

GOING FORWARD WITH RADIO

*The News-Age-Herald Station*

*as presented by*

**W S G N**



**A Message From  
HENRY P. JOHNSTON  
Executive VICE-PRESIDENT  
and MANAGING DIRECTOR  
of WSGN**



PHONE 4-1212  
**WSGN**



6.5 KILOCYCLES

HENRY P. JOHNSTON  
EXECUTIVE VICE-PRESIDENT  
MANAGING DIRECTOR

*The News-Age-Herald Sta*

STUDIOS DIXIE CARLTON HOTEL  
POST OFFICE BOX 2553 • BIRMINGHAM 2, A

Dear Reader:

This brochure is offered to you as a renewal of old and continuing associations. The link between a radio station and its friends is not as remote as one might imagine. You have always been very close to us, because we exist to serve you, the listener. We are proud to be so much a part of your neighborhood, your city, and your state, because it is our neighborhood, our city, and our state.

Every day, you are kind enough to invite us - all of us who are a part of W S G N - into your home. We hope that by this brochure, we can return the courtesy, and let you become acquainted with us. We hope that the following pages will let you know who we are, and how we work to entertain and serve you and the rest of our community.

Sincerely yours,

W S G N  
THE NEWS AGE HERALD STATION

*Henry P. Johnston*  
Henry P. Johnston  
Managing Director

AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

*Compliments of:*

This brochure compiled and edited by  
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**GRAY'S MERCANTILE**  
Jacksonville, Ala.

# RADIO - YESTERDAY, TODAY AND TOMORROW . . . .

It was only thirty years ago when an inventor in New York was brought into court and accused of fraud. The charge was that in attempting to sell stock in his company, the inventor made claims that his "worthless device" might transmit the human voice across the Atlantic Ocean. That inventor was Lee DeForest. His "worthless device" was the audion tube, which makes possible the present system of radio — and has been rightly called the greatest single invention of the Twentieth Century.

Radio is not the invention of any one man. It represents the creative genius of centuries of generations of visionary people . . . Human beings, up through the ages, groping for a means of long distance communication . . . Primitive people in some ancient age, pounding out their messages on crude drums in an antediluvian jungle . . . it recalls mechanical semaphore . . . the discovery of electricity of Benjamin Franklin . . . the calculations of Clerk Maxwell on radio waves in the middle of the last century . . . Heinrich Herz's induction coil which produced the first radio frequencies in 1888 and then, Marconi sent sound through the airwaves for a distance of one mile in 1895, and six years later sent a wireless message two thousand miles! Radio transmission of code had arrived!

After Marconi came Lee DeForest and his magic vacuum tube and later the audion tube, and with their advent transmission of the human voice and music became a practical reality . . . Five years later, in 1920, modern radio was born, when, in September of that year WWJ was first heard in Detroit . . . Two months later, Pittsburgh's KDKA made all the world take notice with its coverage of the Harding-Cox presidential election.

From then on, the milestones in the development of modern radio were closer and closer together. In 1920, the Dempsey-Carpentier fight, the World Series and the first presidential radio address to the nation were all captured for the world through the magic of radio . . . In 1922 there were 400 transmitters . . . By 1927, there were 700, and commercial radio had come into its own.

Despite the great service it rendered, radio during its first few years, was somewhat disconnected. There was a distinct unbalance between the superior programming of the metropolitan centers, as contrasted with the inferior productions of smaller cities. In November, 1926, The National Broadcasting Company was formed, to offer metropolitan programs to smaller cities. And now, twenty years later, four major radio networks are available to almost all radio listeners the nation over . . .

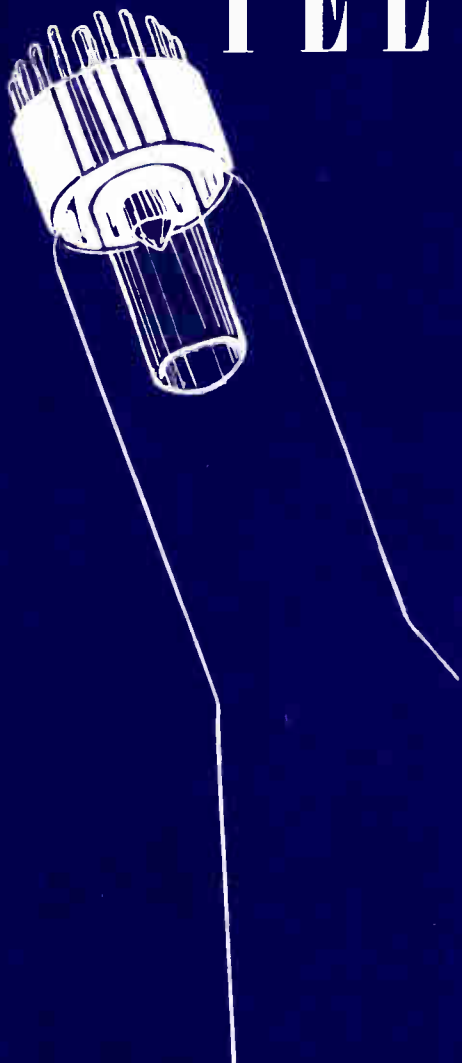
Radio has ceased being a novelty and is classed by many as a necessary service of the first magnitude. There are more than twice as many radio sets available to families as there are automobiles. Radios outnumber home telephones by more than two to one. There are a third more homes equipped with radios than with bathtubs. Radios are more universally used than toothbrushes.

Frequency modulation in radio is knocking at our front door to show us new listening pleasure in wide fidelity and reception of quality. Television has been proven a technically feasible means of broadcasting visual entertainment over long distances.

In short, radio has accomplished much: it will accomplish more. It has sprung from primitive dreams of necessity to practical, modern reality, to contribute to the vista of our cultural horizon. It is at the service of the public to use it and enjoy it as they will. It takes its place in a broadening society which is seeking better living of all mankind.



# TELEVISION

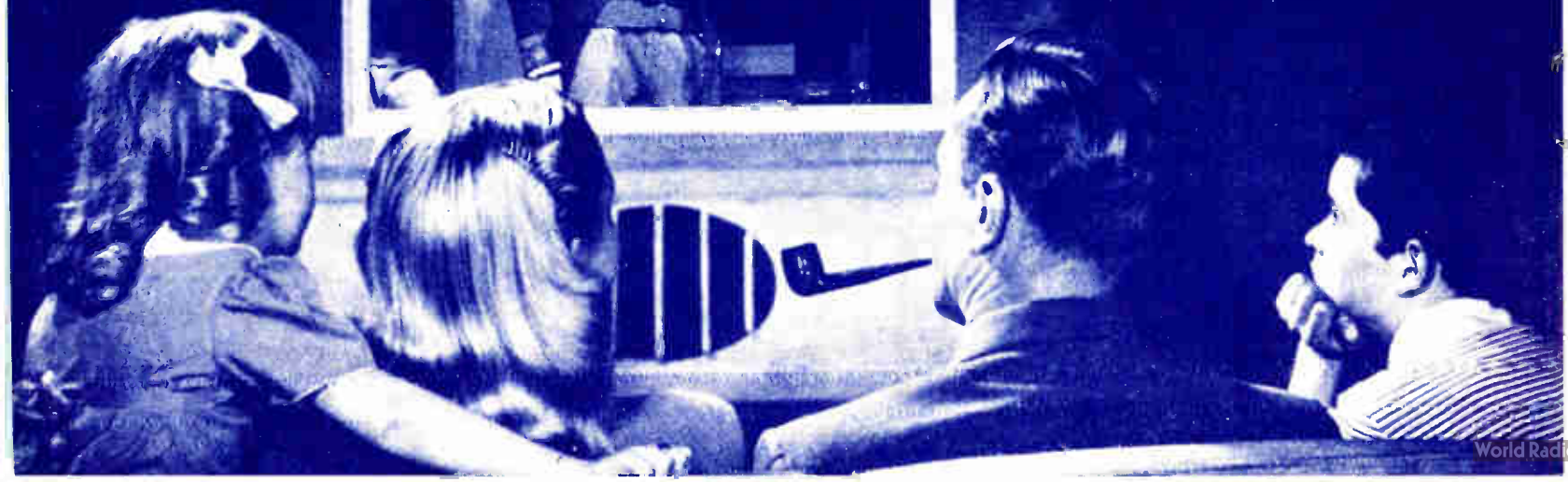


For more than 60 years scientists have been striving for means of seeing events remote from the observer. The scanning disc was invented by Paul Nipkow in 1884. The basis for all modern electronic television was described by Campbell Swinton in 1911, but it took years of work before this system produced a picture. Philo T. Farnsworth invented the "image disector" and Vladimir Zworykin invented the Iconoscope. These two inventions became the eyes of television cameras.

In the early 1920's, experiments by John Baird in England and C. Francis Jenkins in this country, brought successful transmission of low definition pictures. RCA erected a television transmitter in 1928 and on January 16, 1930 showed television pictures on a 6 foot screen, as transmitted from the studio.

The long awaited debut of television finally took place April 30, 1939 when President Franklin D. Roosevelt's speech opening the New York Worlds Fair was telecast.

There are now approximately 70 television studios in the United States, with over 400 licensed for construction and several hundred more with applications before the Federal Communications Commission. The number of television sets being manufactured for home use is increasing every month and it's expected that, within the near future, everyone will be seeing as well as hearing his favorite radio show.

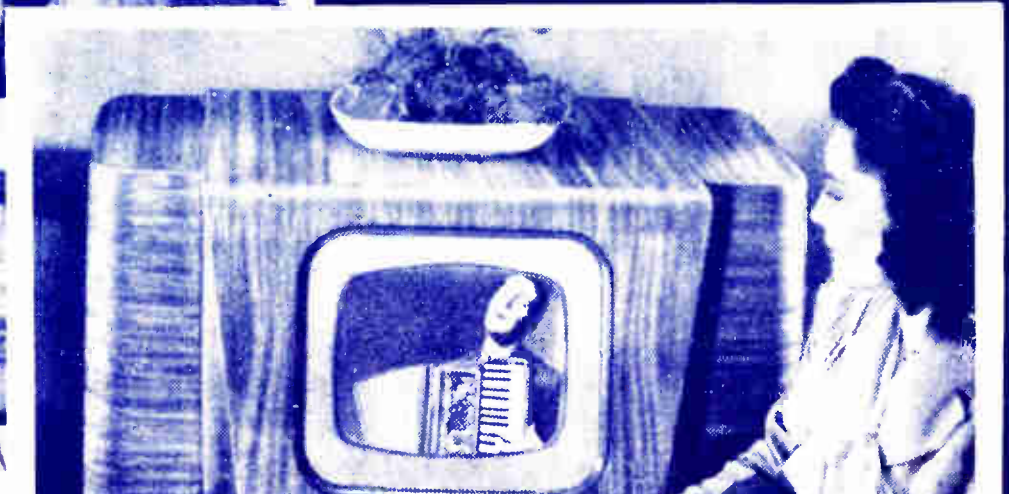
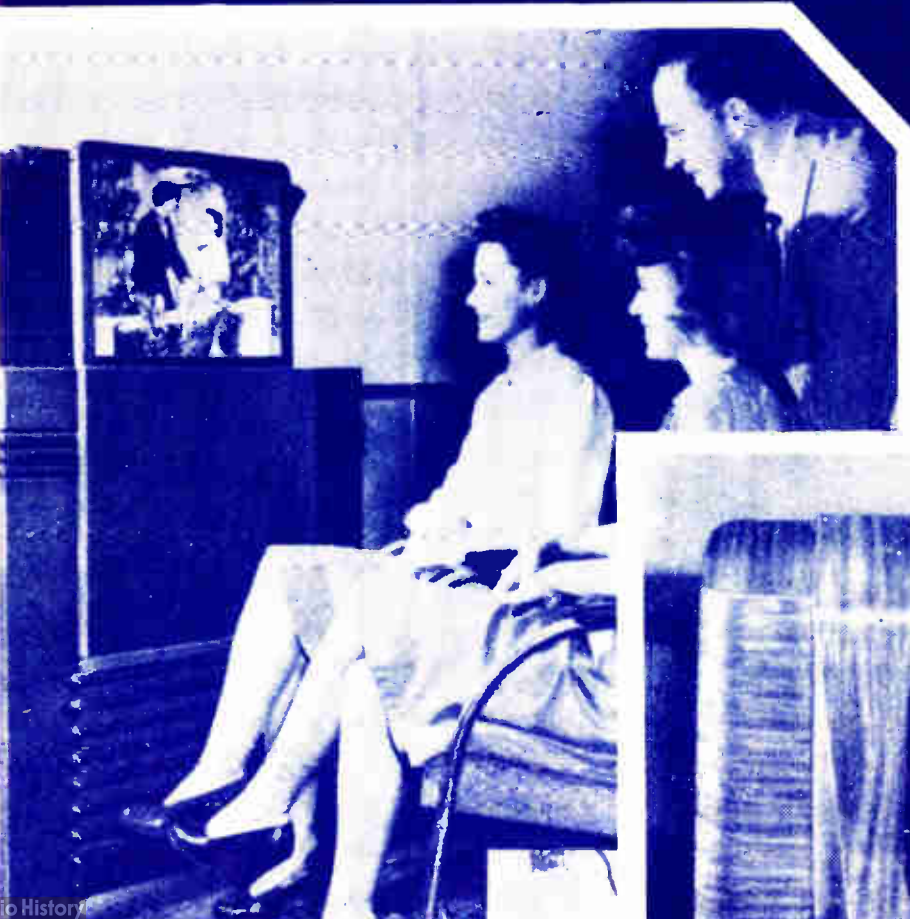




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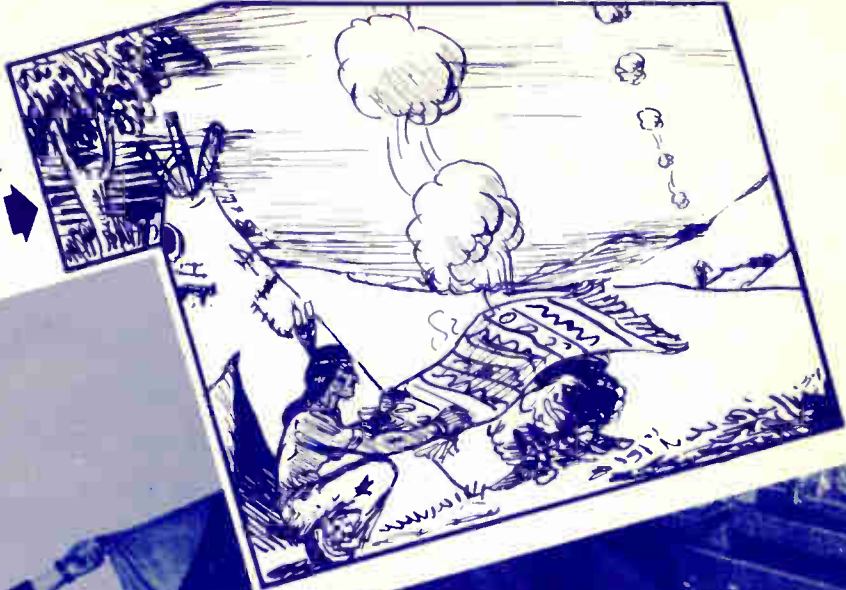
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# "Transition in Communication"

The earliest form of communication:

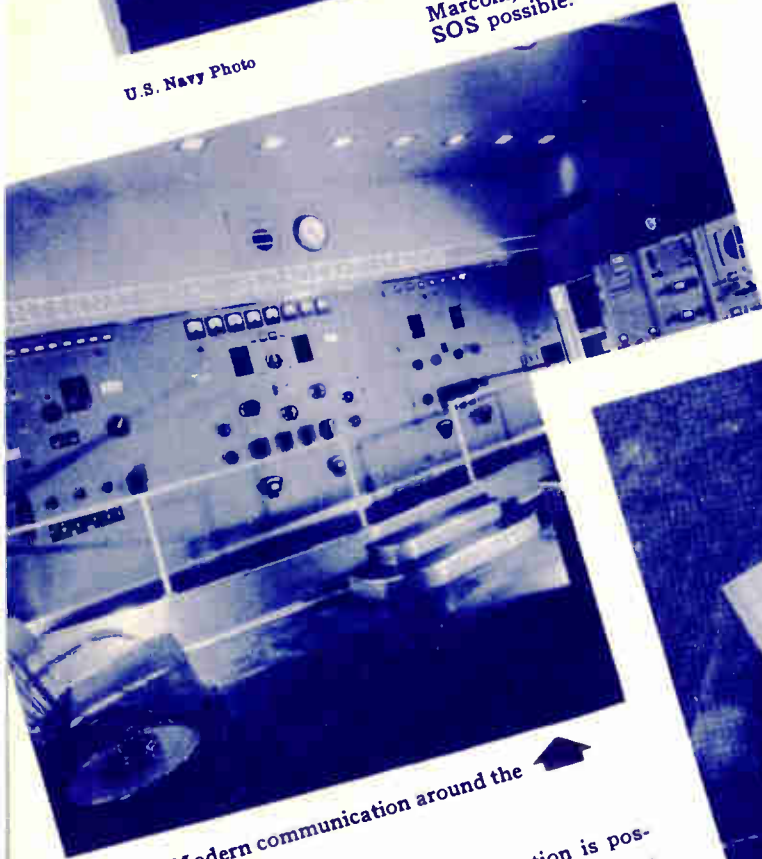


Sailor wig-wagging with semaphore signaling.



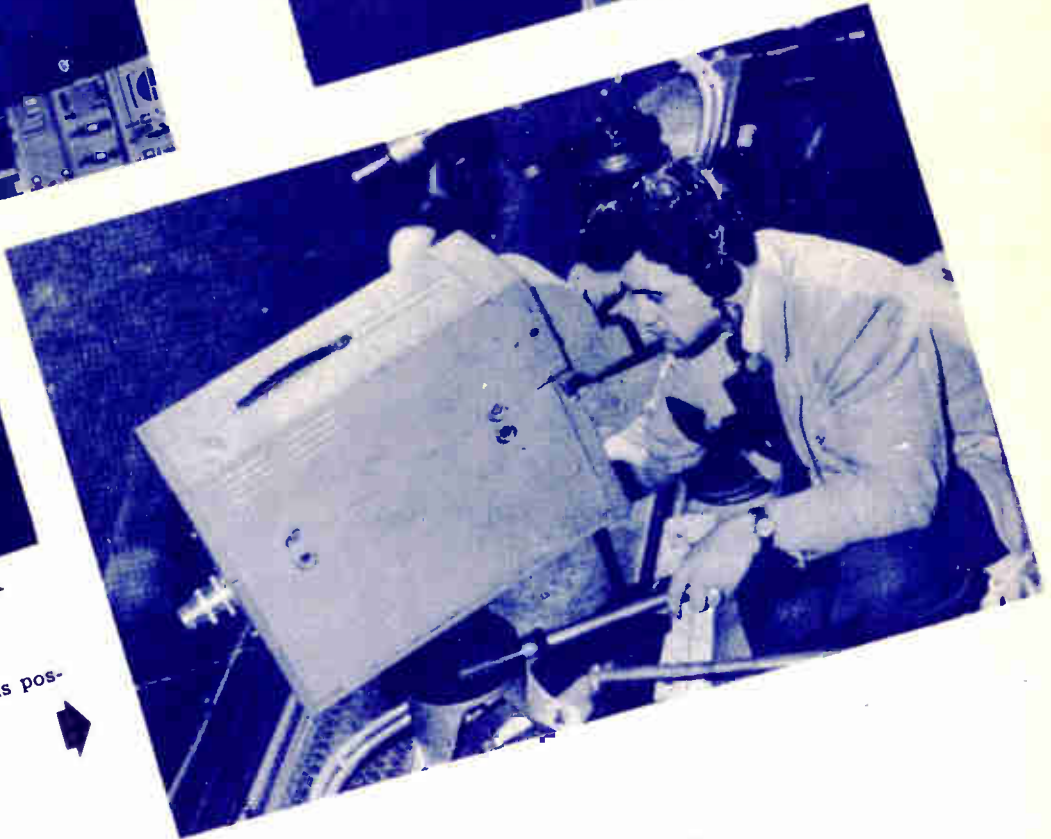
U.S. Navy Photo

Marconi, the man that made the SOS possible.



Modern communication around the globe.

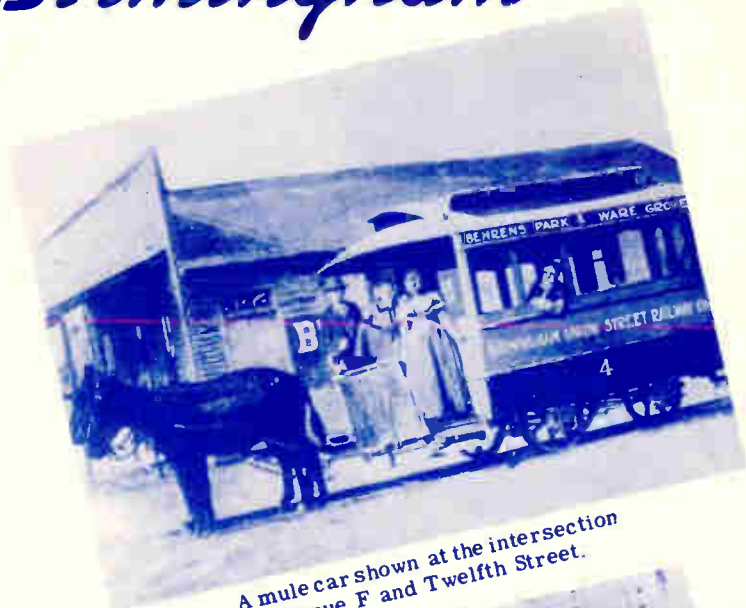
Now sight communication is possible with Television.



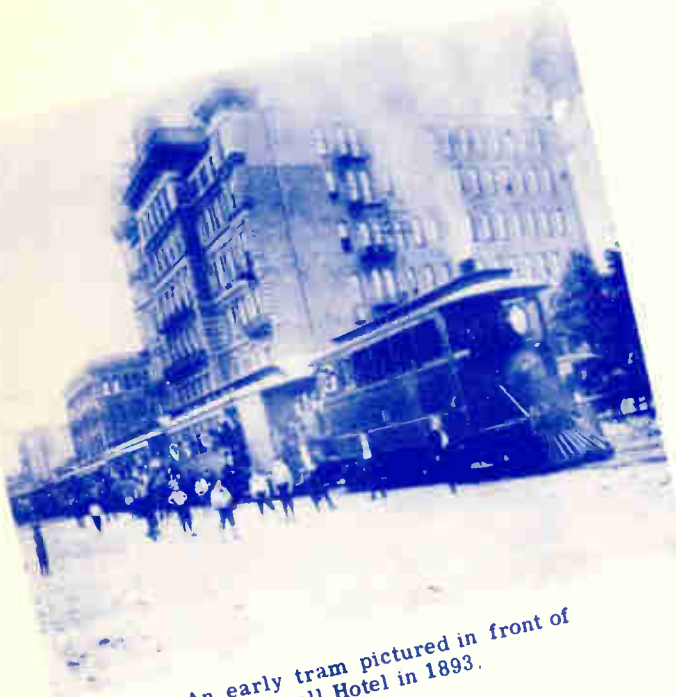


# "Transition In Birmingham"

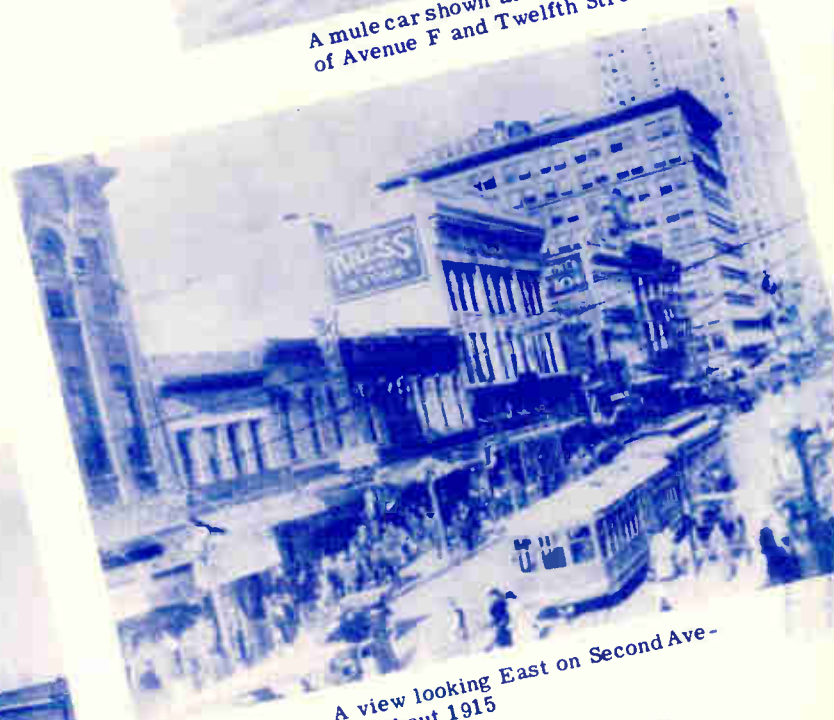
Here may be seen over half a century of development in the downtown section of the city of Birmingham.



A mule car shown at the intersection of Avenue F and Twelfth Street.



An early tram pictured in front of the Caldwell Hotel in 1893.



A view looking East on Second Avenue about 1915



A bird's-eye view on First Avenue about the turn of the century.



An aerial view of downtown Birmingham as it looks today.



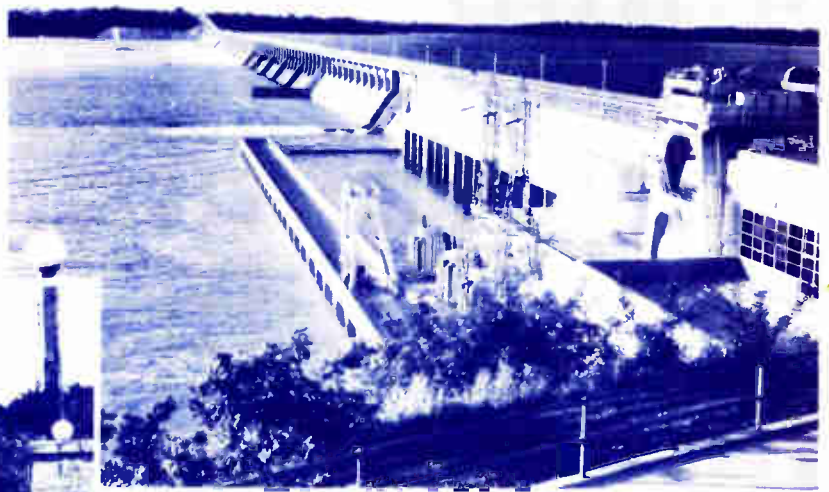
# Points of Interest



Vulcan is made from iron taken from Red Mountain on which he now stands overlooking the City of Birmingham.



Bellingrath Gardens-Mobile, Alabama



Joe Wheeler Dam and Lake on the Tennessee River near Decatur.



Entrance to Monte Sano Park at Huntsville.

Home  
WIS



# *in Alabama...*



Capitol of the State of Alabama in Montgomery.



Noccolula falls, on the mountain overlooking Gadsden.



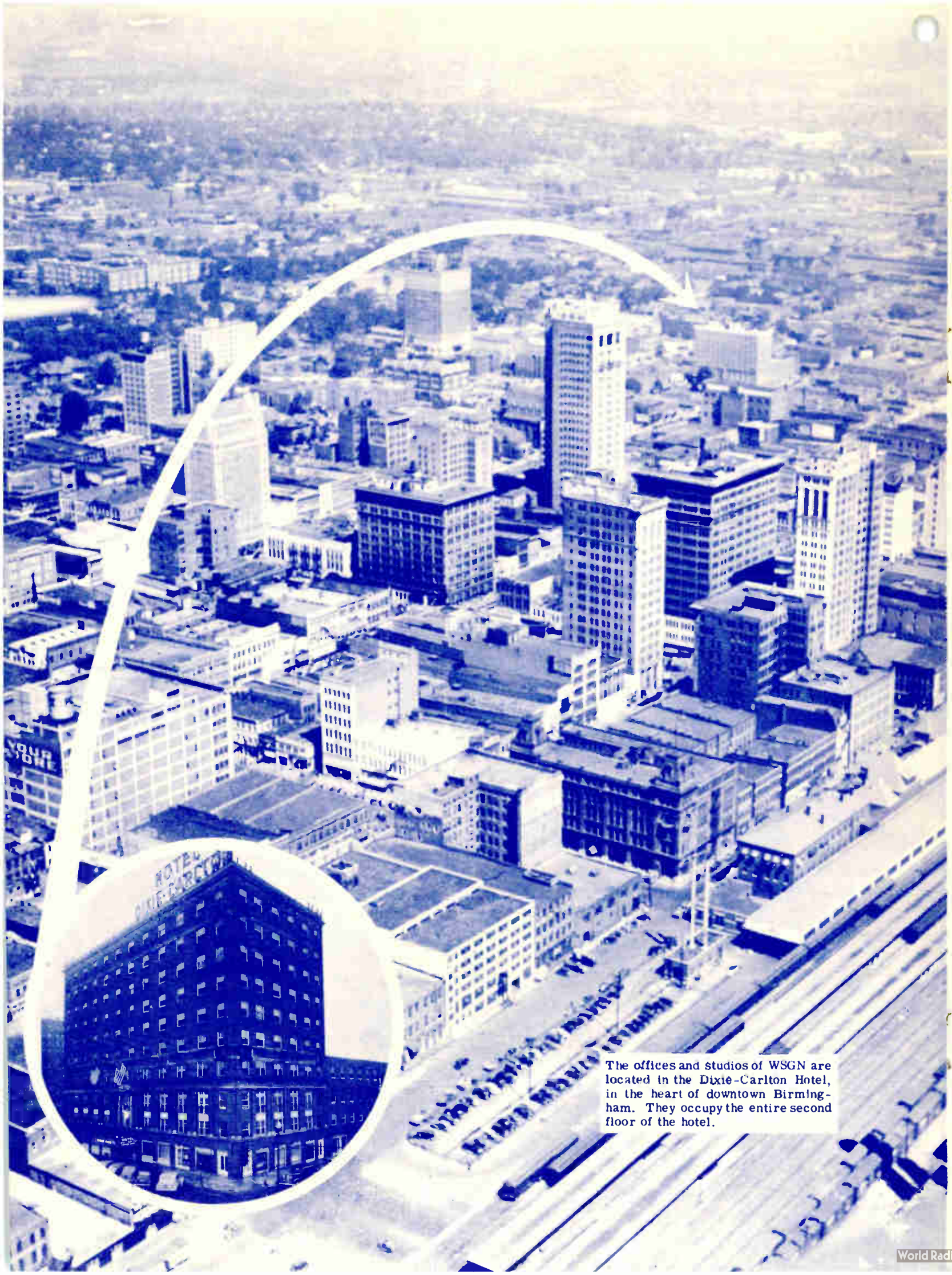
Gainswood, one of Alabama's famous old Southern mansions, stands near Demopolis, Alabama. This is typical of many of the beautiful ante bellum homes situated throughout Alabama.



Guntersville Lake - The paradise of Alabama fishermen.

*of*  
**GN**





The offices and studios of WSGN are located in the Dixie-Carlton Hotel, in the heart of downtown Birmingham. They occupy the entire second floor of the hotel.



WSGN  
FORMATION

"Welcome to WSGN", says Dorothy Hays, Studio Receptionist.



# O U R S T A F F



**HENRY P. JOHNSTON**

Mr. Johnston came into the radio business a complete novice, but by intelligent application and hard work, he has become a figure of national stature in the radio world. He served on the Code Committee of the National Association of Broadcasters. For six years he served on the Planning & Advisory Committee of the American Broadcasting Company, and for the last two years was Chairman. It is under the leadership of Henry P. Johnston that Radio Station WSGN has risen from obscurity to the top rung of the ladder.

WSGN's Executive Vice President and Managing Director received his early training in the newspaper world. During the summers of his school years, he worked at The Birmingham News...literally learning the game from the ground up. In 1929, upon being graduated from Washington & Lee, he went to New York where he joined the Kelly-Smith Company, newspaper advertising representatives. From 1931-1934, Mr. Johnston was Publisher of The Huntsville Times, the company of which he is now President. He then became Local Advertising Manager of The Birmingham News, a position he held until 1937 when he became General Manager of WSGN.



## COMMERCIAL MANAGER

JULIAN A. FLINT was so anxious to get into the radio field that in 1933 he built his own station in a barn in his home town. Then in 1937, he became an announcer with the Liberty Broadcasting Company. He worked with Atlanta Radio stations as program director and later in sales, coming to WSGN in 1944 as National Sales Manager. A year later, he assumed the duties of Commercial Manager, a position he still holds. Julian is married and the father of three children.



## PROGRAM DIRECTOR

EUGENE M. PLUMSTEAD - worked in amateur and professional theatre from the age of six until he was twenty-three. He worked as stage manager for Walter Hampden, Florence Reed and Lenore Ulric. He managed and directed his own stock company in the Winter of 1938-39. He started in radio at WDEL, Wilmington, Delaware in the Spring of 1939 as announcer and worked as Chief Announcer at WILM, Wilmington. He served a stint on the Guest Relations staff of National Broadcasting Company in New York City as a page and guide and did some television work while there. From there, Gene went to work as an announcer at WCOV in Montgomery, then to WSGN as announcer and continuity writer. The Army drafted Gene as a Private in April, 1941, separated him from the Service in February, 1946 as a Captain. After his discharge from the Army, Gene returned to the WSGN announcing staff; in the Fall of 1946 he was promoted to the position of Program Director. Gene was educated at Amherst College. In spite of his many duties at the station, he finds time to devote to the entertainment of his four children.



## PROMOTION MANAGER

MARY F. CHILDERS was born in Covington, Georgia but educated in the schools of Alabama. She worked for 14 years in the medical field before coming to WSGN in January, 1944 as Secretary to the Managing Director. Eighteen months later she was placed in charge of Promotion and Publicity at the station. In private life, she is Mrs. Ed Childers and the mother of a son, now attending college.







**SALES**



**TRAFFIC**

Above: Account executive GERARD N. IRWIN is a veteran in the field of advertising, but did not enter radio until 1945. He began his career at the Newell- Emmett Advertising Co. in his native New York City in 1930. RIGHT: As WSGN's Traffic Manager, it is SIDNEY STEINER'S responsibility to insure all of the station's sponsors that their programs and announcements will be aired at exactly the right time. Sidney came to WSGN just three days after being separated from the Army in October, 1945. He is a graduate of New York University and a native of Birmingham.

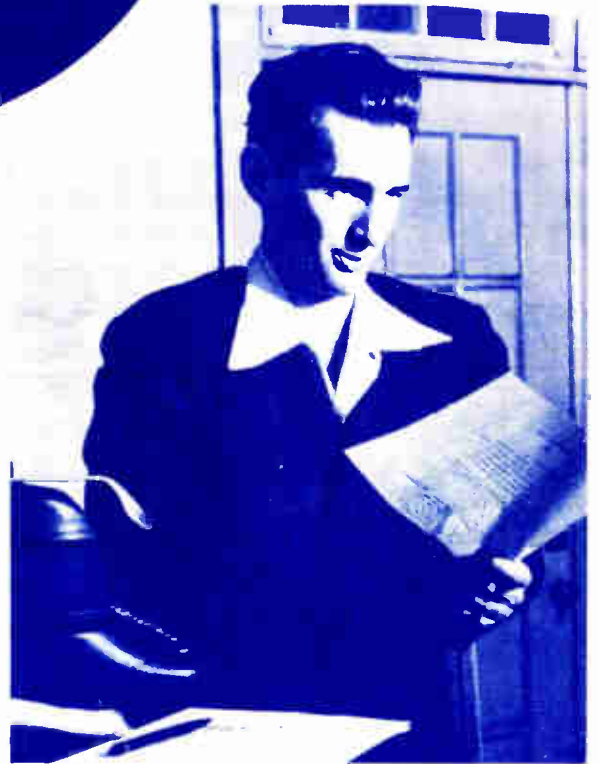


Above: DEWITT SHAW, another WSGN Account Executive, has been with the station about one year. A graduate of the Conservatory of Music in Cincinnati, DeWitt has for fifteen years been leader of Alabama's largest dance orchestra, is no stranger to Alabama radio listeners.



**CONTINUITY**

ABOVE: AGNES PARRISH & ROSCOE B. HOGAN are two of the continuity and script writers here at WSGN. AGNES has had a long and varied experience in stage and radio. She began her colorful radio career in 1928. In addition to his WSGN duties, Roscoe continues his studies at Howard College.



Above: For many years before coming to WSGN in 1942, CHARLES MCGEHEE was associated with newspapers in Summit, Mississippi and was News Director at WSKB, in McComb, Mississippi. He has written scripts for several symphonic and semi-classical shows and is producer and originator of the show "The Lonesome Road".





ABOVE: After teaching mathematics at Ensley High School, for two years, MARGARET STEWART, decided to enter the field of radio, came to WSGN as Bookkeeper. She received her B. A. degree from Birmingham-Southern College and is known in private life as Mrs. Paul Stewart.



Above: In 1944, MARJORIE LEE was a secretary in a large business firm. Seeking a more fascinating field, she chose radio and WSGN, unexpectedly found a position as Secretary to the Managing Director. She has been interested in show business since as a child she worked with the Birmingham Little Theatre.



Left: EMOGENE JOHNSON of the Promotion Department, for obvious reasons, is known around the station as "Freckles". Vital statistics, 18 - single.



ABOVE: Should you visit the studios of WSGN, the first person you'd meet would be charming DOROTHY HAYS, studio receptionist. Around the station, she is known as the belle (Southern, that is). Incidentally we think that smile is worth a visit. Drop in sometime, won't you?



JACK CROWE, Musical Director of WSGN, shown with a small part of WSGN's extensive record and transcription library.



# ANNOUNCERS



Above-CRAIG LOWE began his career before the "mike" in Gainesville, Florida in 1931. After a tour of duty with the Army he came to WSGN in the Fall of 1946. Special events, announcing such programs as "Sunday Evening Symphony," "Lonesome Road" and "Town Meeting of the Air" are particularly suited to his voice and personality. RIGHT: Before joining the staff at WSGN, JIM CLEARY was associated with several smaller Southern stations. He is now attending Birmingham Southern College and may be heard regularly on "County Star Route," "Top of the Morning, and "Juke Box Review."



Above: A native of Birmingham, CHARLES ATCHISON has been with WSGN since 1942. He may be heard on several of the station's musical shows such as: "Music You Love", "Hi Neighbor", and "Echoes of the South". During the hours he is not at the station he works with his hobby, photography.



The newest addition to the WSGN announcing staff is RICHARD HAWLEY. A native of Brooklyn, Dick's winning personality has already won him a place in the WSGN family. He may be heard regularly on the program known as "Dick's Doings", a full hour and a half of popular recordings.



One of WSGN's popular "disc jockeys" is AL "PAPPY" McDONALD. You'll hear him on "Pappy and His Platters" (the "Pappy" being acquired when he became one just six years ago), "Hillbilly Hit Revue", and "Tello-Test".



# ENGINEERS



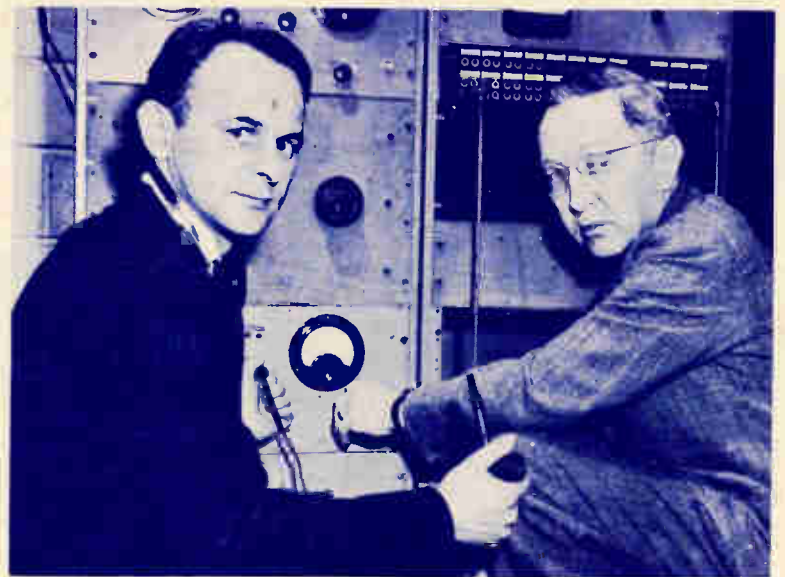
ABOVE: You might say that WSGN's Chief Engineer GORDON F. BISHOP came up from the ranks. A veteran in the engineering field of radio, Gordon began his career in 1928 and a year later moved to station WKBC. Then from 1935 to 1940 he was associated with Station WPFM after which he came to WSGN, later being promoted to the position he now holds.



Above - Engineers JOE HARMON, left, and ARNOLD SARTAIN, are shown recording a few of the many necessary calculations at the transmitter. Joe, who has been with the station since 1941, is often up in the air (he is an enthusiastic flyer). Arnold spent the war years prior to coming to WSGN with the FCC monitoring and identifying radio signals throughout the world in search for subversive activities. Left: GEORGE DAVENPORT, another native son of Alabama, first came to WSGN in 1943, later returned to the station after spending two years in Radar with the U.S. Army.



Engineers, LOUIS HEERTON and AL CALLAHAN. Heerton, whose hobby is photography, is shown cutting a transcription while Callahan is seated at the control board.



Another trip to our transmitter gives us an opportunity to meet two more of WSGN engineers, CARL MARTENS and CHADWICK BAKER. Strangely enough Carl tells us his hobby is radio and Pop, as he is affectionately known around the station, is another veteran of Birmingham radio.



# Our Stars Are Shining



DON McNEILL



KENNY BAKER



BARBARA EILER



EUGENIE BAIRD



SAMMY KAYE

*By Day ...  
and by Night!*



TOM BRENNEMAN



HENRY MORGAN



LOUELLA PARSONS



LUM & ABNER



PEGGY LEE



PAUL WHITEMAN



BING CROSBY



# In the Pub



Mr. and Mrs. GEO. V. DENNY in the midst of last-minute preparations for a recent broadcast from Hollywood, of the popular ABC program, "America's Town Meeting of the Air." Mr. Denny is moderator of the forum and his wife the assistant producer.



"Salute to Your High School" a weekly program during the winter season, features football stars and musical groups from the various high schools in the city of Birmingham.



As another public service feature of WSGN much of its time is devoted to school activities. This picture shows a dramatic group under the direction of MISS LOUISE FEAGIN, formerly High School, Miss Feagin is now MRS. HENRY P. JOHNSTON.



At all important elections the WSGN mike is carried straight to the compilation room of The Birmingham News. Above GENE PLUMSTEAD is handed the latest returns which will be broadcast immediately to the WSGN listeners.



# vic Interest



Annually WSGN and The Birmingham News participates in the Fat Calf Show. Young calves are presented to winners in all groups. The purpose of the annual stock show is to stimulate interest among the members of the 4-H Clubs and the Future Farmers of America. Here the photographer catches FATS O, the 1946 Grand Champion as he moos his pride and gratitude into the WSGN mike.



Continuing its policy of cooperating with Governmental activities, WSGN made daily broadcasts from the Army Show at the 1946 Alabama State Fair.



Miss LOUISE FEAGIN, formerly WSGN's Miss Ann of Comic Club fame, is shown above as she interviews FELIX ADLER, Ringling Brothers, Barnum & Bailey's "King of Klowns." He is only one of the many celebrities who has visited Birmingham and appeared before a WSGN microphone.



Democracy At Work, weekly forum program heard over WSGN Tuesdays at 8:00 p.m. The regular moderator is Judge C.N. Feidelson, seated third from the left. Judge Feidelson is Contributing Editor of The Birmingham News and WSGN's Educational Director. This forum discusses topics of interest to the South and the participants are authorities and educators.



# Inspirational Moments Into



Rabbi MILTON GRAFMAN



The Reverend WILLIAM R. MARMION



The Reverend R. DALE LeCOUNT



The Reverend CLARK NEALE EDWARDS,  
WSGN's Religious Counselor.



The Reverend CARL KLUGE



The Reverend J. H. CHITWOOD



The Reverend C. S. PRICKETT

WSGN points with pride to its program, Morning Devotions and wishes to express appreciation to the ministers who have freely given their time. Morning Devotions is a non-denominational program and is conducted by a minister of a different faith each week. In addition to those pictures shown on this page, the following Birmingham ministers have conducted Morning Devotions regularly: The Reverends WAYNE DRASH, JOHN R. SLAUGHTER, CALVIN PINKARD, CONRAD MYRICK, Father FRANCIS FOLEY and Rabbi ABRAHAM MESCH and others.



# Your Home--Via Radio



The Rt. Rev. C. C. J. CARPENTER, Episcopal Bishop of Alabama, conducts Lenten services over WSGN.



Father FRANCIS FOLEY explains the meaning of Lent in a series of weekly broadcasts over The News Age Herald Station.



FRED JACKY, director, leads the Choir in another of their outstanding Choral renditions on "Hymns of all Churches" of WSGN-ABC. FRANKLYN MacCOR-MACK poet and narrator stands by.



Dr. PRESTON BRADLEY, often described as America's best known preacher, is heard each Monday through Friday on WSGN's Hymns of All Churches.



For the past ten years The Reverend FRANK JOHNSON has conducted a daily broadcast over WSGN.



# NEWS



ELMER DAVIS

EDWIN C. HILL

BAUKHAGE

WALTER WINCHELL

DREW PEARSON

JIMMY FIDLER



McCLELLAN VAN DER VEER is chief editorial writer of THE NEWS-AGE HERALD and Birmingham's only news commentator. His clear, concise interpretations of the news are heard regularly by thousands of WSGN listeners.



HARRY WISMER, ABC sports Director, is now a regular twice-a-week feature of The News-Age Herald Station. No stranger to Birmingham due to his numerous trips here, Harry is keeping listeners up to date in the world of sports.

# SPORTS

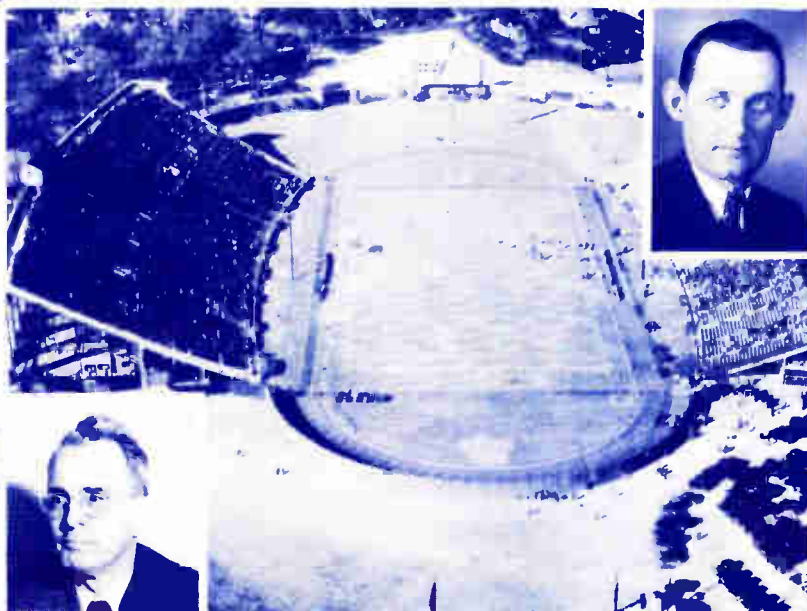




Up to the minute news is presented several times daily over WSGN through the world wide facilities of the Associated Press. Program Director GENE PLUMSTEAD is shown above as he edits the news in preparation for an early morning broadcast.



AL McDONALD, WSGN's Sports caster



Legion Field, where Birmingham fans see their favorite football teams in action.

Upper inset: BOB PHILLIPS, Sports Editor The Birmingham Age Herald emcees WSGN's annual "Salute to Your High School" program series.

Lower inset: ZIPP NEWMAN, Sports Editor The Birmingham News, broadcasts a weekly sports commentary over WSGN each football season.



A popular annual event in Birmingham is the Golden Gloves Tournament. Pictured here, as they handle a blow-by-blow description at the ring-side, are (l to r) AL McDONALD and CRAIG LOWE. Engineer Heerton handles the controls.



BILL CORUM and DON DUNPHY, ABC ace-sports casters, are heard each Friday night in their inimitable description of major fist-cuff events. Both are boxing authorities, having covered more than 200 fights on the "Calvacade of Sports" radio broadcasts.



# For Music and Variety--



Surrounded by some of the gifts presented to them by the show's sponsor, Mr. and Mrs. Robert Thompson embrace happily after marriage on a recent "Bride and Groom" show. JOHN NELSON, holding the mike, m.c.'s the show heard over WSGN each Monday through Friday.



If you think AL "PAPPY" MAC DONALD is a tap dancer, don't let him fool you. It's all done with his masterful handling of a pair of pencils which he is shown demonstrating here during the show, "Pappy's Platters".



It's not only close harmony, but it's the best when two of the world's great entertainers -- BING CROSBY and AL JOLSON--get together. And they're doing it several times this season on various broadcasts of Bing's WSGN-ABC radio show.



"It's More Confoozin' Than Amoozin' ", says DICK HAWLEY, master of ceremonies of the popular "Dick's Doin's" show heard late each Saturday.



The Cat Mountain Boys are another popular weekly feature of WSGN. Effie seems to be causing quite a furor in the old country store as she searches vainly for some loose change. Grandpappy is surrounded by (L. to R.): Announcer JIM CLEARY, EFFIE COOK, AMOS and ORVILLE;



# It's WSGN-ABC!



DON McNEILL popular emcee of the WSGN-ABC Breakfast Club program. McNeill and the Breakfast Club are now in the 15th consecutive year of broadcasting.



TOM BRENEMAN, the genial host of ABC's "Breakfast in Hollywood", lights another candle as the popular morning program begins its seventh year on the air.



HENRY MORGAN, traditional Peck's Bad Boy of radio, has resolved to be kind and gentle with sponsors during 1947. All of which is guaranteed to work out happily, providing the sponsor doesn't lose his head, and Henry remembers his promise to bury the hatchet.



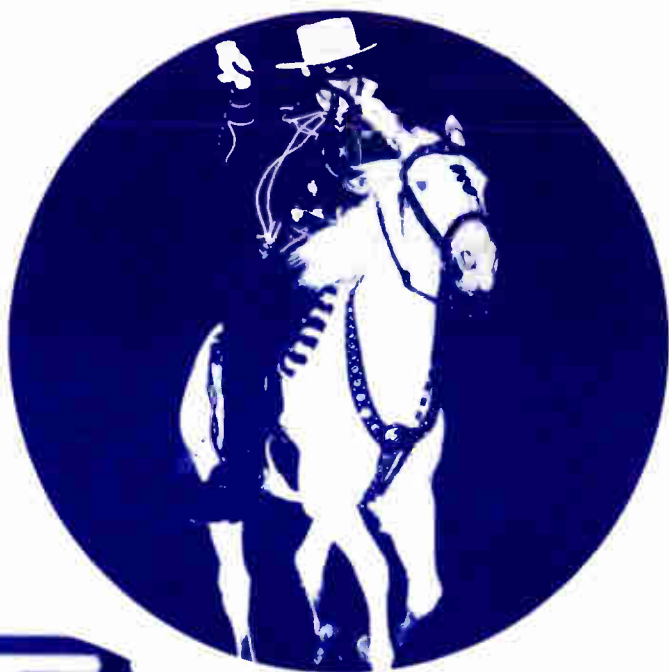
Listeners can hear their favorite type of music regularly on WSGN. Shown above, left, is one of the most popular Hillbilly groups, THE LODEN FAMILY with little ARTIVAE. Right, CRAIG LOWE, inset, is your host of the Sunday Evening Symphony.



# For Mystery and Drama



JERRY DEVINE, above, producer-director of "This Is Your FBI" aired each Friday over WSGN-ABC, seen in the control booth, checking the script with his engineer, during a pre-broadcast rehearsal of the show. These dramatic presentations are based on actual cases in the FBI files.



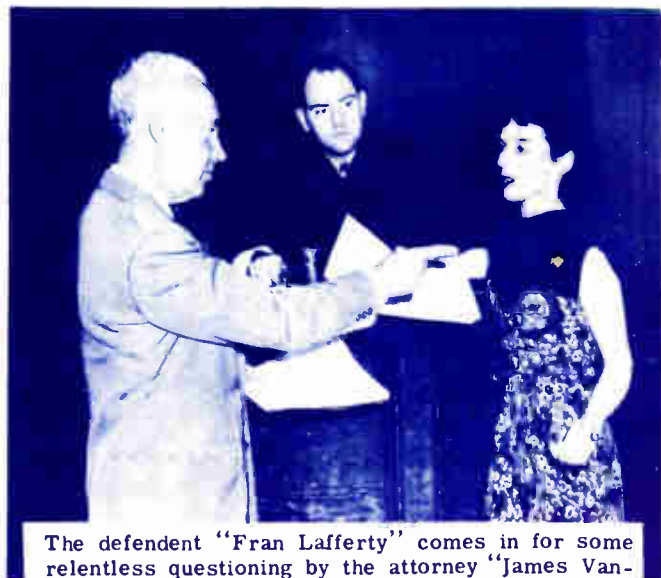
The modern Paul Revere rides again. The "Lone Ranger", synonymous with courage, adventure and patriotic ideals to millions of kids, rides every Monday Wednesday and Friday evening over WSGN-ABC.



By presenting HELEN HAYES, left, in the starring role of "Angel Street", "Theatre Guild on the Air" got off to a brilliant start on its second season over WSGN and The American Broadcasting Company.



And here is the multiple-voiced Miss Ann, heard seven days a week on WSGN's Comic Club. In real life she is EVELYN WALKER, head of the speech and dramatic department at Ramsay High School.



The defendant "Fran Lafferty" comes in for some relentless questioning by the attorney "James VanDyke" while the judge "MORT LAWRENCE" looks on, during a recent "Famous Jury Trials" broadcast. The program is heard each Saturday evening over WSGN.



# It's WSGN-ABC!



TOM CONWAY plays the title role in "The New Adventures of Sherlock Holmes", which is now heard Monday evenings over WSGN. He is shown above with the characteristic Sherlock Holmes hat and pipe as he relaxes in the studio just before air time.



Intriguing "GLORIA MANN is well known for her talents as a dramatic actress on several ABC programs including the series known as "My True Story".



You don't have to go to New York to enjoy your Broadway favorites. ETHEL OWEN, who is Parthy Ann Hawks in the smash success "Showboat" is heard regularly on "The Listening Post" every Tuesday through Friday Morning over WSGN.



JACK SMART, heard over ABC and WSGN in the title of "Dashiell Hammett's Fat Man", is one of the few actors in radio who really looks the part he plays. Smart, who weighs 270 pounds is assisted in solving crimes by his girl friend "Kathy", portrayed by "AMZIE STRICKLAND", weight 100 pounds.



Actor ROGER De KOVEN is called upon to play many exciting roles on ABC's "Gangbusters" and "Famous Jury Trials" programs. These thrilling program are heard each Saturday over The News Age Herald Station.



# Negro Programs



Echoes of the South



Rev. Shepherd Skanes

Nurturing one of the South's finest heritages, music of the Negro, WSGN's Negro religious and choral programs regularly feature outstanding vocal groups.



Golden Bell Singers



Lonesome Road



# THE *Future* IS BRIGHT

FOR THE BIRMINGHAM AREA

Unprecedented growth, centered about continued expansion of its myriad industries, is an absolute certainty for the Birmingham district.

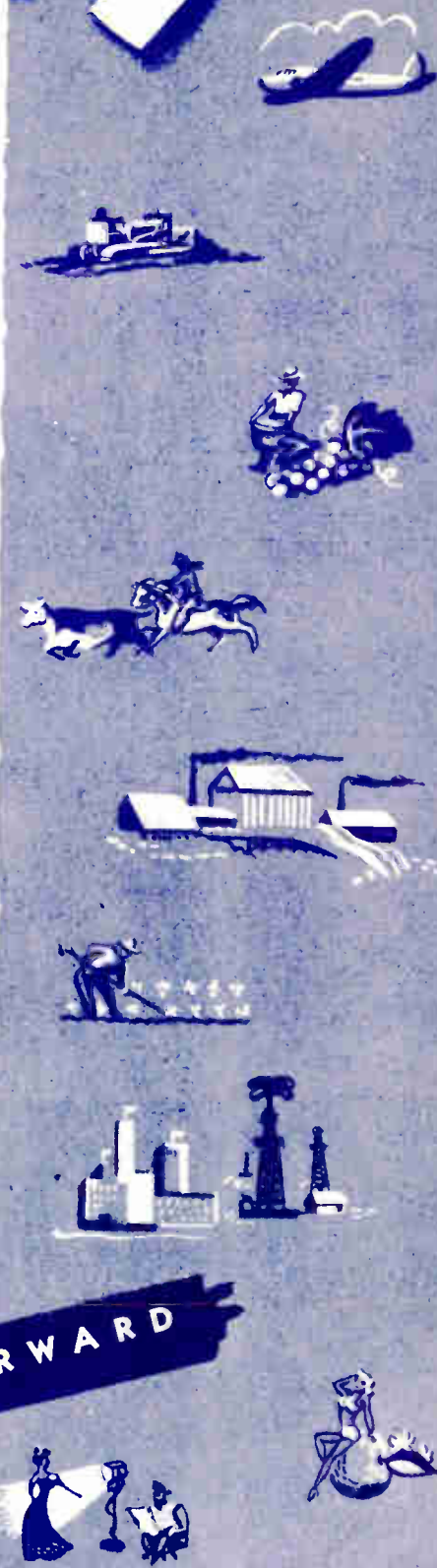
Its fabulous storehouse of raw materials, principally iron ore, coal and limestone, make it so.

Rich in heritage for a city so young, Birmingham is destined to become an even greater metropolis of a prosperous and growing South.

Birmingham is big, friendly, bustling and busy. Its growth is of the steady, substantial type that is carving for it an even greater place in the nation's industrial sun.



THE SOUTH IS GOING FORWARD







# Status of

# FM

WSGN-FM will be on the air soon bringing Alabama a great modern improvement in radio. FM or Frequency Modulation, will prove to be a particularly appreciated feature to Southern radio listeners because in the South with the Summer Seasons so long and with our proximity to the Gulf's tropical areas, static from lightening is an ever present annoyance from late Spring until Fall. Just as static from elementary disturbances is a problem peculiar to rural listeners so is interference from the electrical man-made machines disturbing to city listeners. The new system of radio broadcasting as demonstrated by WSGN-FM will make static a thing of the past, bringing the clarity of perfect reception at any hour of the day or night, Summer or Winter.

Many people, in the past have suffered interference to their favorite nearby stations from the other distant stations during the Evening hours, but FM broadcasting will give you the same service day or night.

Interference free, static free radio. When you buy your new radio set insist that it be equipped with FM so that you will be ready to enjoy the magnificent improvement Frequency Modulation broadcasting will bring.

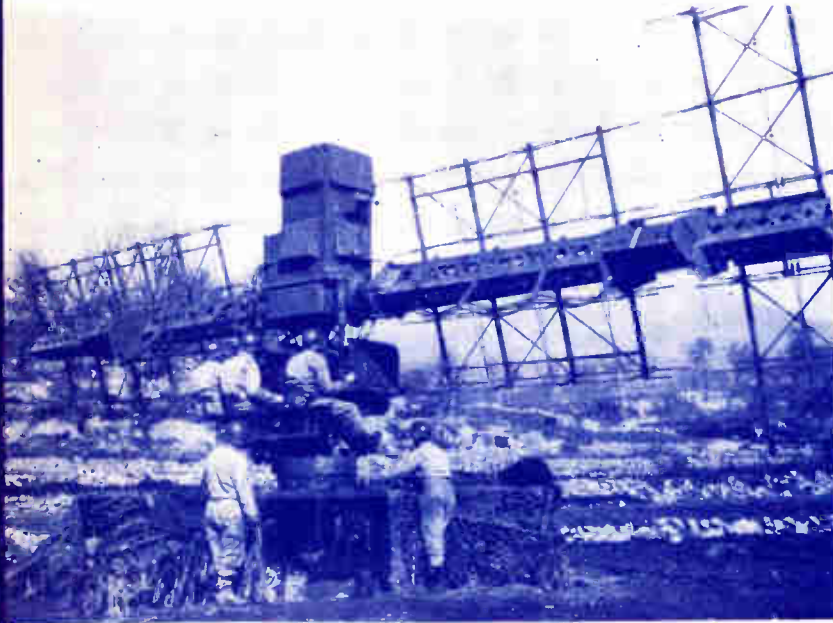


# R A D A R

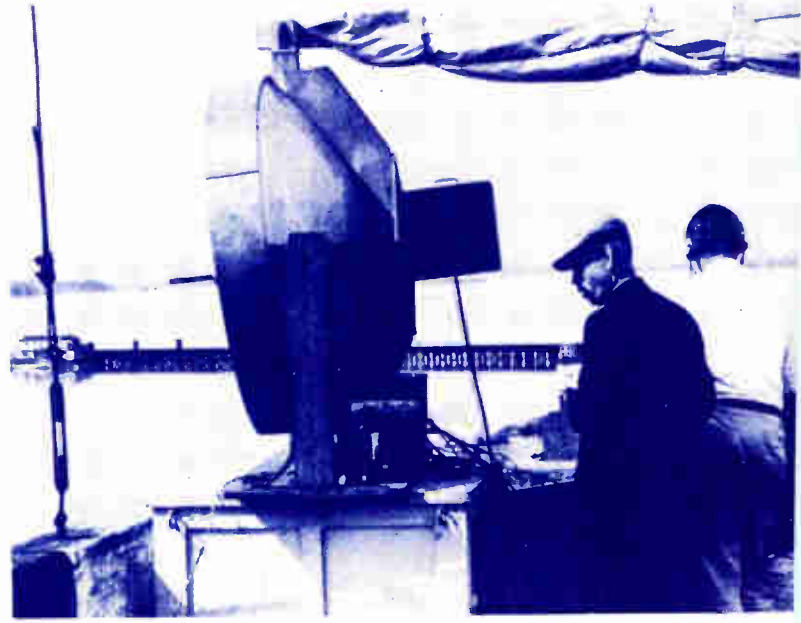
THE SILENT WEAPON OF WORLD  
WAR II . . . TO BE ADAPTED  
FOR PEACETIME USE . . .

An electronic 'eye' apparently developed independently by U. S., British, French and German scientists in the 1930's, radar owes much of its rapid growth to the advent of war. First used in detection of surface objects in the near-distance under conditions of poor visibility, radar's range and versatility were quickly extended to provide long-range detection of airborne as well as surface objects, accuracy in fire-control, safety in navigation and identification of distant or unrecognizable planes and ships. To radar goes much of the credit for England's doughty defense in the dark days of the 'blitz'; and much of the credit for 'lighting the road' to Berlin and Tokyo.

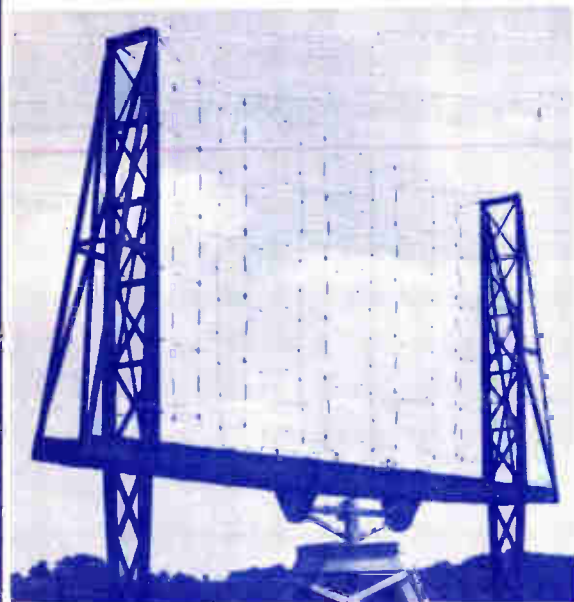
.. Scientists have made great strides in converting the principles of radar to peacetime uses—with the extent limited only by the field of imagination.



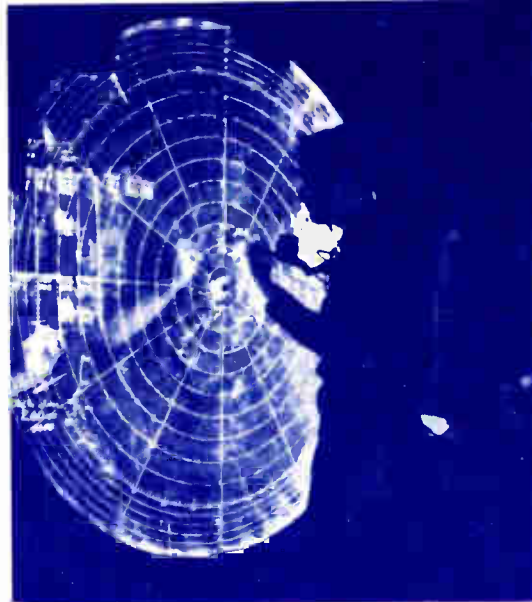
Five-man Army radar crew in Italy track approach of enemy planes.



Prelude to the first test of radar, experimental work on the roof of the Naval Research Laboratory in Anacostia, D. C.



The antenna of the first complete radar, installed 'topside' a building at Naval Research Laboratory in Anacostia, D. C. It is mounted so that it can be turned to allow for around-the-compass search.



Information provided by radar's electronic eye is marked down on vertical chart in radar plot room aboard aircraft carrier. Behind the transparent chart, other men chart other aspects of incoming information.



Symbolizing close tie-line of communications between aircraft carrier and plane supplied by radar, photo shows Navy Avenger speeding past Essex-class flattop with latter's radar antenna outlined against the sky.



# HOW IMPORTANT IS YOUR RADIO?

Judging by the number of American homes that have radios, we'd say it's become almost a necessity for a lot of us. We'd say it would probably be pretty hard to get along without a radio these days.

But we've heard a lot of folks say something like this: "Yes, American Radio is doing a mighty fine job — if we could only do away with those commercials." Well now, **THERE'S** a point worthy of some consideration. Let's think about it for just a moment.

Here's how it works. Advertising has been defined as "salesmanship in print — or **ON THE AIR WAVES.**" The more goods that advertising sells, the more are needed to fill the demand. The more goods needed, the more men and women are needed at the factory that makes those goods. In turn, more men and women are needed in related industries that supply raw materials to the factories. It's a never-ending chain that leads to more jobs, better jobs, greater personal security for all. Yes, advertising is the spark-plug of American business today.

And here's another point. Were it not for Radio Advertisers, nearly **ALL** of the programs you hear today could not **POSSIBLY** be presented. The world's **BEST TALENT** is being heard over **AMERICAN** Radio today — at no cost to you! They are being paid by the Advertiser to entertain you. Of course, at the same time, that advertiser is asking you to try his product — that is **HIS** reward. And yet that Advertiser is allowed only about **THREE MINUTES** out of every **HALF HOUR** of broadcast time in telling you about his product. That leaves approximately 27 minutes out of every 30 for American Radio to devote **ENTIRELY** to entertaining **YOU**.

So when you **HEAR** commercials on the air, remember — advertising is making your home **MORE SECURE** and at the same time it's bringing **YOU** the greatest entertainment the world has to offer — at so **LITTLE** cost!

Of the 37,600,000 homes in the United States —

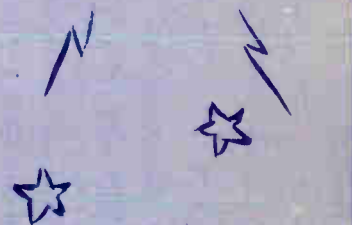
35,878,000 have Cooking Facilities  
 33,998,000 **HAVE RADIOS**  
 33,356,000 have Electric Lighting  
 29,543,000 have Running Water  
 25,953,000 have Flush Toilets  
 24,587,000 have Bathtubs  
 18,188,000 have Central Heating

Average of daily listening per family is on the basis of surveys, upwards of four hours; some what higher averages have been found in rural areas.

100,000,000 people heard the Roosevelt-Dewey election returns on the night of November 7, 1944.

The Average U. S. Family Spends More Time Listening To The Radio than it spends on any other activity (except working and sleeping).

The audience for a single top network program (37,000,000) approximates the admissions to all stage plays in New York for the last three above-normal years.





*Radio Station WSGN is proud of the prominence it has been given in Birmingham and the State of Alabama. Its many friends have given it confidence and the incentive to forge ahead into the new fields of radio broadcasting and Frequency Modulation.*

*Radio is indeed going forward and with it is going WSGN, The News-Age-Herald Station, pledging the very best in entertainment and public service to a great city and a great state.*







*The News-Age-Herald Station*