

WBCA

The cities and farms in the rich Capital District of New York State have received **full time** FM service from WBCA since July 17, 1941.

This pioneer is the first independent commercial FM broadcasting station, and is regarded with loyalty and favor by an ever-increasing audience.

Strengthened by affiliation with Mutual, as its first FM outlet, WBCA is a potent medium to reach an impressive audience in an important market area.



Coverage

SERVICE AREA: WBCA with its present power of 1000 Watts and an authorized market coverage of 6,589 square miles and 967,733 population, serves the following principal cities:

NEW YORK

Albany	Saratoga
Schenectady	Glens Falls
Troy	Ballston Spa
Amsterdam	Mechanicville
Gloversville	Cohoes
Johnstown	Hudson

MASSACHUSETTS

Pittsfield	North Adams
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VERMONT

Bennington

Far-sighted advertisers are now cultivating this vast FM audience for post war profits as well as immediate returns.



CAPITAL BROADCASTING COMPANY, INC.
408 STATE STREET, SCHENECTADY 5, NEW YORK

*T*ODAY the major manufacturers of radio sets, General Electric for instance, in national advertising proclaim the excellence of FM Radio



W B C A
M U T U A L
is now broadcasting smooth FM programs 16 hours daily, for an appreciative FM audience with many thousands of radio's most discriminating families.



FM radio brings you "natural color" music

It's just the difference between a photograph and a man's best girl, in person!

Scientists will tell you that every note of music you hear is composed of (1) a "fundamental" tone, and (2) a series of "overtones."

For technical reasons, which needn't concern us here, conventional radio cannot reproduce all the overtones of a given musical instrument. As a result, something is lacking—some of the depth and purity of tone has been lost.

But a new kind of radio, known as FM, reproduces tones and overtones as they have never been reproduced before . . . brings you "natural color" music without static or interference of any kind!

The General Electric FM (Frequency Modulation) Radio is an *electronic* instrument. It was developed by General Electric engineers working with Major E. H. Armstrong, originator of FM radio.

These same scientists and engineers have developed other amazing electronic tubes which open doors automatically, peer into tiny viruses believed to be the cause of the common cold, accomplish the miracle of television, and promise a safer, more comfortable world for all of us.

Today, General Electric FM radio is fighting the enemy on land, on sea, and in the air. Tomorrow, General Electric FM radio will offer you a wholly new conception of radio performance!

FREE: Fascinating booklet, 32 pages in full color, tells the story of FM radio, television, and other electronic wonders. Write for your free copy of "Electronics—a New Science for a New World," to Section 4-A, Electronics Dept., General Electric Company, Schenectady, N. Y.

Tune in on Frazier Hunt and the News every Tuesday, Thursday, Saturday evenings over C. B. S. On Sunday night listen to the "Hour of Charm," over N. B. C. See newspapers for time, station

GENERAL ELECTRIC

Leader in radio, television, and electronic research

179-58

Every General Electric Radio is an electronic instrument

This is a General Electric electronic radio tube, similar to those used in all G-E radio sets. The radio-phonograph illustrated is the General Electric Musaphonic, the most distinguished of the many G-E radio receivers for the home.

