

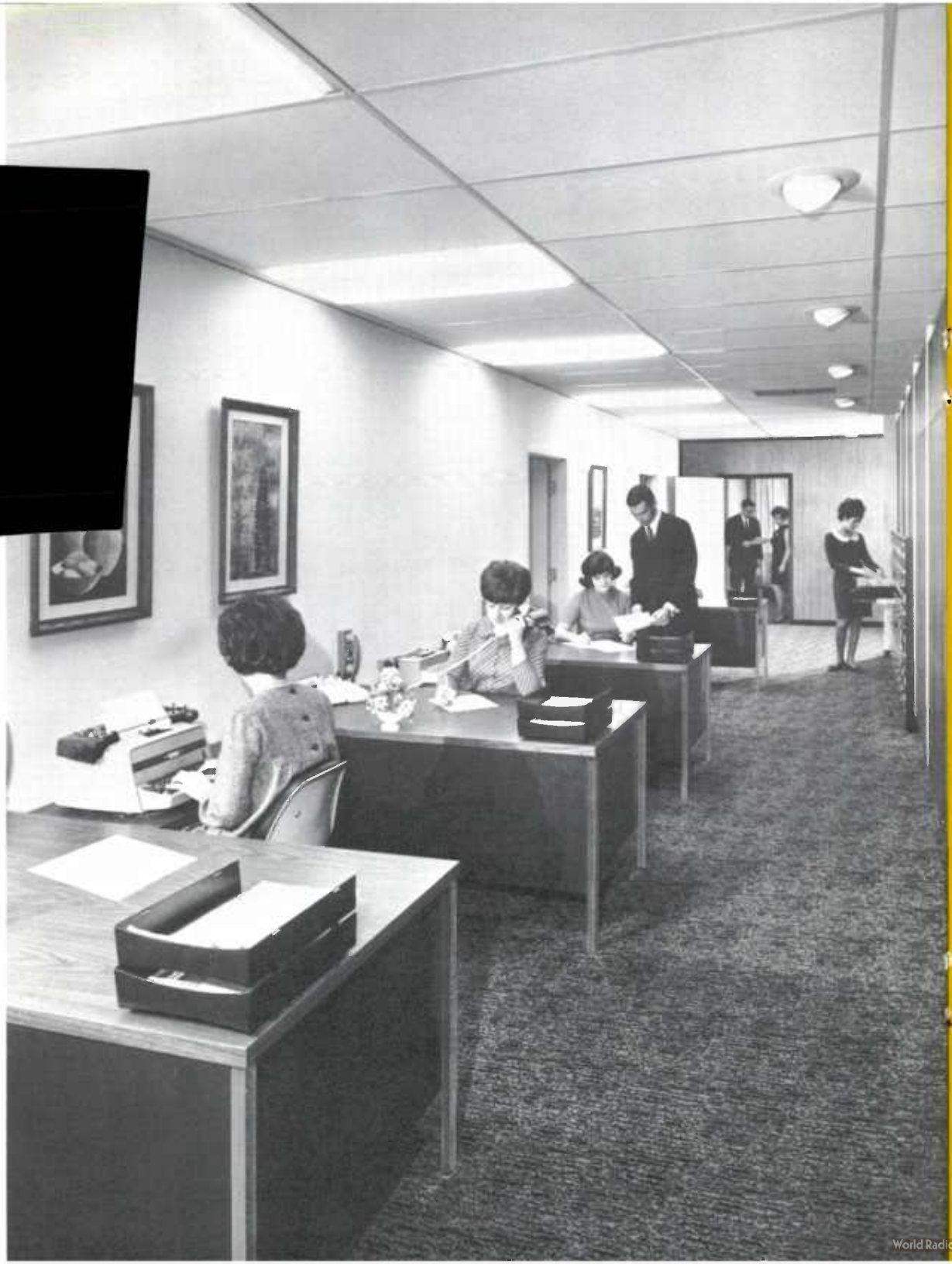
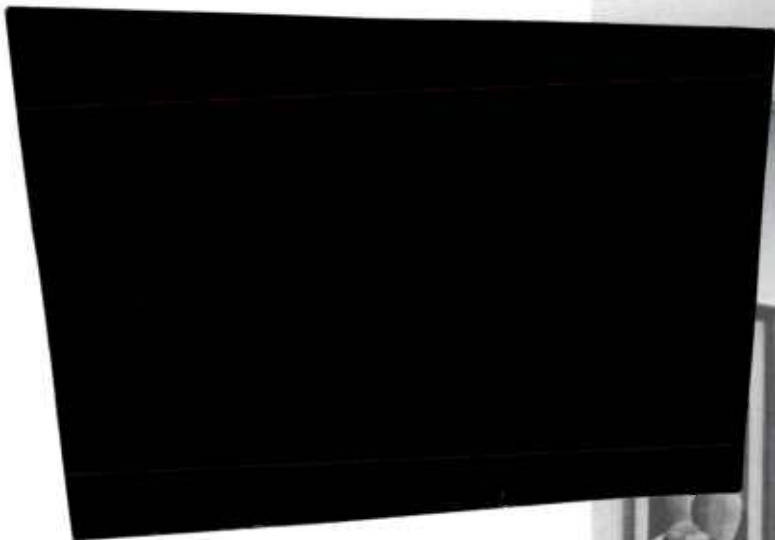
Pay a visit to:

WHLA

AKRON / CANTON, OHIO

One beautiful radio station.





Cover photo shows exterior of the WHLO Building. Tinted glass front and brick-floored entrance invites the visitor to the modern offices inside.

This building won for Associated Developments in 1966 both the Honor Award of Merit from the Architects Society of Ohio, a division of the American Institute of Architects, and the Akron Area Architects' Merit Award for Excellence in Design.

To the right is the WHLO secretarial corridor. In this modern, efficient setting are performed the business functions of an exciting radio station.



This is HOME to WHLO

As with any home, it reflects the taste and dedication of the people who work here.

But any functional art—architecture, decoration, design—does more than reflect. It also shapes the taste and dedication of those who use it daily.

This is why Susquehanna Broadcasting devoted the time and money to the carefully and beautifully appointed studio-office facilities you see on these pages.

Planned for function and efficiency, decorated to expand the imaginations of the people it surrounds, it is a vital part of the process that makes WHLO rank first . . . with the listeners we serve . . . and advertisers we service.





To the right is the main studio of WHLO. And *studio* it is . . . a workshop for a new kind of artist . . . designed and equipped to permit free expression of his creativity, but with the geometric order of electronics itself. The solid state equipment is the most modern available, and the announcer's "driver's seat" was designed to accommodate WHLO's exciting kind of modern radio.

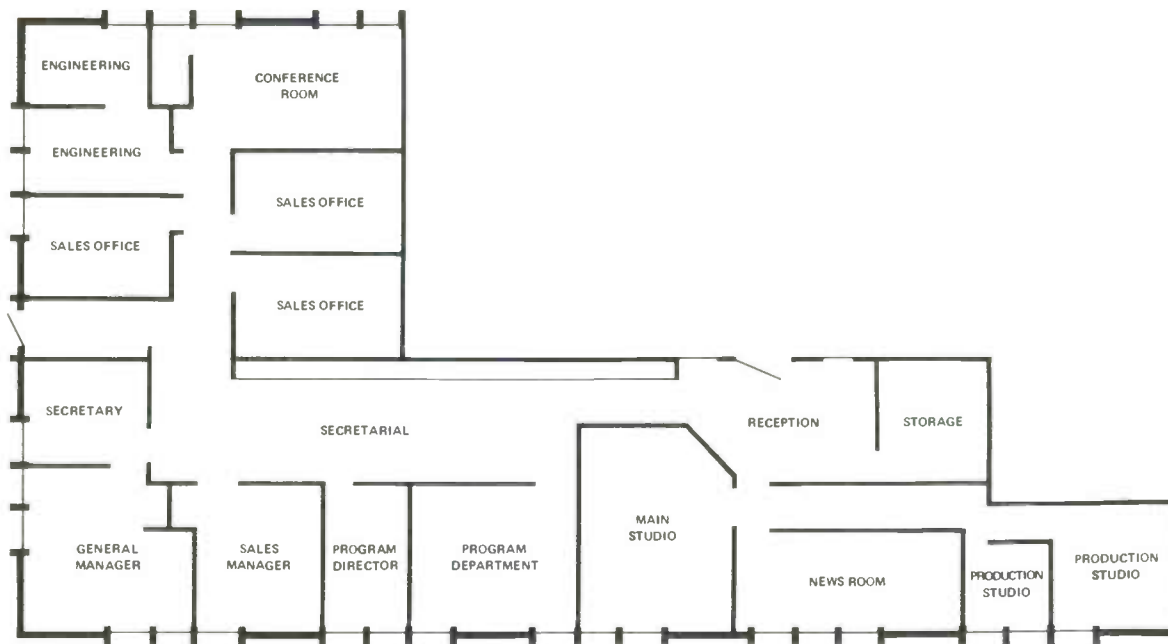
Newsman's announcing podium to the announcer's left permits closest news and program coordination.



WHLO conference room is at the right. Complete with equipment for audio and visual demonstrations, its comfort and utility are appreciated by clients, visitors, and the staff members who meet here to coordinate their activities.



Floor plan at right shows how some 3600 square feet were used to provide thinking space for sales, management, programming, engineering, and for studio facilities. The secretarial corridor has a 60-foot walnut storage-wall housing office machines and supplies. Layout minimizes length and number of traffic patterns.





To the left are two WHLO production specialists, pre-recording material for tomorrow's programming. Equipment is identical to that in the main studio, with the addition of a bank of the most dependable professional tape recorders. It can be used as an "on-air" studio in an emergency. A second similarly equipped production studio is adjacent.



The WHLO newsroom is equipped to house three working newsmen and the equipment radio journalism requires. This is a nerve center of telephones, tape recorders, audio wire, teletype, and weather printer to keep WHLO listeners in touch with the entire world.



This is part of the extensive WHLO LP record library. Used for production of announcements and effects as well as on-the-air, it is a music lover's delight. Single 45 RPM records are housed elsewhere.

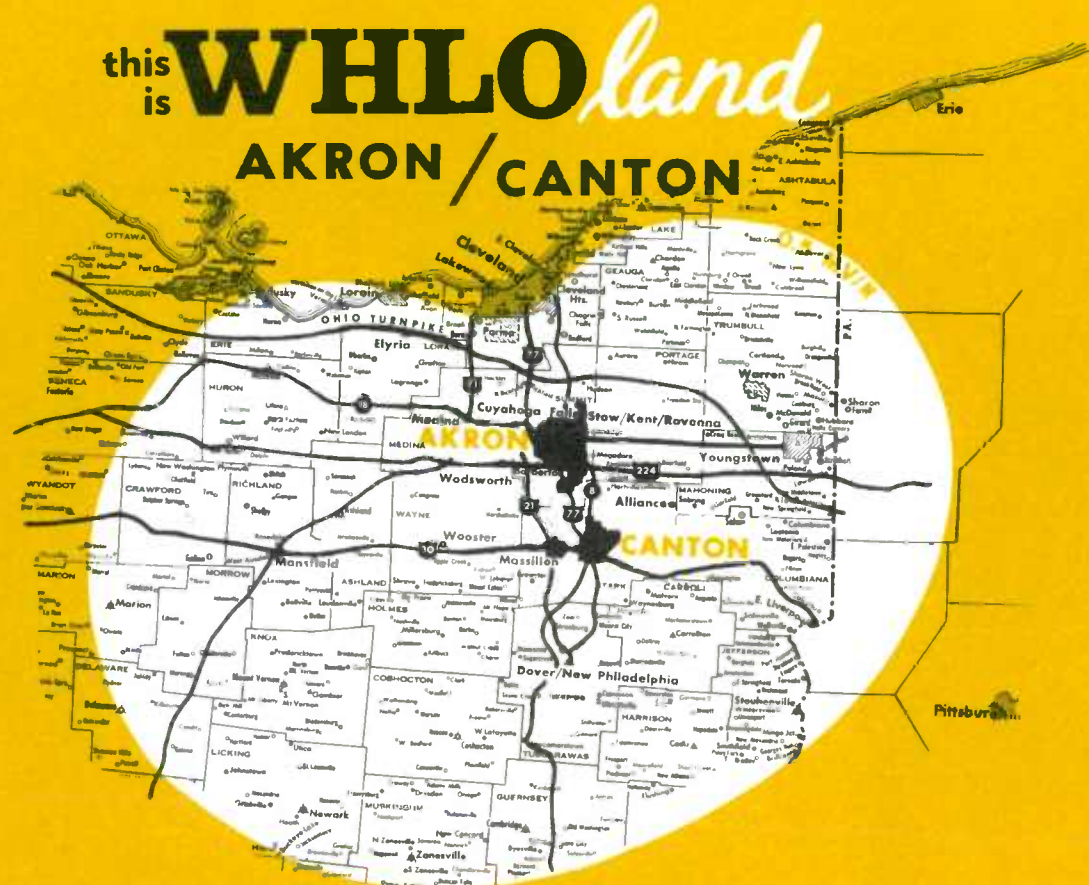
From these quarters, WHLO most effectively serves Northeastern Ohio — from the rubber factories of Akron, to Canton and Massillon's steel and heavy industries, on to the farmlands of Wayne, Carroll, Ashland, and the counties to the south.

From this young, modern, and sophisticated facility, we serve and satisfy the young, modern, and sophisticated listener who is so important to our economy.

WHLO

2650 West Market Street
Akron, Ohio 44313
Phone (216) 867-1650

Architect — Keith Haag Associates
Design and Decoration — Chestnut Interiors



1000 WATTS

WHLO

640 KC

Represented Nationally by Robert E. Eastman Co.

THE SUSQUEHANNA STATIONS

WHLO, Akron/Canton, Ohio

WSBA-AM-FM-TV, Harrisburg-York-Lancaster, Pa.

WARM, Wilkes-Barre/Scranton, Pa.

WGBB, Freeport/Hempstead, N. Y.

WICE, Providence, R. I.

WMIE, Miami, Fla.

Regional Radio for Akron/Canton • Ohio's 3rd Largest Market