

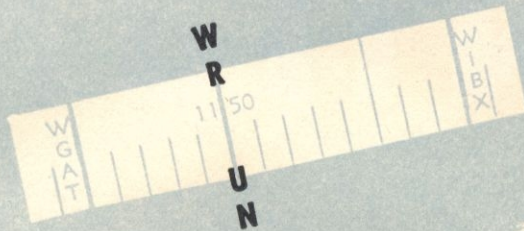


**"Have you heard
what's going on
between
WGAT and WIBX?"**

it's

WRUN

at **1150** on your dial



- **WRUN**—1150 kc . . . the Friendly spot on the dial.
- **WRUN**—beamed to 40 miles of Mohawk Valley Main Street.
- **WRUN**—complete coverage of metropolitan Utica-Rome.
- **WRUN**—ABC programs . . . (first ABC clear signal in Utica-Rome nights).
- **WRUN**—soon on the air . . . 5,000 watts days, 1,000 watts nights.

Complete Studios in Both Utica and Rome

258 GENESEE ST.
UTICA, N.Y.
Phone 2-5111

127 W. LIBERTY ST.
ROME, N.Y.
Phone 3211

Transmitter Oriskany Flats . . . midway between Utica and Rome