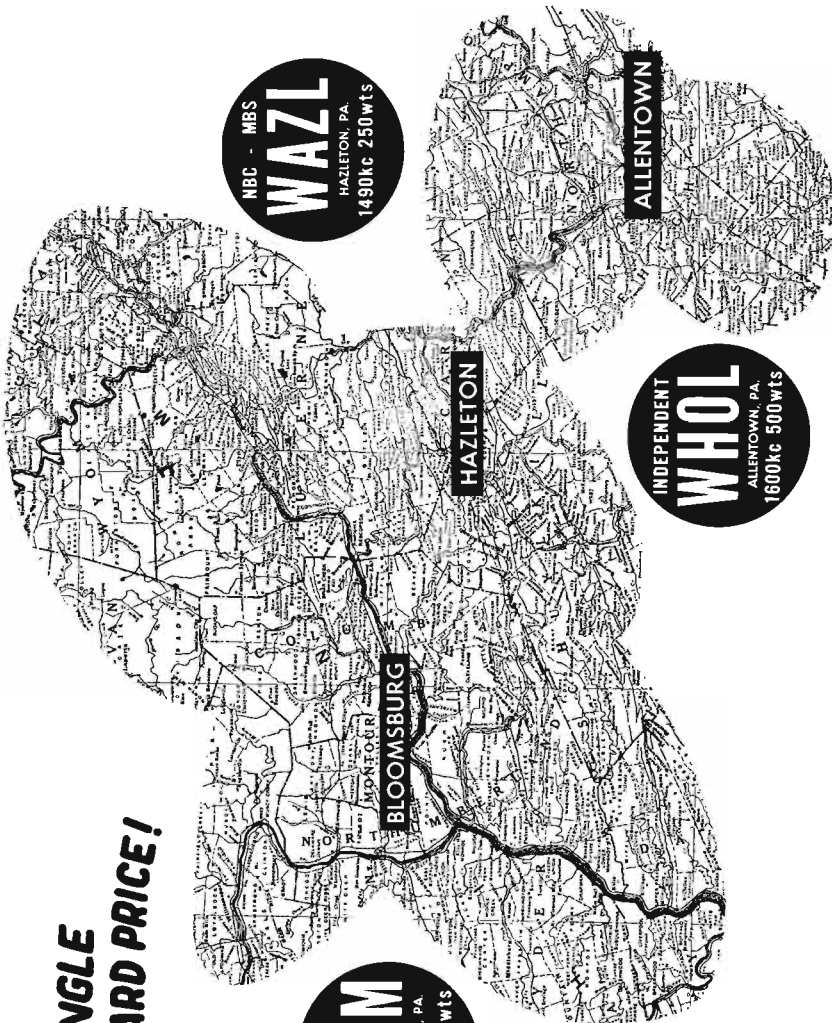
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5000 Watts

1270 on the Dial

**"THE VOICE  
OF PROGRESS"**

Represented  
Nationally By  
**ROBERT MEEKER  
ASSOCIATES, INC.**



**MBS  
WHLM**  
BLOOMSBURG, PA.  
550kc 500wts

**NBC - MBS  
WAZL**  
HAZLETON, PA.  
1490kc 250wts

**HAZLETON**

**ALLENTOWN**

**INDEPENDENT  
WHOL**  
ALLENTOWN, PA.  
1600kc 500wts

Represented by **PAUL H. RAYMER CO., INC.**

**Pennsylvania's**  **JET NET** Radio Stations

## OREGON-PENNSYLVANIA

Owned-Oper. By.....Umpqua Bcstrs., Inc.  
 Address.....P. O. Box 847  
 Tel.: OR 3-4464.....MBS  
 Representative.....Cox, Feltis, Tracy Moore  
 President.....Donn W. Radabaugh  
 Gen., Sta. Mgr.....Iris Rice Helliwell  
 Comm. Prog. Mgr.....Don M. McCutcheon  
 Chief Engineer.....Lon Hunt

### KYES—Roseburg—1955

Frequency: 950 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Douglas Bcstrs., Inc.  
 Business Address...762 S.E. Pine St.; Box 1138  
 Tel.: OR 3-6678.....Independent  
 Station Rep.....Grant; Jacobson; Wagner  
 Pres., Gen. Mgr., Chief Eng.....Leroy Hiat  
 Commercial Mgr.....Warren C. Ward

### KBZY—Salem—1957

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Salem Bcstg. Co.  
 Address Trans. Loca.....369 High Northeast  
 Tel.: EM 4-6748.....NBC  
 Representative.....Meeker, Art Moore  
 Sta. Mgr.....Alvin D. Bauer  
 Comm. Mgr.....Don M. McCutcheon  
 Program Manager.....Don M. McCutcheon  
 Chief Engineer.....R. E. Harrison

### KGAY—Salem—1950

Frequency: 1430 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....KGAY, Inc.  
 Address.....Box 768  
 Tel.: EM 3-7121.....Independent  
 Station Rep.....Holman; Palmer; Wagner  
 President.....W. Gordon Allen  
 General Manager.....Arne G. Peterson  
 Commercial Manager.....Ed Sullivan  
 Program Director.....Jimmy Jones  
 Chief Engineer.....Keith Samples

### KSLM—Salem—1934

Freq.: 1390 Kc....Power: 5000 Wis. d., 1000 n.  
 Owned-Operated By.....Oregon Radio, Inc.  
 Business Address.....P. O. Box 631  
 Tel.: EM 4-8433.....MBS  
 Sta. Rep.....Everett-McKinney; Feltis; Jacobson  
 President.....Glenn McCornick  
 Station Manager.....Ted G. Carlson, Jr.

Program Director.....Bob Morse  
 Chief Engineer.....Clyde Carlton

### KEED—Springfield—1954

Frequency: 1050 Kc.....Power: 1 Kw., d.  
 Owned.....KEED, Inc.  
 Address.....P. O. Box 696  
 Tel.: DI 5-0163.....Independent  
 Station Representative.....Pearson  
 Pres., Gen. Mgr.....Glen M. Stadler  
 Commercial Manager.....Marion J. Redfean  
 Station Manager.....Rodney V. Louden  
 Program Director.....J. Robert Litten  
 Sales Prom. Mgr.....Chas. A. Searl  
 Publicity Director.....Helene N. Stadler  
 Chief Engineer.....Robert Curtis

### KODL—The Dalles—1940

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

### KRMW—The Dalles—1955

Frequency: 1300 Kc....Power: 1000 Watts d.  
 Owned By.....Inland Bcstg. Co.  
 Business Address.....209 E. 2nd St.  
 Tel.: CY 6-9661.....Independent  
 Representative.....Best; Art Moore  
 Comm., Sls. Prom. Mgr..Gerald K. Webb, Sr.  
 Prog. Dir., Ch. Eng.....Chester J. Stuart

### KTIL—Tillamook—1947

Frequency: 1590 Kc.....Power: 250 Watts  
 Owned-Oper. By...Tillamook Bcstg. Co., Inc.  
 Business Address.....Box 1590  
 Tel.: VI 2-4422.....Independent  
 Rep.....Continental, W. A. Ayres, Art Moore  
 Pres., Gen. Mgr.....F. H. Guyton  
 Station Manager.....S. H. Guyton  
 Commercial Manager.....John Waitkus  
 Sales Prom. Mgr., Ch. Eng.....Larry Brunes  
 Program Director.....Carl Karpstein  
 Publicity Director.....Creighton Sanders

Pop.: 11,788,000  
 Families: 3,829,000  
 Radio Homes: 3,746,000

## Pennsylvania

Stations in State: 147  
 TV Homes: 3,409,000  
 TV Stations: 39

### WAEB—Allentown—1949

Freq: 790 Kc.....Power: 500 W. d., 1 Kw. n.  
 Owned-Oper. By:.....WAEB, Inc.  
 Address.....7th & Hamilton Sts.  
 Tel.: HE 4-9364.....Independent  
 Station Representative.....Radio-TV Reps.  
 President.....William F. Rust, Jr.  
 Gen. Mgr.....Ralph Gottlieb

Sta. Manager.....S. Robert Ackley  
 Program Director.....Nedd Fleming  
 Chief Engineer.....William Gottshall

### WHOL—Allentown—1948

Frequency: 1600 Kc.....Power: 500 Watts d.  
 Owned.....Allentown Bcstg. Corp.  
 Address.....Colorado & Poplar Sts.  
 Tel.: HE 4-4801.....Independent

## PENNSYLVANIA

Representative ..... Raymer  
 President..... Charles G. Helwig  
 Gen., Comm. Mgr..... Arthur A. Deters  
 Sta. Mgr., Prog. Dir.... Willard G. Camperson  
 Sales Promotion Manager..... Gene Kaye  
 Chief Engineer..... Gerald B. Werst  
 Owners of: WAZL, Hazelton, Pa.; WHLM,  
 Bloomburg, Pa. and WTAL, Tallahassee, Fla.

### WKAP—Allentown—1947

Frequency: 1320 Kc..... Power: 1000 Watts  
 Owned-Operated By..... WKAP, Inc.  
 Bus.-Studio Address..... P. O. Box 689  
 Tel.: HE 3-3166..... Independent  
 Representative ..... Weed  
 President..... N. J. Rahall  
 Sta., Gen. Mgr. .... O. R. Davies  
 Prog. Dir..... Alan D. Raber  
 Sales Prom. Manager..... Jerry Duckett  
 Chief Eng..... C. Frank Cordaro  
 Owners of: WNAR, Norristown, Pa.; WWNR,  
 Beckley, W. Va.; WFEA, Manchester, N. H.;  
 WTSP, St. Petersburg, Fla.

### WSAN—Allentown—1923

Frequency: 1470 Kc..... Power: 5000 Watts  
 Owned-Oper. By.... Lehigh Valley Bcstg. Co.  
 Bus.-Studio Address..... 39-41 N. Tenth St.  
 Tel.: HE 4-9511..... NBC  
 Representative ..... H-R  
 Co-Partners.... Mrs. O. P. Barnes, Musselman  
 General Manager..... Reuel H. Musselman  
 Commercial Manager..... A. R. Dreisbach

Sales Prom. Mgr..... Charles R. Petrie  
 Program Director..... George Y. Snyder  
 Publicity Director..... John T. VanSant

### WFBC—Altoona—1924

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Triangle Pubs.  
 Address..... 1320 11th Ave.  
 Tel.: WI 4-2031..... NBC  
 News. Affil..... Phila. Inquirer  
 Station Representative ..... McGavren-Quinn  
 General Manager..... Frank Palmer  
 Station Manager..... Jack Snyder  
 Commercial Manager..... Robert E. Miller  
 Program Director..... William G. Mulvey  
 Chief Engineer..... K. R. Brubaker  
 Owners of: WFIL, Philadelphia; WNHC, New  
 Haven, Conn.

### WRTA—Altoona—1947

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned..... Altoona Trans-Audio Corporation  
 Address..... Hotel Penn Alto  
 Tel.: WI 3-6112..... ABC  
 Station Representative ..... Clark  
 President..... Martin F. Malarkey, Jr.  
 General Manager..... Lou H. Murray  
 Station Manager..... David R. Wolf  
 Commercial Manager..... Carl Y. Coriell  
 Sales Prom. Mgr..... S. Carleton Ayers  
 Chief Engineer..... Al Merritts

### WVAM—Altoona—1948

Frequency: 1430 Kc..... Power: 1000 Watts

*from New England to Florida . . .*  
**More Buyers Are Swinging**  
**to the RAHALL STATIONS**

•  
 WFEA . . . . . Manchester, N. H.    WNAR . . . . . Norristown, Pa.  
 WKAP . . . . . Allentown, Pa.    WWNR . . . . . Beckley, W. Va.  
 WTSP . . . . . St. Petersburg, Fla.

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**WEED & CO.**

•  
**RAHALL GROUP**

JOE RAHALL, *President*

"OGGIE" DAVIES, *Gen. Manager*

**Owned-Oper. By**.....General Bcstg. Corp.  
**Address**.....2727 W. Albert Dr.  
**Tel:** WI 4-8127.....CBS  
**Representative**.....Weed & Co.  
**President**.....E. S. Leopold  
**Gen. Comm. Mgr.**.....Will Ketter  
**Publicity Director**.....Phil Short  
**Chief Engineer**.....John Schiele

**WMBA—Ambridge—1958**

**Frequency:** 1460 Kc.....**Power:** 500 Watts d.  
**Owned By**.....Miners Bcstg. Service, Inc.  
**Business Address**.....304 Merchant St.  
**Tel:** COngress 6-1110.....Independent  
**President**.....Joseph L. Maquire  
**General Manager**.....John W. Angst  
**Station Manager**.....Roy E. Angst, Jr.  
**Chief Engineer**.....Walter McCoy

**WAVL—Apollo—1947**

**Frequency:** 910 Kc.....**Power:** 1000 Watts, d.  
**Owned-Oper. By**.....Tri-Borough Bcstg. Co.  
**Address**.....Box 177  
**Tel:** GR 2-3921.....Independent  
**Gen., Comm. Manager**.....Cecil F. Clifton  
**Business Manager**.....A. J. West  
**Ch. Eng.**.....H. Edgar Smith

**WNCC—Barnsboro—1950**

**Frequency:** 950 Kc.....**Power:** 500 Watts d.  
**Owned-Oper. By**.....No. Cambria Bcstrs.  
**Address**.....Box 277  
**Tel:** 1010.....KBS  
**Sta. Mgr.**.....William R. Rathall

**WBVP—Beaver Falls—1948**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....WBVP, Inc.  
**Business Address**.....1216 7th Ave.; Box 719  
**Tel:** Tilden 6-4100.....Independent  
**Pres., Gen. Mgr.**.....Frank R. Smith  
**Sta., Comm. Mgr.**.....Thomas B. Price  
**Program Director**.....Charles H. Wilson  
**Sls. Prom., Pub. Dir.**.....E. A. Sekeres  
**Chief Engineer**.....Andy Sivak

**WBFD—Bedford—1955**

**Frequency:** 1310 Kc.....**Power:** 1 Kw. d.  
**Owned-Oper. By**.....The Inquirer Printing Co.  
**Address**.....130 S. Juliana St.  
**Tel:** BE 863.....KBS  
**President**.....John Biddle  
**General Manager**.....Hugo K. Frear  
**Station Manager**.....Robert S. Harrison, Jr.

**WBLF—Bellefonte—1958**

**Frequency:** 1330 Kc.....**Power:** 500 Watts d.  
**Owned By**.....Allegheny Mt. Network  
**Business Address**.....P.O. Box 88  
**Tel:** ELgin 5-4751.....ABC  
**Pres., Gen. Mgr.**.....Cary H. Simpson  
**Station Manager**.....Lee C. Ray  
**Commercial Manager**.....Sandy Cain  
**Program Director**.....John P. Knorr  
**Sales Prom. Mgr.**.....Hal Green  
**Publicity Director**.....Walfrid Lassila  
**Chief Engineer**.....Glenn Daugherty

**WBRX—Berwick—1957**

**Frequency:** 1280 Kc.....**Power:** 500 Watts  
**Owned**.....Columbia County Bcstrs., Inc.  
**Address**.....Jackson Bldg.  
**Tel:** 4546.....KBS  
**President**.....John S. Booth  
**Station Manager**.....Bob C. Wagner  
**Program Director**.....Charles Buffington

**WGPA—Bethlehem—1946**

**Frequency:** 1100 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Bethlehems' Globe Pub. Co.  
**Bus-Studio Address**.....426 Broadhead Ave.  
**Tel:** UN 6-8074.....Independent  
**Newspaper Affil.**.....Bethlehem Globe Times  
**President**.....Rolland L. Adams  
**General Manager**.....Ellis Service  
**Station Manager**.....Arthur C. McCracken  
**Comm., Sales Prom. Mgr.**.....Frank Collie  
**Prog. Dir.**.....Robert Wolken  
**Chief Engineer**.....L. Edwin Rybak

**WCNR—Bloomsburg—1946**

**Frequency:** 930 Kc.....**Power:** 1000 Watts d.  
**Owned**.....The Columbia Montour Bcstg. Corp.  
**Bus-Studio Address**.....38 W. Main St.  
**Tel:** ST 4-1200.....Independent  
**Gen., Comm. Manager**.....Ed Darlington  
**Program Director**.....James Lehman  
**Chief Engineer**.....Robert Fulton

**WHLM—Bloomsburg—1948**

**Frequency:** 550 Kc.....**Power:** 500 Watts  
**Owned**.....Bloom Radio  
**Address**.....Square Bldg.  
**Tel:** STerling 4-5500.....MBS  
**Representative**.....Raymer  
**President**.....Harry L. Magee  
**General Manager**.....Robert R. Williams  
**Commercial Mgr.**.....Pat Campbell  
**Sales Prom. Mgr.**.....Ray Calabrese  
**Program Dir.**.....Dale Fulmer  
**Chief Engineer**.....Anthony Hogg  
**Owner of:** WAZL, Hazelton, Pa.; WHOL, Allentown, Pa.; and WTAL, Tallahassee, Fla.

**WLOA—Braddock—1947**

**Frequency:** 1550 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**.....Matta Bcstg. Co.  
**Business-Studio Address**.....1233 Braddock Ave.  
**Tel:** EL 1-1100.....KBS  
**Pres., Gen., Sta. Mgr.**.....William G. Matta  
**Commercial Manager**.....George Matta  
**Sls. Prom. Mgr.**.....William W. Martin  
**Publicity Director**.....Ann Kelly  
**Chief Engineer**.....Frederick Sand

**WESB—Bradford—1947**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....WESB  
**Address**.....43 Main St.  
**Tel:** 2-4545.....Independent  
**Representative**.....Burn-Smith  
**Gen., Sls. Prom. Mgr.**.....J. M. Cleary  
**Comm. Mgr., Pub. Dir.**.....Lee D. Morehouse  
**Prog. Dir., Chief Eng.**.....William Winn

# PENNSYLVANIA

## WBUT—Butler—1947

Frequency: 1050 Kc. Power: 250 W., d.  
Owned-Operated By: WBUT, Inc.  
Address: Box 1048  
Tel.: 75-778 Independent  
Station Representative: Gill-Perna, Inc.  
Pres.: J. Patrick Beacom  
Sta., Comm. Mgr.: Rick Hanna  
Sales Promotion Manager: Paul Critchlow  
Prog. Director: Dick Kutan  
Publicity Director: Michael Acquaviva  
Chief Engineer: Norman Gour

## WISR—Butler—1941

Frequency: 680 Kc. Power: 250 Watts d.  
Owned-Oper. By: The Butler Bcstg. Co., Inc.  
Business Address: Box 151  
Tel.: 7-4701  
President: J. el W. Rosenblum  
Gen., Sta. Mgr.: Robert L. Kaufman  
Comm. Manager: J. Victor O'Brien  
Sales Prom. Mgr., Pub. Dir.: Jerry Coleman  
Program Director: Warren Ihlenfeld  
Chief Engineer: Paul Rex

## WCNG—Canonsburg—1957

Freq.: 540 Kc. Power: 250 W. d.  
Owned: Douglas & Assoc., Inc.  
Address: Box 480  
Tel.: SH 5-5400 Independent  
Station Representative: Indie Sales  
President: Ray Douglas  
General Manager: John K. Miller  
Station Manager: James D. Psihoulis  
Chief Engineer: George Jackovic

## WC DL—Carbondale—1950

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

## WHYL—Carlisle—1948

Frequency: 960 Kc. Power: 5000 Watts d.  
Owned-Oper.: R. F. Lewis, Jr.  
Business Address: P. O. Drawer 520  
Tel.: 1785  
Representative: Forjoe  
President: Marion P. Lewis  
Gen., Sta. Mgr.: James B. Holder  
Prog. Dir.: C. H. Morse  
Publicity Director: Edward Maddon  
Chief Engineer: Jack Simmons

## WCBG—Chambersburg—1956

Frequency: 1590 Kc. Power: 5 Kw., d.  
Owned: James R. Reese, Jr.

Address: 944 Lincoln Way West  
Tel.: COlony 3-4131 Independent  
Representative: Charles Bernard  
Pres., Gen. Mgr.: James R. Reese, Jr.  
Comm. Sales Prom. Mgr.: N. E. Messner  
Program Director: Robert G. Walter  
Chief Engineer: George Jennings

## WCHA—Chambersburg—1946

Frequency: 880 Kc. Power: 1000 Watts  
Owned: Chambersburg Bcstg. Co.  
Address: Craft Press Bldg.  
Tel.: CO 4-7121 Independent  
Representative: Forjoe  
Pres., Gen. Mgr.: John S. Booth  
Sta., Comm. Mgr.: Earl P. Strine  
Sales Promotion Manager: David Myers  
Program Director: William Sullivan  
Publicity Director: Bob Keith  
Chief Engineer: James McCurdy

## WESA—Charleroi—1947

Frequency: 940 Kc. Power: 250 Watts d.  
Owned-Oper. By: Monongahela Valley Bcstg.  
Address: Box 584  
Tel.: HU 3-6551  
Representative: Clark  
President: Dr. A. S. Sickman  
Gen., Sta. Mgr.: George D. Gailey  
Prog., Pub. Dir.: William Richards  
Chief Engineer: Stanley Crawford

## WDRF—Chester—1947

Frequency: 1590 Kc. Power: 1000 Watts  
Owned-Oper. By: Eastern Bcstg. Co., Inc.  
Business Address: 3500 Edgmont Ave.  
Tel.: CH 4-4321 Independent  
President: L. Kapelski  
General Manager: Cy Swingle  
Commercial Manager: John M. Talley  
Program Director: Del Parks  
Publicity Director: Kay Kapelski  
Chief Engineer: William Dawson

## WVCH—Chester—1947

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

## WCPA—Clearfield—1947

Frequency: 900 Kc. Power: 1000 Watts d  
Owned-Oper. By: Clearfield Bdcsters, Inc  
Address: 215 Church St.  
Tel.: CL 5-5541 Independent  
President: W. K. Ulerich  
General Manager: W. J. Thomas  
Sta. Mgr.: Joseph Milsoop  
Program Director: Margaret Nemeth  
Chief Engineer: Lewellyn Duck

**PENNSYLVANIA**

**WCOJ—Coatesville—1949**

Frequency: 1420 Kc. Power: 5 Kw.  
Owned-Oper. By Chester Co. Bcstg. Co.  
Address 809 E. Lincoln Hgh.  
Tel: 2100 Independent  
President, Chief Eng. Louis N. Seltzer  
General Manager William S. Halpern  
Comm., Sales Prom. Mgr. Donald Kimes

**WCOY—Columbia—1957**

Frequency: 1580 Kc. Power: 500 W. d.  
Owned Radio Columbia  
Address 343 Poplar St.  
Tel: MU 4-2591 Independent  
Representative Burn-Smith  
President Lester P. Etter  
Gen. Mgr., Ch. Engr. M. Leonard Savage  
Comm., Sales Prom. Mgr. John P. Weis  
Program Director Joseph T. Bortell

**WCVI—Connellsville—1947**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Connellsville Bcstrs., Inc.  
Business-Studio Address WCVI Bldg.  
Tel: MA 8-4600 KBS  
Station Representative Hopewell  
President Dr. C. T. Troilo  
General Manager Charles T. Snowden  
Prog. Director Esther Blasey  
Chief Engineer Robert Ray

**WOTR—Corry—1955**

Freq: 1370 Kc. Power: 1000 Wts. d., 500 n.  
Owned-Operated By Olivia T. Rennekamp  
Business Address 25½ N. Center St.  
Tel: 3-6611 KBS  
President Olivia T. Rennekamp  
General Manager Kenneth E. Rennekamp  
Station Manager John Wellenhoffer  
Commercial Manager Guy R. Davis  
Sales Promotion Manager Mary Shannon  
Program Director Howard Bycroft  
Publicity Director James A. Stowe  
Chief Engineer Harry Coulter

**WFRM—Coudersport—1953**

Frequency: 600 Kc. Power: 1000 Watts d.  
Owned-Oper. By Farm & Home Bcstg. Co.  
Address 9 N. Main St.  
Tel: 611 Independent  
President C. H. Simpson  
General Manager John A. Fay  
Commercial Manager George Kuratomi  
Program Director Mary Rubar  
Publicity Dir. Ed Easton  
Chief Engineer Kenyon Reed

**WBUX—Doylestown—1948**

Frequency: 1570 Kc. Power: 1 Kw.  
Owned WBUX Broadcasting Co.  
Address 30 E. Oakland St.  
Tel: FI 8-3583 Independent  
President George Steiner  
General Mgr. James Stolcz  
Station Manager George Pleasants  
Sales Promotion Manager Jack Hamilton

Program Director Jim Wood  
Publicity Director Marion Granger  
Chief Engineer Dick Wright

**WCED—Dubois—1941**

Freq: 1420 Kc. Power: 5 Kw. d., 500 W. n.  
Owned By Tri County Broadcasting Co., Inc.  
Address 80 N. Park Place  
Tel: 1700 CBS  
Newspaper Affiliation Courier-Express  
Representative McGillvra  
President Harold T. Gray  
Gen. Mgr., Pub. Dir. Jason S. Gray  
Sta., Comm. Mgr. George Williams  
Sales Prom. Mgr., Prog. Dir. Ken Johnston  
Chief Engineer George Donahue

**WEEX—Easton—1948**

Frequency: 1230 Kc. Power: 250 Watts  
Owned Easton Publishing Co.  
Address Easton  
Tel: 6155 Independent  
Newspaper Affiliation Express  
Representative Headley-Reed  
President J. L. Stackhouse  
General Mgr. Charles R. Thon  
Chief Engineer Robert Francett

**WEST—Easton—1936**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Associated Bcstrs., Inc.  
Bus. Studio Address 516 Northampton St.  
Tel: 6132 NBC  
Representative Meeker Co.  
Station Exec. Clair R. McCollough  
Station Manager Theodore W. Pierce  
Gen. Sales Manager J. Robert Gulick  
Nat'l Sales Mgr. Thomas R. Nunan, Jr.  
Owners of: WGAL, Lancaster; WKBO, Harrisburg; WORK, York; WRAW, Reading; WRAK, Williamsport, all Pa. and WDEL, Wilmington, Del.

**WEZN—Elizabethtown—1958**

Frequency: 1600 Kc. Power: 500 Watts  
Owned By Colonial Bcstg. Co. Inc.  
Business Address Box 192  
Tel: Empire 7-1511 Independent  
President Lowell W. Williams  
V.P., Gen. Mgr. Richard E. Burg  
Program Director Will Groff  
Chief Engineer William Lace

**WLEM—Emporium—1958**

Frequency: 1250 Kc. Power: 1000 Watts d.  
Owned By Emporium Broadcasting Co.  
Business Address P.O. Box 309  
Tel: EMporium 712 Independent  
President Bernard N. Erskine  
Gen., Sta. Mgr. James A. Spotts  
Program Director Dean L. Close  
Chief Engineer K. W. Coleman

**WGSA—Ephrata—1955**

Frequency: 1310 Kc. Power: 1000 Watts  
Owned Garden Spot Broadcaster, Inc.

# PENNSYLVANIA

Address ..... P. O. Box 419  
Tel.: RE 3-2226 ..... Independent  
Representative ..... Broadcast Time Sales  
President ..... Lester Grenewalt  
Gen., Sta. Mgr. .... Samuel R. Youse  
Prog. Dir. .... Edward Loder  
Comm. Mgr. .... Frank Short  
Chief Engineer. .... Ralph Haneman

## WERC—Erie—1941

Frequency: 1260 Kc. .... Power: 5 Kw.  
Owned By ..... WERC Bcstg. Co.  
Address ..... Robison Rd.  
Tel.: 9-9647 ..... ABC  
Station Representative ..... Weed  
President ..... Joseph L. Brechner  
Gen. Mgr. .... Gene Conrad  
Chief Eng. .... Ken Hestor

## WICU—Erie—1949

Frequency: 1330 Kc. .... Power: 5000 Watts  
Owned-Oper. By. .... Community Service Bcstg.  
Bus. Studio Address. .... 3514 State St.  
Tel.: 2-3248 ..... NBC  
Representative ..... Petry  
President ..... Edward Lamb  
General Manager. .... Ben McLaughlin  
Station Manager. .... Arthur Ingram  
Publicity Director. .... Bill Babcock  
Chief Engineer. .... Ken Husband

## WJET—Erie—1951

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned ..... Jet Broadcasting Co., Inc.  
Address ..... 18th & Ash Streets  
Tel.: 2-6741 ..... Independent  
Representative ..... Forjoe  
President, Gen. Mgr. .... Myron Jones  
Comm. Mgr. .... Peter Coticchia  
Sales Promotion Manager. .... Art Arkelian  
Chief Engineer. .... Richard Zahnizer

## WLEU—Erie—1935

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned ..... Leu Bcstg.  
Address ..... 212 Commerce Bldg.  
Tel.: 22-129 ..... Independent  
Station Rep. .... Radio TV Reps  
President. .... J. Patt Wardlaw  
Gen., Comm. Mgr. .... Gene Kline  
Program Director. .... Robert Holmes  
Publicity Director. .... Audrey Arbuckle  
Chief Engineer. .... William Sebenick

## WFAR—Farrell—1953

Frequency: 1470 Kc. .... Power: 1000 Watts, d.  
Owned-Oper. By. .... Sanford A. Schafitz  
Address ..... P. O. Box 150  
Tel.: DI 6-5171 ..... KBS  
President, Gen. Mgr. .... Sanford A. Schafitz

## WFRA—Franklin—1957

Frequency: 1430 Kc. .... Power: 500 Watts, d.  
Owned ..... N.W. Penna. Bcstg. Co.  
Address ..... Oil City Franklin Rd.

Tel.: ID 2-2188 ..... Independent  
Pres., Sta. Mgr. .... Robert H. Sauber

## WGET—Gettysburg—1950

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Times & News Pub. Co.  
Business Address. .... Box 28  
Tel.: GE 850 ..... Independent  
Newspaper Afil. .... Times & News Pub. Co.  
Gen. Mgr. .... P. H. Cunningham  
Comm. Mgr. .... Marc Starkins  
Prog. Dir., Ch. Eng. .... Lester Blair

## WHJB—Greensburg—1934

Frequency: 620 Kc. .... Power: 1 Kw. d., 500 n.  
Owned ..... WHJB, Inc.  
Business-Studio Address. .... 128 N. Penn Ave.  
Tel.: 3740 ..... Independent  
President ..... H. Kenneth Brennen  
Gen., Sta., Comm. Mgr. .... H. J. Brennan  
Prog. Mgr. .... Glenn Grayson  
Chief Engineer. .... L. L. Allen

## WHVR—Hanover—1949

Freq.: 1280 Kc. .... Power: 5 Kw. d., 500 Watts n.  
Owned-Operated By. .... Radio Hanover, Inc.  
Address ..... Box 268  
Tel.: ME 7-3831 ..... Independent  
Pres., Sta., Comm. Mgr. .... John D. Bare  
Program Director. .... Daniel E. Rutledge  
Chief Engineer. .... Philip Rohrbaugh

## WCMB—Harrisburg—1948

Frequency: 1460 Kc. .... Power: 5000 Watts  
Owned-Oper. By. .... Rossmoyne Corp.  
Business-Studio Address. .... 228 Court St.  
Tel.: CE 4-3005 ..... MBS  
Representative ..... Gill-Perna  
General Manager. .... Ed K. Smith  
Comm. Manager. .... Henry Traugh  
Sales Promotion Manager. .... Ramon Musheno  
Program Director. .... Ed. Gonzales  
Chief Engineer. .... J. Howard Bair

## WHGB—Harrisburg—1945

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... Kendrick Bcstg. Co., Inc.  
Bus.-Studio-Trans. Address. .... 112 Market St.  
Tel.: CE 4-4988 ..... ABC  
Station Representative ..... McGavren-Quinn  
Pres., Gen. Mgr. .... H. Kendrick  
Sta. Mgr., Prog. Dir. .... Jack Hooper  
Comm. Mgr. .... Ralph Hartman  
Chief Engineer. .... William Kuntz

## WHP—Harrisburg—1924

Frequency: 580 Kc. .... Power: 5 Kw.  
Owned ..... WHP, Inc.  
Address ..... 216 Locust St.  
Tel.: CE 4-3211 ..... CBS  
Representative ..... Bolling  
General Manager. .... Mrs. A. K. Redmond  
Program Manager. .... Harry Hinkley  
Sales, Promotion Director. .... John V. Gore  
Publicity Director. .... George Gottschalk  
Chief Engineer. .... E. Dan Leibensperger



**WKBO—Harrisburg—1922**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Keystone Bcstg. Corp.  
 Bus.-Studio Address.....31 N. Second St.  
 Tel.: CE 4-0191.....NBC  
 Representative.....Robert Meeker  
 Station Executive.....Clair R. McCollough  
 Station Manager.....W. Eugene Gorman  
 Gen. Sales Mgr.....J. Robert Gulick  
 Nat'l Sls. Mgr.....Thomas R. Nunan, Jr.  
 Technical Director.....J. E. Mathiot  
 Owners of WGAL, Lancaster; WORK, Harris-  
 burg; WRAW, Reading; WEST, Easton;  
 WRAK, Williamsport, all Pa. and WDEL, Wil-  
 mington, Del.

**WAZL—Hazleton—1932**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....Hazleton Bcstg. Co.  
 Address.....Hazleton Nail Bank Bldg.  
 Tel.: GL 4-3531.....NBC-MBS  
 Representative.....Raymer  
 Pres., Gen., Mgr.....Victor C. D. ehm  
 Station Manager.....Kathryn E. Kahler  
 Commercial Manager.....Robert J. Sacco  
 Nat. Sales Mgr.....Thomas A. Tito  
 Program Director.....Don Murray  
 Publicity Director.....Paul Cerula  
 Chief Engineer.....Elwood Tito  
 Owners of: WHOL, Allentown; WHLM, Blooms-  
 burg, Pa. and WTAL, Tallahassee, Fla.

**WAMO—Homestead-  
Pittsburgh—1948**

Frequency: 860 Kc. Power: 250 Watts d.  
 Owned-Operated By.....Dynamic Bcstg.  
 Business Address.....105 E. 8th Ave.  
 Tel.: HO 2-6000.....Independent  
 Representative.....Forjoe  
 President, Gen. Mgr.....Leonard Walk  
 Commercial Manager.....Joe Bassett, Jr.  
 Program Director.....Carl Stuart  
 Chief Engineer.....James Herbert

**WHUN—Huntingdon—1946**

Frequency: 1150 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Joseph F. Biddle Publ. Co.  
 Bus.-Studio Address.....400 Washington St.  
 Tel.: MI 3-3340.....KBS  
 President.....John H. Biddle  
 General Manager.....William E. Germann

**WDAD—Indiana—1945**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....WDAD Inc.  
 Address.....632 Philadelphia St.  
 Tel.: HO 5-5511.....CBS  
 Newspaper Affil.....The Progress  
 President.....W. K. Ulerich  
 Station Manager.....Jonas Termin  
 Program Director.....C. C. Porter  
 Chief Engineer.....Dyle Martin

**WARD—Johnstown—1946**

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By.....Central Bcstg. Co., Inc.  
 Address.....235 Franklin St.  
 Tel.: 8-1216.....CBS  
 Representative.....Weed  
 V.P., Gen. Manager.....G. D. Gartland  
 Station Manager.....Steward W. Phillips

**WCRO—Johnstown—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Century Bcstg. Corp.  
 Bus.-Studio Address.....Fort Stanwix Hotel  
 Tel.: 9-1187.....MBS  
 Representative.....Forjoe  
 President.....John J. Keel  
 General Manager.....John D. Reilly  
 Chief Engineer.....John Kersheskey

**WJAC—Johnstown—1925**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....WJAC, Inc.  
 Bus.-Studio Address.....329 Main St.  
 Tel.: 7-8711.....NBC  
 Newspaper Affil.....Tribune  
 Representative.....O'Connell  
 President.....W. W. Krebs  
 Station Mgr.....Park Claycomb  
 Chief Engineer.....Theodore E. Campbell

**WADP—Kane—1954**

Frequency: 960 Kc. Power: 500 Watts, d.  
 Owned.....Northern Allegheny Bcstg. Co.  
 Address.....Penn-Kane Hotel  
 Tel.: 1520.....KBS  
 President, Gen. Mgr.....David Potter  
 Sta., Comm. Mgr.....Richard E. Feit  
 Program Director.....David Sill  
 Chief Engineer.....John Nordine

**WACB—Kittanning—1948**

Frequency: 1380 Kc. Power: 1000 Watts d.  
 Owned By.....Joel W. Rosenblum  
 Bus.-Studio Address.....325 Market St.  
 Tel.: LI 3-1381.....KBS  
 Representative.....Rambeau, Vance, Hopple  
 V.P., Gen. Mgr.....Charles M. Erhard, Jr.  
 Sta. Mgr., Prog. Director.....H. H. Stoops  
 Chief Engineer.....Joseph A. Pelletier

**WGAL—Lancaster—1922**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....WGAL, Inc.  
 Business-Studio Address.....24 S. Queen St.  
 Tel.: EX 7-0333.....NBC  
 Representative.....Robert Meeker  
 President, Gen. Mgr.....Clair R. McCollough  
 Gen. Sls. Mgr.....J. Robert Gulick  
 Nat'l Sls. Mgr.....Thomas R. Nunan, Jr.  
 Station Mgr.....Kenneth Kreider  
 Program Dir.....Brian Kintzer  
 Promotion Dir.....Paul I. Woodland  
 Technical Director.....J. E. Mathiot  
 Owners of: WKBO, Harrisburg; WORK, York;  
 WRAW, Reading; WEST, Easton; WRAK,  
 Williamsport, all Pa. and WDEL, Wilming-  
 ton, Del.

# PENNSYLVANIA

## WLAN—Lancaster—1946

Frequency: 1390 Kc. Power: 1000 Watts  
Owned-Oper. By The Peoples Bcstg. Co.  
Bus. Studio Address 252 N. Queen St.  
Tel.: EX 4-7261. ABC-MBS-KBS  
Representative Headley-Reed  
President Frank H. Alldoerffer  
Gen., Sta. Mgr. Samuel M. Alldoerffer  
Comm., Sales Prom. Mgr. J. Stanley Baker  
Prog. Dir. Dick Sherbahn  
Chief Engineer Ramon Sherman

## WLSH—Lansford—1952

Frequency: 1410 Kc. Power: 1000 Watts d.  
Owned-Oper. By Miners Bcstg. Service, Inc.  
Address P. O. Box D  
Tel.: 1440 Independent  
President Joseph L. Magulre  
Gen. Manager John W. Angst

## WAKU—Latrobe—1951

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned-Oper. By WAKU, Inc.  
Address 200 Depot St.  
Tel.: KEystone 7-7744. MBS, KBS  
President Harry P. Reed  
Gen. Mgr., Prog. Dir. W. J. Thomas  
Comm. Mgr. Robert Johnson  
Chief Engineer Manuel Alvarez

## WTRA—Latrobe—1956

Frequency: 1480 Kc. Power: 500 W., d.  
Owned Latrobe Bcstrs.  
Address 202 Main St.  
Tel.: KE 7-3338. Independent  
Representative McGillvra  
President Louis Rosenberg  
General Manager William Dymond  
Commercial Manager Mrs. Janet Mahady  
Chief Engineer Bernard Guidos

## WLBR—Lebanon—1946

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Operated By Lebanon Bcstg. Co.  
Business Address Route 20  
Tel.: CRestview 2-7651  
Representative Burn-Smith  
President H. Raymond Stadlem  
Managing Director Lester P. Etter  
Comm. Manager Philip J. Reilly  
Program Director H. P. Van Voorhis  
Chief Engineer William Zehring

## WITT—Lewisburg—1957

Frequency: 1010 Kc. Power: 250 Watts, d.  
Owned Wireline Radio, Inc.  
Address 34 South 8th St.  
Tel.: JA 3-1222. KBS  
President Michael M. Fremont  
Commercial Manager Carl E. Miller  
Chief Engineer James A. Herb

## WBCB—Levittown-Fairless Hills—1957

Frequency: 1490 Kc. Power: 250 W.  
Owned O'Keefe Bcstg. Co.

Business Address 200 Magnolia Dr.  
Tel.: Windsor 9-1490. Independent  
Pres., Gen. Mgr. Jack J. Dash  
V.P., Dir. Oper. William F. Waterbury

## WKVA—Lewistown—1949

Frequency: 920 Kc. Power: 1000 Watts d.  
Owned-Operated By Central Pa. Bcstg. Co.  
Business Address 19 S. Wayne St.; Box 432  
Tel.: 8-6771. Independent  
Representative Gill-Perna  
Pres., Sta. Gen. Mgr. Robert L. Wilson  
Sales Promotion Manager Howard Z. Reed  
Program Director Bob Hyle  
Publicity Director Mary Bolich  
Chief Engineer Jack Sanders

## WMRF—Lewistown—1941

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Lewistown Bcstg. Co.  
Business-Studio Address 5 W. Market St.  
Tel.: 8-6757. NBC  
Representative Burn-Smith  
President J. S. Woods  
Gen., Sta. Mgr. T. W. Metzger  
Commercial Manager Frank Trolani  
Program Dir. Miss Thekla Lesper  
Publicity Director Dale Smith  
Chief Engineer Kenneth Callahan

## WBPZ—Lock Haven—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Lock Haven Bcstg. Corp.  
Bus. Studio Address 132½ E. Main St.  
Tel.: 4038. MBS  
Representative Devney  
President Donald C. Welch  
Gen. Sta. Mgr. Harris Lipetz  
Commercial Manager Dick Yohe  
Program Director Dave King  
Chief Engineer Al Stratmoen

## WEDO—McKeesport—1945

Frequency: 810 Kc. Power: 1000 Watts  
Owned-Operated By Tri-City Bcstg. Co.  
Business-Studio Address 547 5th Ave.  
Tel.: NOrth 4-7167. CBS  
Station Representative Weed  
President Edward J. Hirshberg  
Sta. Mgr. Robert E. Badger  
Comm. Mgr. Earl Buncher  
Sales Promotion Manager Selma Magrim  
Program Director Bill Brant  
Publicity Director Chris Underwood  
Chief Engineer Wilkes E. Hurley

## WMCK—McKeesport—1947

Frequency: 1360 Kc. Power: 1000 Watts  
Owned-Oper. By Mon-Yough Bcstg. Co.  
Business-Studio Address 516 Market St.  
Tel.: OR 8-8888. MBS  
Station Representative Masla  
President Robert M. Cox  
Gen. Mgr. Sam Vidnovic  
Sales Promotion Manager Sally Mossman

Program Director.....Pat Haley  
 Publicity Director.....S. A. Chontos  
 Chief Engineer.....Charles White

**WMGW—Meadville—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Regional Bcstrs.  
 Address.....1st National Bank Bldg.  
 Tel.: 6-1111.....KBS  
 Gen., Sta. Mgr.....James H. Strickler  
 Commercial Manager.....Frederick P. Tascone  
 Chief Engineer.....Maurice Sherman

**WJUN—Mexico—1955**

Frequency: 1220 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Lewistown Bcstg. Co.  
 Business Address.....Box 97, Millintown  
 Tel.: LEwistown 8-6757.....Independent  
 Newspaper Affiliation.....Sentinel, Lewistown  
 Representative.....Burn-Smith  
 President.....J. S. Woods  
 General Manager.....Thomas W. Metzger  
 Station Manager.....Ralph S. Parker  
 Commercial Manager.....Bob Horning  
 Sales Promotion Manager.....Tim Palm  
 Program Director.....Don Lorenz  
 Publicity Director.....Miles Heckendorn  
 Chief Engineer.....Kenneth Callahan

**WARC—Milton—1958**

Frequency: 1380 Kc.....Power: 1 Kw. d.  
 Owned By.....Williamsport Bcstg. Assoc. Inc.  
 Business Address.....YMCA Bldg.  
 President.....Harry J. W. Kiessling  
 Gen. Manager.....Woodrow W. Ott  
 Commercial Manager.....John Yingling

**WPFL—Montrose—1953**

Frequency: 1250 Kc.....Power: 1000 Watts d.  
 Owned By.....Montrose Bcstg Corp.  
 Address.....Locust St.  
 Tel. Montrose 397.....Independent  
 Pres. Gen. Mgr.....W. Douglas Roe  
 Program Director.....William Ohman  
 Publicity Director.....William Farley  
 Chief Engineer.....Richard Gage

**WKST—New Castle—1938**

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WKST Inc.  
 Address.....1st Federal Plaza  
 Tel.: OL 4-5501.....MBS  
 Station Representative.....Everett-McKinney  
 President, General Mgr.....S. W. Townsend  
 Sta., Comm. Mgr.....Harry Reith  
 Chief Engineer.....Ernest Retz

**WKPA—New Kensington  
 1940**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Allegheny-Kiski Bcstg. Co.  
 Business-Studio Address.....810 Fifth Ave.  
 Tel.: ED 7-3588.....Independent  
 President.....C. R. Cooper  
 Gen., Comm. Mgr.....Melvin A. Goldberg

Sales Promotion Manager.....Jim Gray  
 Program Director.....Phil Brooks  
 Chief Engineer.....W. W. Neely

**WNAR—Norristown—1946**

Frequency: 1110 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Norristown Bcstg. Co.  
 Bus.-Studio Address.....Old Arch Rd.  
 Tel.: BR 2-7600.....Independent  
 Representative.....Weed  
 President.....N. Joe Rahall  
 Gen. Mgr.....Ogden R. Davies  
 Sta. Manager.....John M. Banzhoff  
 Local Sales Mgr.....Donald L. Jones  
 Program Director.....Buddy Brode  
 Chief Engineer.....Anthony De Sola  
 Owners of: WKAP, Allentown, Pa.; WWNR,  
 Beckley, W. Va.; WFEA, Manchester, N. H.;  
 WTSP, St. Petersburg, Fla.

(See page 584)

**WKRZ—Oil City—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....WKRZ, Inc.  
 Business Address.....Broadcast Hill; Box 868  
 Tel.: 8-0355.....KBS-NBC  
 Pres., Gen. Mgr.....Kenneth E. Rennekamp  
 Sta., Comm. Mgr.....Edward Erickson  
 Sales Promotion Manager.....Joan Firster  
 Program Director.....Honey Myers  
 Chief Engineer.....Robert Harmon

**WCAU—Philadelphia—1922**

Frequency: 1210 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....CBS Radio, Inc.  
 Address.....City & Monument Ave.  
 Tel.: GR 7-8300.....CBS  
 Representative.....CBS Radio Spot Sales  
 Manager Director.....Donald W. Thornburgh  
 General Manager.....Joseph T. Connolly  
 Sales Manager.....Jack De Russey  
 Sales Promotion Manager.....Fred Birnbaum  
 Program Director.....Fred Karch  
 Chief Engineer.....J. G. Leitch

**WDAS—Philadelphia—1922**

Frequency: 1480 Kc.....Power: 1 Kw.  
 Owned-Oper. By.....Max M. Leon, Inc.  
 Address.....Belmont Ave. & Edgely Rd.  
 Tel.: TR 8-2000.....Independent  
 Representative.....John E. Pearson  
 President.....Max M. Leon  
 V.P., Gen., Sta. Mgr.....Robert A. Klein  
 V. P. Operations Manager.....Jerry Grove  
 Program Director.....Eddie Newman  
 Comm. Mgr.....William H. Vogt  
 Sales Manager.....Alexander S. Klein  
 Publicity Director.....Art Newsham  
 Chief Engineer.....Frank W. Unterberger

**WFIL—Philadelphia—1922**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned.....Triangle Publications, Inc.  
 Business-Studio Address.....46th & Market  
 Tel.: EV 2-4700.....ABC  
 Newspaper Affil.....Inquirer  
 Representative.....Blair

In Philadelphia  
WIP radio is  
used exclusively  
by more  
advertisers than  
any other station

**WIP**

PHILADELPHIA'S PIONEER VOICE

**610**

For **MORE** Information—Ask Petry!

## PENNSYLVANIA

General Manager.....Roger W. Clipp  
 Station Manager.....George A. Koehler  
 Gen. Sales Manager...Kenneth W. Stowman  
 Dir. of Programming.....Clyde R. Spitzner  
 Chief Engineer.....Henry E. Rhea  
 Owners of: WFBG, Altoona, Pa.; WNHC, New Haven, Conn.

### WFLN—Philadelphia—1958

Frequency: 900 Kc.....Power: 1 Kw. d.  
 Owned By.....Franklin Bcstg. Co.  
 Address.....8200 Ridge Ave.  
 Tel.: Ivyridge 2-6000.....Independent  
 General Manager.....R. S. Green  
 Commercial Manager.....J. C. Winkler  
 Program Director.....M. O'Donnell  
 Chief Engineer.....F. Chassey

### WHAT—Philadelphia—1925

Frequency: 1340 Kc. ....Power: 250 Watts  
 Owned-Oper. By...Independence Bcstg. Co.  
 Address...Conshohocken & Windemere Aves.  
 Tel.: TRINITY 8-1500.....Independent  
 Representative .....Stars National  
 Pres., Gen. Mgr.....William A. Banks  
 Station Manager.....Dolly Banks  
 Commercial Manager.....Paul Abrams  
 Sales Prom. Manager.....Len Stevens  
 Prog. Director.....Robert Ardrey  
 Publicity Director.....Marsha Greenbaum  
 Chief Engineer.....Charles Lehmann

### WIP—Philadelphia—1922

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned By.....Wip Broadcasting, Inc.  
 Business-Studio Address.....35 S. 9th St.  
 Tel.: WA 2-6800.....MBS  
 Representative .....Edward Petry  
 Pres., Gen. Mgr.....Benedict Gimbel, Jr.  
 V.P., Director of Sales.....Ralf Brent  
 Nat. Sales Mgr.....Paul B. Evans  
 Sales Promotion Director.....Mitchell Krauss  
 Program Director.....Verner Paulsen  
 Chief Engineer.....Clifford C. Harris

### WIBG—Philadelphia—1925

Freq.: 990 Kc...Power: 50,000 Wts. d., 10,000 n.  
 Owned.....Storer Bcstg. Co.  
 Address.....Suburban Sta. Bldg.  
 Tel.: RI 6-2300.....Independent  
 Representative .....Katz  
 President.....George Storer, Jr.  
 Man. Dir.....Lionel F. Baxter  
 Sta., Sales Mgr.....John R. Mahoney  
 Promotion Manager.....Roy M. Schwartz  
 Prog. Mgr.....Grady Edney  
 Publicity Director.....Genii Maccaulay  
 Chief Engineer.....John H. Henninger  
 Owners of: WGBS, Miami, Fla.; WJBK, Detroit;  
 WSPD, Toledo; WAGA, Atlanta; WJW,  
 Cleveland; WWVA, Wheeling, W. Va.

### WFLN—Philadelphia—1958

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned By.....Franklin Broadcasting Co.  
 Business Address.....8200 Ridge Ave.  
 Tel.: IVYridge 2-6000.....Independent

Station Representative.....Good Music  
 President.....Lawrence M. C. Smith  
 General Manager.....Raymond S. Green  
 Comm. Mgr.....Joseph C. Winkler  
 Program Director.....Michael E. O'Donnell  
 Chief Engineer.....Frederick Chassey

### WJMJ—Philadelphia—1948

Frequency: 1540 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....WJMJ Bcstg. Corp.  
 Business-Studio Address.....2043 Locust St.  
 Tel.: LO 4-2300.....Independent  
 Representative.....Broadcast Time Sales  
 Pres., Gen. Sta. Mgr.....Patrick J. Stanton  
 Commercial Mgr.....Charles Stahl  
 Sales Prom., Pub. Mgr.....James Rubenstone  
 Prog. Dir.....Michael Deegan  
 Chief Engineer.....Christopher McAteer

### WPEN—Philadelphia—1929

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned-Oper. By...William Penn Bcstg. Co.  
 Business-Studio Address.....2212 Walnut St.  
 Tel.: LO 4-6000.....Independent  
 Representative .....Gill-Perna  
 President .....William Sytk  
 V.P., Gen. Mgr.....William B. Caskey  
 Sta. Mgr., Prog. Dir.....Murray Arnold  
 Comm. Manager.....Erwin Rosner  
 Prom. Mgr., Pub. Director.....James M. Kiss  
 Director Public Service.....Sam Serota  
 Chief Engineer.....Charles W. Burtis

### WRCV—Philadelphia—1921

Frequency: 1060 Kc.....Power: 50,000 Watts  
 Owned-Oper. By...National Bcstg. Company  
 Business-Studio Address.....1619 Walnut St.  
 Tel.: LO 4-3700.....NBC  
 Representative.....NBC Spot Sales  
 President.....Robert E. Kintner  
 General Manager.....Raymond W. Welpott  
 Station Manager....Harold J. Pannepacker  
 Commercial Manager.....Lewis P. Johnson  
 Sales Promotion Manager..Robert A. Fillmore  
 Program Director.....Bob Benson  
 Chief Engineer.....William A. Howard

### WTEL—Philadelphia—1925

Frequency: 860 Kc.....Power: 250 Watts d.  
 Owned By.....WTEL, Inc.  
 Business-Studio Address....4312 N. Broad St.  
 Tel.: GL 5-1310.....Independent  
 Pres., Pgm. Dir.....E. Douglass Hibbs  
 Sec'y-Treas.....Henry N. Cocker

### WPBH—Philipsburg—1956

Frequency: 1260 Kc.....Power: 1 Kw. d.  
 Owned By.....Moshannon Valley Bcstg.  
 Address.....P. O. Box 361  
 Tel.: Dickens 2-2300.....Independent  
 Gen. Comm. Mgr.....William Emert  
 Program Director.....Mrs. Wm. Emert  
 Chief Engineer.....Dean Sharpless

### WAMP—Pittsburgh—1920

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned-Oper. By .....NBC

# PENNSYLVANIA

Address.....Chamber of Comm. Bldg.  
 Tel.: GR 1-8600.....NBC  
 Representative.....NBC Spot Sales  
 Gen. Mgr.....H. W. Shepard  
 Program Supv.....John C. Hierlihy  
 Sales Prom., Public Dir.....Thomas D. Tyson  
 Chief Engineer.....Matthew Bracic

## WCAE—Pittsburgh—1922

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WCAE, Inc.  
 Bus. Address...530 Carlton Hs., 550 Grant St.  
 Tel.: AT 1-8900.....Independent  
 Newspaper Affil.....Sun-Telegraph  
 Representative.....Katz  
 Pres., General Manager.....Leonard Kapner  
 Station Manager.....F. Geor Parkinson  
 Program Director.....R. Clifton Daniel  
 Commercial Manager.....Roger O' Connor  
 Prom. Mgr., Pub. Dir.....William Thiemann  
 Chief Engineer.....James Greenwood

## KDKA—Pittsburgh—1920

Frequency: 1020 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Westinghouse Bcstg. Co. Inc.  
 Business Address...122 E. 42nd St., N.Y.C.  
 Tel.: MURRAY Hill 7-0808.....Independent  
 Sta. Representative.....Peters, Griffin, Woodward  
 After July 1.....AM Radio Sales  
 President.....Donald H. McGannon  
 Asst. Gen. Mgr.....Donald Trageser  
 Station Manager.....L. R. Rawlins  
 Program Manager.....William H. Schwartz  
 Asst. Prog. Mgr.....James L. Snyder  
 Sales Prom. Mgr.....June L. Buzzelli  
 Publicity Manager.....Owen Simon  
 Chief Engineer.....Theodore C. Kenney  
 Owners of: WBZ-WBZA, Boston-Springfield,  
 Mass.; KYW, Cleveland; WOWO, Fort  
 Wayne, Ind.; KEX, Portland, Oreg.; WIND,  
 Chicago, Ill.

## WEPP—Pittsburgh—1957

Frequency: 1080 Kc.....Power: 1 Kw.  
 Owned By.....Pittsburgh Bcstg. Co.  
 Address.....220 N. Highland Ave.  
 Tel.: EM 1-5000.....Independent  
 Station Representative.....Stars Nat.  
 President.....John Kluge  
 Gen., Sta. Manager.....Ernie Tannen  
 Sales Prom. Mgr.....John Pieper  
 Prog. Dir.....William Powell  
 Chief Engineer.....Victor G. Klein

## WPIT—Pittsburgh—1947

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....WPIT, Inc.  
 Business-Studio Address...213 Smithfield St.  
 Tel.: AT 1-1900.....Independent  
 President.....John J. Laux  
 Gen., Comm. Mgr.....Don Ioset  
 Sales Mgr., Prog., Pub. Dir.....Clifford Charles  
 Chief Engineer.....Michael Komichak

## KQV—Pittsburgh—1919

Frequency: 1410 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Allegheny Bcstg. Corp.

Address.....411 7th Ave.  
 Tel.: AT 1-9100.....ABC  
 Station Representative.....Young  
 President.....Leonard H. Goldenson  
 Gen., Sta. Mgr.....Ralph Beaudin  
 Commercial Manager...Robert N. Thompson  
 Program Dir.....John Gibbs  
 Chief Engineer.....Fred L. Zellner, Jr.

## WWSW—Pittsburgh—1932

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WWSW, Inc.  
 Bus-Studio Address.....Hotel Sherwy  
 Tel.: GR 1-5200.....Independent  
 Newspaper Affiliation.....Post Gazette  
 Representative.....John Blair  
 President.....O. M. Schloss  
 Gen. Mgr., Prog. Dir.....Ben W. Muros  
 Sales Prom. Mgr., Pub. Dir.....Phil Davis  
 Chief Engineer.....Henry R. Kaiser

## WPTS—Pittston—1953

Frequency: 1540 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Midway Bcstg. Co., Inc.  
 Address.....Main & Spring St.  
 Tel.: OL 4-3388.....Independent  
 Representative.....Cont. Radio Sales  
 Pres., Gen. Manager.....Angelo W. Fiorani  
 Commercial Mgr.....R. E. Florey  
 Program Director.....Joseph Tipton  
 Promotion Mgr.....Rosemary Gallagher  
 Publicity Director.....Betty Schriver  
 Chief Engineer.....John P. McGoldrick

## WP AZ—Pottstown—1951

Frequency: 1370 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Pottstown Bcstg. Co.  
 Address.....247 High St.  
 Tel.: 5000.....KBS  
 Representative.....Indie Sales  
 Pres., Gen. Mgr.....Herbert Scott

## WPAM—Pottsville—1947

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Miners Bcstg. Serv., Inc.  
 Business-Studio Address.....Box 829  
 Tel.: MA 2-1450.....Independent  
 President.....Joseph L. McGuire  
 Gen. Mgr., Ch. Eng.....John W. Angst  
 Station Manager.....Westley G. Kimble

## WPPA—Pottsville—1946

Freq.: 1360 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....Pottsville Bcstg. Co.  
 Bus-Studio Address.....212 S. Centre St.  
 Tel.: MARKET 2-1360.....MBS  
 General Manager.....A. V. Tidmore  
 Commercial Manager.....Ralph L. Price, Jr.  
 Sales Promotion Manager.....Walter Jones  
 Program Director.....Horace Richards  
 Chief Engineer.....William Penn Tidmore

## WPME—Punxsutawney—1953

Frequency: 1540 Kc.....Power: 1000 Watts d.

**Owned-Oper. By**.....Punxsutawney Bcstg Co.  
**Address**.....103 N. Gilpin St.  
**Tel.:** PU 1221.....Independent  
**Representative**.....Rambeau  
**General Manager**.....C. M. Erhard, Jr.  
**Comm. Mgr.**.....W. Clem Murray  
**Program Director**.....Gilbert Carney  
**Chief Engineer**.....Joseph A. Pelletier

**WEEU—Reading—1931**

**Frequency:** 850 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....WEEU Bcstg. Co.  
**Business-Studio Address**.....433 Penn St.  
**Tel.:** FR 6-7335.....ABC  
**Newspaper Affiliation**.....Eagle Times  
**Representative**.....Headley-Reed  
**President**.....William J. Rohn  
**V.P., Gen., Sta. Mgr.**.....K. Richard Creitz  
**Program Director**.....Jack B. Gounder  
**Chief Engineer**.....Harold Schearer

**WHUM—Reading—1946**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Eastern Radio Corp.  
**Business-Studio Address**.....Berkshire Hotel  
**Tel.:** 6-3987.....CBS  
**Representative**.....Weed  
**Pres., Gen. Mgr.**.....Robert G. Magee  
**Commercial Manager**.....Warren C. Ruffner  
**Prog. Dir.**.....Alan Lane  
**Chief Engineer**.....Daniel Donohue

**WRAW—Reading—1922**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper By**.....WRAW, Inc.  
**Business-Studio Address**.....19 N. Fifth St.  
**Tel.:** FR 6-7173.....NBC  
**Representative**.....Robert Meeker  
**Station Executive**.....Clair R. McCollough  
**Station Manager**.....Robert S. Reider  
**Gen. Sales Mgr.**.....J. Robert Gulick  
**Nat'l Sls. Mgr.**.....Thomas Nunan, Jr.  
**Technical Director**.....J. E. Mathiot  
**Owners of:** WGAL, Lancaster; WKBO, Harrisburg; WORK, York; WEST, Easton; WRAX, Williamsport, all Pa. and WDEL, Wilmington, Del.

**WGCB—Red Lion—1950**

**Frequency:** 1440 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Red Lion Bcstg. Co.  
**Address**.....Red Lion  
**President**.....John M. Norris  
**Gen., Sta. Mgr.**.....John H. Norris  
**Commercial Mgr.**.....Vincent A. Freeman

**WKMC—Roaring Spring—1955**

**Frequency:** 1370 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Melvin H. Shaw  
**Address**.....Woodbury Pike  
**Tel.:** 690.....KBS  
**Representative**.....Geo. T. Hopewell  
**Comm. Sta. Mgr.**.....Shel Horton  
**Program Director**.....Merle Ebersole  
**Chief Engineer**.....C. Irvin Metzger

**WKBI—St. Marys—1950**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Elk Cameron Bcstg. Co.  
**Address**.....41 Erie Ave.  
**Tel.:** 4-2821.....MBS  
**Representative**.....Allegheny Mountain Network  
**General Manager**.....C. H. Simpson  
**Commercial Manager**.....John J. Kain  
**Prog. Director**.....Beatrice B. Smith  
**Nat. Sales Mgr.**.....W. Herbstritt  
**Pub. Dir.**.....A. Kuhn

**WATS—Sayre—1950**

**Frequency:** 960 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**.....T. K. Cassel  
**Business Address**.....110 N. Elmer Ave.  
**Tel.:** TU 2-2401.....KBS  
**Representative**.....Indie Sales  
**President**.....T. K. Cassel  
**General Manager**.....Walter D. Knowles  
**Chief Engineer**.....Benjamin A. Franklin

**WARM—Scranton—1940**

**Frequency:** 590 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....WARM Bcstg. Co.  
**Business Address**.....Bowman Bldg.  
**Tel.:** Diamond 6-4646.....Independent  
**Station Representative**.....Eastman  
**President**.....Louis J. Appell, Jr.  
**General Manager**.....Arthur W. Carlson  
**Commercial Manager**.....Jackson Gower  
**Sales Prom. Mgr.**.....William A. Musser  
**Program Director**.....Don Stevens  
**Publicity Director**.....Frances Seibert  
**Chief Engineer**.....Nicholas Hudak

**WGBI—Scranton—1925**

**Frequency:** 910 Kc.....**Power:** 1 Kw. d., 500 W. n.  
**Owned-Oper. By**.....WGBI Radio, Inc.  
**Address**.....1000 Wyoming Ave., Scranton  
**Tel.:** DI 2-7634.....CBS  
**Newspaper Affiliation**.....Phila. Bulletin  
**Representative**.....H-R Reps  
**President**.....Mrs. M. E. Megargue  
**Gen., Comm. Mgr.**.....Richard E. Nason  
**Station Manager**.....Robert E. McDowell  
**Prom. Dir., Pub. Dir.**.....Douq Holcomb  
**Program Director**.....Frank Monaghan  
**Chief Engineer**.....Kenneth R. Cooke

**WICK—Scranton—1954**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned**.....Scranton Radio Corp.  
**Address**.....717 Linden St.  
**Tel.:** DI 6-1202.....Independent  
**Station Rep.**.....Walker  
**Pres., Gen. Mgr.**.....Joe Dobbs  
**Station Manager**.....R. J. Lomma  
**Commercial Manager**.....Al Soma  
**Program Director**.....Ed Hugues  
**Chief Engineer**.....James D. Pettinato

**WEJL—Scranton—1950**

**Frequency:** 630 Kc.....**Power:** 500 Watts d.  
**Owned-Oper. By**.....Edward & Elizabeth Lynell  
**Business Address**.....129 Penn Ave.

# PENNSYLVANIA

Tel.: DI 2-9151.....Independent  
 Newspaper Affil.....Times  
 Station Rep.....Meeker  
 Gen., Comm. Mgr.....Cecil Woodland  
 Sales, Program Director.....Hugh J. Connor  
 Pub. Dir.....B.II Pierce  
 Chief Eng.....Guy Rauer

Business Address.....P. O. Box 888  
 Tel.: AD 7-4959.....NBC-KBS  
 President.....W. K. Ulerich  
 Gen. Sta. Mgr.....M. J. Bergstein  
 Commercial Manager.....Julie McCloskey  
 Program Director.....Stephen Fiskhein  
 Chief Engineer.....W. D. Files

## WSCR—Scranton—1947

Freq.: 1320 Kc...Power: 1 Kw. d., 500 Watts n.  
 Owned By...Lackawanna Valley Bcstg. Co.  
 Business-Studio Address...116 Adams Ave.  
 Tel.: DI 7-3388.....NBC  
 Representative.....Headley-Reed  
 Pres., Gen. Mgr.....David M. Baltimore  
 Comm. Mgr.....Joseph P. Kimble  
 Program Dir.....David L. Griffiths  
 Chief Engineer.....Willard Shimski

## WVPO—Stroudsburg—1947

Frequency: 840 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Pocono Bcstg., Inc.  
 Business Address.....22 S. Sixth St.  
 Tel.: 1101.....Independent  
 Newspaper Affiliation...Ottaway Newspapers  
 Representative.....Radio-TV Reps.  
 President.....James H. Ottaway  
 General Manager.....Chester S. Miller  
 Sales Prom. Mgr.....Edward J. Somers  
 Program Director.....Joseph B. Whalen  
 Chief Engineer.....Ernest Transue

## WISL—Shamokin—1958

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio Anthracite, Inc.  
 Business Address.....Rock & Sunbury Sts.  
 Tel.: 8-5749.....Independent  
 Representative.....Forjoe  
 President.....Henry W. Lark  
 Gen., Sta. Mgr.....Maurice E. Fidler  
 Commercial Manager.....Bernard Saks  
 Sales Prom. Mgr.....W. C. MacElwee  
 Program Director.....Bernard Friedman  
 Publicity Director.....James Reilly  
 Chief Engineer.....Al Donovan

## WKOK—Sunbury—1933

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Sunbury Bcstg. Corp.  
 Bus.-Studio-Transmitter.....1150 N. Front St.  
 Tel.: AT 6-5838.....CBS  
 Newspaper Affil.....Daily Item  
 President.....Basse A. Beck  
 General Manager.....Homer R. Smith  
 Commercial Manager.....C. Donald Walther  
 Program Director.....Michael J. Kane  
 Publicity Director.....Malcolm Arter  
 Chief Engineer.....John W. Keller, Jr.

## WPIC—Sharon—1938

Frequency: 790 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Sharon Herald Bcstg. Co.  
 Business Address.....P.O. Box 211  
 Tel.: Diamond 6-4113.....Independent  
 Newspaper Affiliation.....Herald  
 Station Representative.....Reilly; O'Connell  
 Pres., Gen. Mgr.....John Fahline, Jr.  
 Program Director.....Jack Sandstrom  
 Chief Engineer.....A. C. Heck

## WTIV—Titusville—1955

Frequency: 1290 Kc.....Power: 500 Watts d.  
 Owned-Oper. By...Crawford Cty. Bcstg. Corp.  
 Address.....P. O. Box 184  
 Tel.: 7-2265.....Independent  
 President.....Robert T. Morrison  
 Gen. Sta. Mgr.....Robert H. Sauber  
 Comm. Sales Prom. Mgr.....Paul R. Ruttan  
 Program Director.....Marlene Burchfield  
 Publicity Director.....Jo Ann Wakefield

## WVSC—Somerset—1950

Frequency: 990 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Somerset Bcstg. Co.  
 Address.....P. O. Box 231  
 Tel.: 4186.....Independent  
 Gen., Sta. Mgr.....T. H. Oppegard  
 Comm. Mgr.....C. R. Taylor  
 Prog. Dir., Chief Engineer.....R. L. French

## WTRN—Tyrone—1954

Frequency: 1290 Kc.....Power: 1000 Watts, d.  
 Owned.....Tyrone Bcstg. Co.  
 Address.....8 W. 10th St.  
 Tel.: MUltual 4-3200.....MBS  
 President.....C. H. Simpson  
 Station Manager.....Lee C. Ray  
 Sales Manager.....William E. Moses  
 Commercial Manager.....John J. McCarthy  
 Sales Prom. Mgr.....William E. Duey  
 Program Director.....John W. Eschbach  
 Publicity Director.....Gretta Rorabaugh  
 Chief Engineer.....Gilbert H. Wogan

## WMPT—S. Williamsport—1958

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Will-Mont Bcstg. Co.  
 Business Address.....301 Percy St.  
 Tel.: 3-3608.....ABC  
 Station Representative.....Hopewell; Best  
 Pres., Ch. Eng.....Galen D. Castlebury, Jr.  
 Comm., Sales Prom. Mgr.....Don Coleman  
 Program Director.....Fred Plankenhorn  
 Publicity Director.....Joanne M. Castlebury

## WMBS—Uniontown—1937

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Fayette Bdcstg. Corp.  
 Address.....Fayette Nat. Bank Bldg.  
 Tel.: GE 8-3900.....CBS

## WMAJ—State College—1945

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



## PENNSYLVANIA

Representative ..... Meeker  
Sta. Mgr., Prog. Dir. .... James Gismondi  
Chief Engineer ..... William Henzly

### WNAE—Warren—1946

Frequency: 1310 Kc. Power: 5000 Watts d.  
Owned-Oper. By .... N. Allegheny Bdcstg. Co.  
Business Address... 310 Second Ave.; Box 24  
Tel.: 3033 ..... Independent  
Pres., Gen. Mgr. .... David Potter  
Comm. Mgr. .... James Potter  
Prog. Dir. .... Leroy Schneck  
Chief Eng. .... Homer Haines

### WJPA—Washington—1942

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By .... Washington Bcstg. Co.  
Bus. Address ..... George Washington Hotel  
Tel.: BA 2-2110 ..... MBS  
Representative .... Joseph Hershey McGillvra  
Managing Director ..... A. Boyd Siegel  
Gen., Prom. Mgr. .... John L. Merdian  
Chief Eng. .... James Berkheimer

### WANB—Waynesburg—1956

Frequency: 1580 Kc. Power: 250 W., d.  
Owned ..... Commonwealth Bcstrs.  
Address ..... First Federal Bldg.  
Tel.: 981 ..... Independent  
Sta. Mgr. .... George E. McGary  
Prog. Dir. .... Edward J. Keon

### WAYZ—Waynesboro—1953

Frequency: 1380 Kc. Power: 1000 Watts d.  
Owned-Oper. By .... Richard Field Lewis Jr.  
Address ..... 21 W. Main St.  
Tel.: WA 1900 ..... KBS  
President ..... Richard Field Lewis Jr.  
General Manager ..... Sam Hanshaw

### WNBT—Wellsboro—1955

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By .... Farm & Home Bcstg. Co.  
Address ..... 89 Main St.  
Tel.: 2113 ..... MES  
President ..... C. H. Simpson  
V.P., Gen. Manager ..... John A. Fay  
Prog. Dir. .... Carol Makin  
Commercial Manager ..... John Zellner  
Chief Engineer ..... Richard E. Roeder

### WBAX—Wilkes-Barre—1922

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By .... Anna Stenger  
Business-Studio Address ..... 85 W. Union St.  
Tel.: VA 3-0196 ..... MBS  
Representative ..... Burn-Smith  
Gen. Mgr. .... John H. Stenger  
Program Director ..... Ed Kuzma  
Publicity Director ..... Dan Stenger  
Chief Engineer ..... Milan Krupa

### WBRE—Wilkes-Barre—1924

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By ..... WBRE-Radio, Inc.

Bus.-Studio Address ..... 62 S. Franklin St.  
Tel.: VA 3-3101 ..... NBC  
Representative ..... Headley-Reed  
Pres., Gen. Mgr. .... David M. Baltimore  
Operations Director ..... F. D. Coslett  
Program Director ..... Robert Schumacher  
Commercial Manager ..... Jos Gries  
Publicity Director ..... Richard Paul  
Chief Engineer ..... Charles Sakoski, Sr.

### WNAK—Wilkes-Barre—1946

Frequency: 730 Kc. Power: 1000 Watts  
Owned By ..... Wyoming Radio, Inc.  
Address ..... 70 S. Main St.  
Tel.: Valley 2-6108 ..... Independent  
Representative ..... Forjoe  
President ..... E. D. McWilliams  
General Manager ..... Milton Laughlin  
Assistant to Manager ..... Bill Jones  
Program Director ..... Bob Whitehead

### WILK—Wilkes-Barre—1947

Frequency: 980 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By .... Wyoming Valley Bcstg. Co.  
Bus.-Studio Address ..... 88 No. Franklin St.  
Tel.: VA 4-4666 ..... ABC  
Representative ..... Avery-Knodel  
President ..... Mitchell Jenkins  
Business Manager ..... Emerson H. Ramage  
Station Manager ..... Roy E. Morgan  
Commercial Manager ..... Lee Vincent  
Promotion Manager ..... Jim Ward  
Program Director ..... Tom Bigler  
Chief Engineer ..... Theodore French

### WLYC—Williamsport—1951

Frequency: 1050 Kc. Power: 1 Kw., d.  
Owned By ..... Lycoming Bcstg. Co.  
Address ..... 331 Pine St., Box 389  
Tel.: 2-4676 ..... KBS  
Representative ..... Donald Cooke  
President ..... John T. Keliher  
V. P., Gen., Sta. Mgr. .... W. Richard Carlson  
Commercial Mgr. .... Vince Campara  
Sls. Prom. Manager ..... Edward Kirchman  
Program Director ..... Vernon Hester  
Publicity Director ..... Mrs. Sue Schreck  
Chief Engineer ..... Fred Hopkins

### WRAK—Williamsport—1929

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By ..... WRAK, Inc.  
Address ..... 1559 West 4th St.  
Tel.: 2-6116 ..... NBC  
Representative ..... Meeker  
Pres., Gen. Mgr. .... Clair R. McCollough  
Station Manager ..... J. Wright Mackey  
Gen. Sls. Mgr. .... J. Robert Gulick  
Nat'l Sls. Mgr. .... Thomas R. Nunan, Jr.  
Owners of: WGAL, Lancaster; WKBO, Harris-  
burg; WORK, York; WRAW, Reading;  
WEST, Easton; all Pa. and WDEL, Wilming-  
ton, Del.

### WWPA—Williamsport—1949

Frequency: 1340 Kc. Power: 250 Watts

# PENNSYLVANIA-RHODE ISLAND

Owned. Williamsport Radio Bcstg. Assoc., Inc.  
 Address.....330 Government Pl.  
 Tel.: 7119.....CBS  
 Representative.....Burn-Smith  
 President.....Harry J. W. Klessling  
 Gen. Sta. Manager.....Woodrow W. Ott  
 Program Director.....John H. Archer  
 Comm., Mgr.....Phil Lane  
 Sales Prom. Mgr.....Robert G. Schooley  
 Publicity Director.....Albert Decker  
 Chief Engineer.....Carl Steinbacher

## WNOW—York—1948

Frequency: 1250 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....WNOW, Inc.  
 Business Address.....P.O. Box 1747  
 Tel.: 2-7821.....Independent  
 Station Rep.....Radio-TV Reps.  
 President.....W. F. Rust, Jr.  
 General Manager.....Ralph Gottlieb  
 Sta., Comm. Mgr.....F. Richard Hill  
 Program Director.....John F. O'Rourke  
 Chief Engineer.....Jack Schuster

## WORK—York—1932

Frequency: 1350 Kc....Power: 5000 d.; 1000 n.

Owned-Oper. By.....Associated Bcstrs.  
 Business-Studio Address.....13 S. Beaver St.  
 Tel.: 6629.....NBC  
 Representative.....Robert Meeker  
 Station Executive.....Clair R. McCollough  
 Station Manager.....Clare I. Miller  
 Nat'l Sis. Mgr.....Thomas R. Nunan, Jr.  
 Gen. Sales Mgr.....J. Robert Gulick  
 Chief Engineer.....J. E. Mathiot  
 Owners of: WGAL, Lancaster; WKBO, Harris-  
 burg; WRAW, Reading; WEST, Easton;  
 WRAK, Williamsport, all Pa. and WDEL,  
 Wilmington, Del.

## WSBA—York—1942

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Susquehanna Bcstg. Co.  
 Address.....Box 910  
 Tel.: 2-5521.....ABC  
 Representative.....Headly-Reed  
 President.....Louis J. Appell, Jr.  
 Comm., Sales Prom. Mgr.....P. K. Eberly  
 Prog. Dir.....Robert Shipley  
 Chief Engineer.....Glenn Winter

Pop.: 881,000  
 Families: 267,000  
 Radio Homes: 249,000

# Rhode Island

Stations in State: 13  
 TV Homes: 243,000  
 TV Stations: 3

## WADK—Newport—1948

Frequency: 1540 Kc....Power: 1000 Watts d.  
 Owned-Oper. By..The Aquidneck Bcstg. Corp.  
 Address.....Box 367  
 Tel.: Viking 6-1540.....Independent  
 Representative.....Everett-McKinney  
 Pres., Gen. Mgr.....Milton E. Mitler  
 Comm. Mgr.....Frank Booth  
 Program Director.....Steve May  
 Sales Prom. Mgr.....George McNamara  
 Chief Engineer.....Allan Bowen

## WPAW—Pawtucket—1950

Frequency: 550 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Roger Williams Bcstg.  
 Address.....P.O. Box 55, Cumberland  
 Tel.: PA 5-9000.....ABC  
 Station Representative.....Walker  
 Pres., Gen. Mgr.....Dominick A. Hysko  
 Commercial Manager.....Jeff Feinstein  
 Sales Prom. Mgr.....Donald Hysko  
 Program Director.....Rose Morris  
 Publicity Director.....Joseph Thomas  
 Chief Engineer.....James Bonney

## WEAN—Providence—1922

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned.....Providence Journal Co.  
 Address.....75 Fountain St.  
 Tel.: DE 1-0600.....MBS

News. Affil.....Providence Journal  
 Station Rep.....Venard, Rintoul & McConnell  
 President.....Henry S. Chafee  
 General Manager.....H. William Koster  
 Comm. Manager.....Hervey C. Carter  
 Sales Prom. Mgr.....Arthur E. Lathrop, Jr.  
 Program Director.....Don Morton  
 Chief Engineer.....George W. Sharpe

## WPRO—Providence—1924

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Lowell Thomas & Assoc.  
 Bus-Stud. Add. ....24 Mason St., WPRO Bldg.  
 Tel.: PL 1-9776.....CBS  
 Representative.....Blair  
 President.....William S. Cherry, Jr.  
 General Manager.....Arnold F. Schoen, Jr.  
 Commercial Mgr.....F. J. Boynton  
 Program Director.....John A. Owen, Jr.  
 Chief Engineer.....John V. Ferri

## WRIB—Providence—1947

Frequency: 1220 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....R. I. Bcstg. Co.  
 Address.....Water St.  
 Tel.: GE 4-2223.....Independent  
 Representative.....Indie  
 President.....Frank Rao  
 Gen. Sta. Mgr.....Harold A. Pace  
 Comm., Sales Prom. Mgr.....Earl Castleman  
 Program Director.....Paul DeGaro  
 Chief Engineer.....Fred Weiss

## RHODE ISLAND-SOUTH CAROLINA

### WICE—Providence—1947

Frequency: 1290 Kc. Power: 500 Watts, d.  
Owned: Providence Radio, Inc.  
Address: Crown Hotel  
Tel.: JA 1-6565. Independent  
Rep.: Avery-Knodel  
President: Tim Elliot  
Gen. Mgr.: John F. Crohan  
Program Director: Sherman A. Strickhouser  
Sales Prom. Mgr.: Gus Parmet  
Chief Engineer: Paul Garver

### WHIM—Providence—1947

Frequency: 1110 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Buckley-Jaeger Bcstg.  
Business-Studio Address: 144 Westminister St.  
Tel.: UN 1-4211. Independent  
Representative: Headley-Reed, Kettel-Carter  
Pres., Gen. Mgr.: Richard Gerken  
Comm. Mgr.: E. James McEnaney, Jr.  
Production Manager: Jay Dunn  
Chief Engineer: Carroll A. Philbrook

### WJAR—Providence—1922

Frequency: 920 Kc. Power: 5000 Watts  
Owned-Operated By: The Outlet Co.  
Business-Studio Address: 176 Weybosset St.  
Tel.: GA 1-8255. NBC  
Representative: Petry  
Vice Pres., Treas.: George O. Griffith  
General Manager: David Shurtleff  
Program Director: James Gleason  
Chief Engineer: Thomas C. J. Prior

### WERI—Westerly—1949

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Radio Westerly  
Address: 11 Railroad Ave.

Pop.: 2,510,000

Families: 623,000

Radio Homes: 605,000

## South Carolina

Stations in State: 70

TV Homes: 454,000

TV Stations: 11

### WABV—Abbeville—1956

Frequency: 1590 Kc. Power: 1 Kw., d.  
Owned By: Abbeville Bcstg. Co.  
Business Address: 72 West  
Tel.: Gladstone 7-3155. ABC-KBS  
Representative: Best  
President: J. A. Gallimore  
Gen. Mgr., Ch. Eng.: Geo. W. Sattles, Jr.

### WAKN—Aiken—1952

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Aiken Electronics Adv. Corp.  
Business Address: 343 Laurens N.W.  
Tel.: Midway 8-5464. KBS  
President: John Mare  
General Manager: W. Randall Davidson  
Commercial Mgr.: Doyle Satterthwaite  
Program Director: Earl Brodie  
Chief Engineer: Allen Askins, Jr.

Tel.: LYric 6-2263. MBS  
Representative: Walker-Rowatt  
Pres., Gen. Mgr.: William R. Sweeney  
Commercial Manager: Sandra G. Drysdale  
Chief Engineer: Charles W. Austin

### WWRI—West Warwick—1956

Frequency: 1450 Kc. Power: 250 W.  
Owned: Grelin Bcstg. Inc.  
Address: 1501 Main St.  
Tel.: VA 1-6200. Independent  
Station Representative: RTS-Nona Kirby  
Pres., Gen. Mgr.: Melvin C. Green  
Comm. Mgr.: Robert McDonald  
Prog. Dir.: Patrick Fallon  
Chief Engineer: Joseph M. Mattias, Jr.

### WNRI—Woonsocket—1954

Frequency: 1380 Kc. Power: 1000 Watts, d.  
Owner: Friendly Bcstg. Co., Inc.  
Address: 786 Diamond Hill Rd.  
Tel.: PO 9-0600. Independent  
President, Gen. Manager: Joseph Britt  
Comm. Manager: John Thomas  
Program Director: Richard Bouchard  
Chief Engineer: Joseph Britt

### WWON—Woonsocket—1946

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Woonsocket Bcstg. Co.  
Business-Studio Address: 99 Main St.  
Tel.: PO 2-1240. Independent  
Station Rep.: Nona Kirby  
President: Millicent S. Palmer  
Gen. Mgr.: Buell W. Hudson  
Sta. Program Dir.: Zel Levin  
Commercial Manager: Gene Mailloux  
Chief Engineer: Harold M. Belknap

### WAIM—Anderson—1935

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Wilton E. Hall  
Address Trans. Loca: 321 Kingsley Road  
Tel.: CA 6-1511. CBS-KBC  
Newspaper Affil.: Independent, Daily Mail  
Representative: Headley-Reed  
Gen., Sta. Mgr.: Glenn P. Warnock  
Commercial Mgr.: G. P. Browne  
Sales Prom. Mgr.: V. Barath  
Program Director: Marshall Gailliard  
Chief Engineer: Earl Cosens

### WANS—Anderson—1949

Frequency: 1280 Kc. Power: 1000 Watts  
Owned-Operated By: Radio Anderson, Inc.  
Address: 3501 N. Main St.  
Tel.: CA 4-3423. MBS  
Representative: Rambeau, Vance, Hopple

## SOUTH CAROLINA

Pres., Gen. Mgr. .... W. Ennis Bray  
Program Director ..... Dave McKee  
Sales Prom. Manager ..... John C. Amick  
Publicity Director ..... Beth Harris  
Chief Engineer ..... Ted R. Woodard

### WWBD—Bamberg—1957

Frequency: 790 Kc. .... Power: 1 Kw., d.  
Owned ..... Joe Speidel III  
Address ..... Rt. 601 South  
Tel.: CH 5-2411 ..... Independent  
Representative ..... Walker, Dora-Clayton  
President ..... Joe Speidel III  
Sta. Comm. Mgr. .... Frank B. Estes, Jr.  
Program Director ..... Glenn French  
Chief Engineer ..... H. D. Steedley

### WBAW—Barnwell—1953

Frequency: 740 Kc. .... Power: 500 Watts d.  
Owned-Oper. By ..... WBAW, Inc.  
Address ..... Jackson St.  
Tel.: 3507 ..... KBS  
Representative ..... Hil F. Best-Keystone  
President ..... J. A. Galimore  
General Mgr. .... Joe Wilder  
Comm. Mgr. .... Al Dunbar  
Program Director ..... Vic Whetstone  
Chief Engineer ..... Ernest Williams

### WBLR—Batesburg—1956

Frequency: 1430 Kc. .... Power: 5 Kw., d.  
Owned ..... Ridge Bcstg. Corp.  
Address ..... Batesburg  
Tel.: KE 2-4001 ..... KBS  
Gen. Mgr. .... James Olim Tice, Sr.  
Comm. Mgr. .... Red Reynolds

### WBEU—Beaufort—1954

Frequency: 960 Kc. .... Power: 1 Kw., d.  
Owned ..... Beaufort Bcstg. Co.  
Tel.: 812 ..... KBS  
General Manager ..... Louis M. Neale  
Program Director ..... Hugh Ward

### WHPB—Belton—1955

Frequency: 1390 Kc. .... Power: 500 Watts d.  
Owned-Oper. By ..... Community Bcstg. Co.  
Address ..... P. O. Box 426  
Tel. .... 2511  
General Mgr. .... Clyde W. Laughter  
Comm. Mgr. .... Charles Smith

### WBSC—Bennettsville—1947

Freq.: 1550 Kc. .... Power: 10 Kw. d.; 5 Kw. n.  
Owned-Oper. By ..... Atl. Coast Ins. Co.  
Business-Studio Address ..... Box 639  
Representative ..... Indie Sales  
Exec. Vice President ..... Y. W. Scarborough, Jr.  
General Manager ..... Neil Terrell  
Chief Engineer ..... John Gronert

### WAGS—Bishopville—1953

Frequency: 1380 Kc. .... Power: 1 Kw., d.  
Owned ..... Lee County Bcstg. Co.  
Address ..... P. O. Box 168  
Tel.: HU 4-4515 ..... KBS

Station Manager ..... Carl A. Vines, Jr.  
Program Director ..... Calbert W. Johnson  
Chief Engineer ..... Dan Mellette

### WACA—Camden—1948

Frequency: 1590 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Station WACA  
Address ..... Camden  
Tel.: 80 ..... KBS  
Rep. .... Continental  
President ..... Haygood S. Bowden  
General Manager ..... Tom Richards  
Commercial Manager ..... C. Ballard  
Program Director ..... A. A. Amodio

### WCAY—Cayce—1958

Frequency: 620 Kc. .... Power: 500 Watts  
Owned By ..... Lexington CTY Bcstg., Inc.  
Address ..... 1303 State St.  
Tel.: Alpine 6-2000 ..... Independent  
Pres. Gen. Mgr. .... J. Olin Tice, Jr.  
Commercial Manager ..... Ryan Shealy  
Program Director ..... J. Nagel, Jr.  
Publicity Director ..... Jim Seay  
Chief Engineer ..... Hoyt Lewis

### WCSC—Charleston—1930

Frequency: 1390 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... WCSC, Inc.  
Address ..... 485 East Bay St.  
Tel.: RAYmond 2-7611 ..... CBS  
Rep. .... Peters, Griffin, Woodward, Inc.  
President ..... John M. Rivers  
Gen., Comm. Mgr. .... John B. Hearne  
Program Director ..... Phil Sutterfield  
Publicity Director ..... Annie Lee Small  
Chief Engineer ..... Rudy Hughes

### WHAN—Charleston—1946

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Charleston Bcstg. Co.  
Business Address ..... 152-B Market St.  
Tel.: RA 3-1643 ..... ABC-MBS-KBS  
Representative ..... Clark  
Pres., Gen. Manager ..... H. C. Weaver  
Comm. Mgr., Ch. Eng. .... William P. Birchfield  
Program Director ..... Harry C. Weaver

### WPAL—Charleston—1947

Frequency: 730 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Speidel-Fisher Bcstg. Corp.  
Business-Studio Address ..... 149 Wentworth St.  
Tel.: 3-6428 ..... Independent  
Representative ..... Forjoe, Dora-Clayton  
Pres., Gen. Mgr. .... Albert T. Fisher, Jr.  
Sta., Comm. Mgr. .... Bob Chrystie  
Program Director ..... Louise Withrock  
Chief Engineer ..... Joe Sarko

### WTMA—Charleston—1939

Frequency: 1250 Kc. .... Power: 5000 d.; 1000 n.  
Owned-Oper. By ..... Atlantic Coast Bcstg. Co.  
Business Address ..... 133 Church St.  
Tel.: RA 2-2961 ..... NBC  
Representative ..... Hollingbery  
Pres., Gen. Mgr. .... Charles E. Smith