

RADIO

A n n u a l



Freedom To Listen

"Our American concept of radio is that it is of the people and for the people. The principle of Freedom to Listen should be established for all peoples without restriction or fear. This is as important as Freedom of Speech and Freedom of the Press."

President and Chairman of the Board

Radio Corporation of America
Radio City, New York

AMERICA'S #1 BAND
in RADIO'S #1 SHOW

The GU LOMBARD SHOW

NARRATED BY DAVID

*"The Sweetest Of
this side of the moon"*

TRANSCRIBED BY ZIV MEANS
the GREATEST in RADIO SHOWS



ADDITIONAL CURRENT ZIV HIT SHOWS: FAVORITE STORY • PLEASURE PARADE • MANHUNT • PHILO VANCE • I AM
CALLING ALL GIRLS • LIGHTNING JIM • SINCERELY, KENNY BAKER • OLD CORRAL • WAYNE KING SHOW • KID

for

FM**COVERAGE and PERFORMANCE**

you can't beat Federal's

COMPLETE "ONE-PACKAGE" STATION

A broadcast station that's FM by Federal all the way—from microphone to antenna—offers three exclusive features that assure maximum coverage at minimum operating cost, and maximum performance with minimum maintenance expense.

1. FEDERAL'S SQUARE-LOOP ANTENNA!

The coverage of an FM station depends primarily on the effective strength of the radiated signal. And Federal's 8-Element, Square-Loop Antenna gives an effective radiated power *more than 8 times* the transmitter rating. Actual installations have repeatedly *proved* its ability to give outstanding coverage—and to withstand high winds and heavy icing loads.

2. FEDERAL'S HIGH-FIDELITY TRANSMITTER!

All Federal FM transmitters feature the exclusive "Frequematic"® modulator—for outstanding fidelity and performance. Maintains center-frequency stability within 0.001%—reduces signal-to-noise ratio to 5600-to-1—uses simple all-electronic circuits with standard receiver tubes—easy to align, simple to maintain.

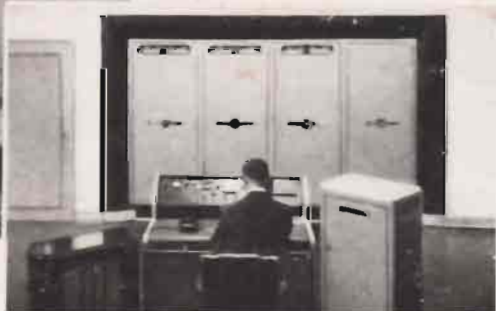
3. FEDERAL ENGINEERING ALL THE WAY!

Complete FM by Federal means FM at its best, with all components precision engineered to work together. Transmitter console, studio console, transcription units, power supplies—everything from microphone to antenna—designed and coordinated for maximum over-all performance and economy.

When planning your new FM station, remember these exclusive advantages. And if you want to get on the air *fast*, Federal can now make your complete installation in record time! For further information, write to Federal, Dept. B668.

With this Federal 8-Element Square-Loop Antenna, now on the air at Station WMRC-FM, Greenville, South Carolina, listeners more than 200 miles away—including cities in 6 different states—report excellent reception. Lower photo shows WMRC's transmitter room, with Federal 10-Kw transmitter, console, monitor speaker and power supply.

*Trade Mark

**Federal Telephone and Radio Corporation**

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In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.



KEEPING FEDERAL YEARS AHEAD... is IT&T's world-wide research and engineering organization, of which the Federal Telecommunication Laboratories, Natick, N. J., is a unit.