



# Merry Christmas

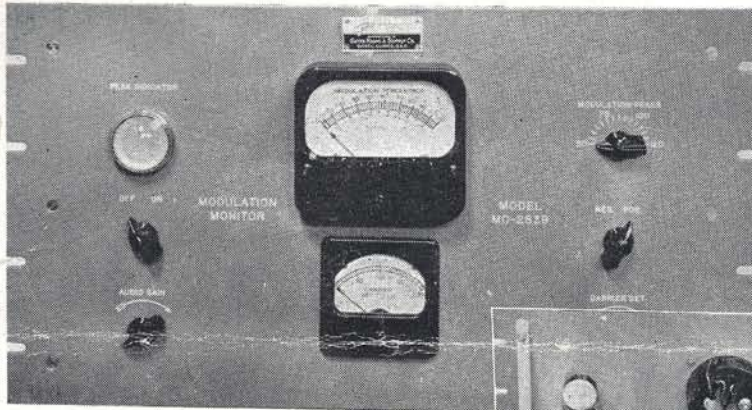


# GATES STUDIO REVIEW

GATES RADIO COMPANY

QUINCY, ILLINOIS

DECEMBER, 1946



## Gates MO-2639

### GATES' MODULATION MONITOR RECEIVES F. C. C. APPROVAL

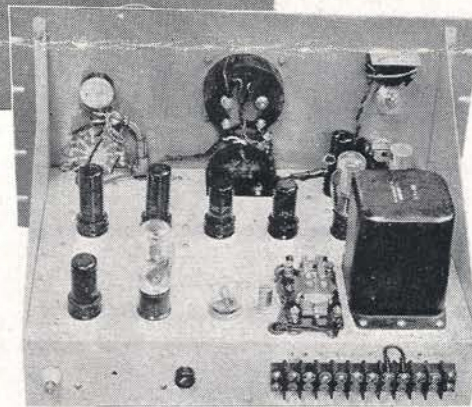
The Gates Radio Company is now manufacturing a Modulation Monitor which has been approved by the Federal Communications Commission for use in standard band amplitude modulated broadcast stations. This Monitor includes all normally required facilities of units of this type and also an integral audio amplifier capable of feeding one low impedance loud speaker.

The output of this Monitor Amplifier is approximately +33 VU. Provision is made for extension modulation percentage meters and alarms. Modulation peaks either positive or negative may be read. The modulation percentage meter is illuminated and may be read from considerable distance.

The technical specifications include:

1. Frequency range 100-5000 Kcs.
2. Power consumption 65 VA at 115 volts, 50/60 cycles.
3. Input—High impedance requiring approximately 1/2 watt R. F.
4. Audio output impedance—4-8 ohms.
5. Tube complement:
  - Three type 6X5
  - Three type 6C5
  - One type 6F6
  - One type 885
  - One type VR-150
  - One neon flasher lamp
  - Two 6 volt meter pilot lights
6. Modulation range 0-110%.
7. Decibel range calibrated to 15 DB below 100% modulation.
8. Carrier level meter 0-200%.
9. Audio amplifier fidelity comparable to high grade broadcast amplifiers.

The F. C. C. approval number is 1556 and the net price F. O. B. Quincy, Illinois, is \$310.00.



### NEW DELUXE TRANSMITTER AT NAB SHOW

The Gates exhibit at the N. A. B. convention proved very successful for the two purposes intended, namely, that of meeting old and new friends and of exhibiting Gates broadcasting equipment. Hundreds of persons viewed the exhibits from all angles and commented highly favorably on the numerous changes and additions since the previous show. Visitors saw practically every item of remote, studio and transmitter equipment. There was much comment that there were as many competing engineers borrowing ideas from one another as there were customers viewing the equipment.

Particular interest was excited by the new model 250D Automatically Controlled Transmitter. This is the new unit which features inbuilt completely automatic voltage control, thus virtually eliminating operating attention other than the required log keeping and occasional minor adjustments. It will materially assist in the operation of combination transmitter-control room setups and also possibly allow transmitter operators not doing studio work, more freedom for other activities.

FM, of course, drew attention with the BF-1A transmitter in the center of the Gates exhibit.

Speech input came in for wide discussion

### NEW STATIONS BUY 250C-1

Two more Pennsylvania stations to make their debuts around the first of the year are Pottsville and Connellsville.

At Connellsville, J. W. Driscoll and J. W. Barson, who are the men in charge, will have a 250C with associate studio equipment.

At Pottsville, Judge James J. Curran and Joseph Maguire are the gentlemen who head the Miners Broadcasting which station will be heard on 1450 KC with 250 watts. Robert Kaufman is consulting engineer for this company.



### BF-250A TO NORRISTOWN, PA.

One of the Gates new FM transmitters, the BF-250A, will be shipped to Radio Station WNAR of the Rahall Broadcasting Company at Norristown, Pa. This outlet which went on the air this summer is now completely Gates equipped with a 1 KW. The Allentown station also operated by the Rahall brothers will have a 1-D transmitter and will go on the air before the first of the year.

Mr. Joe Rahall of Beckley, West Virginia, is the up and at 'em organizer of this progressive broadcasting company.



### WGAT ON AIR WITH GATES EQUIPMENT

One of the latest stations to go on the air in the Eastern United States, in our New York office territory is station WGAT operating under the name of the Central Broadcasting Company at Utica, N. Y., headed by Eric Williams and Ross Perkins. This outlet which will be heard on 1100 KC with a 250C transmitter is completely Gates equipped.



### GARDEN CITY, KANSAS GETS NEW 250C

Radio Station KIUL, at Garden City, Kansas, is installing a new 250C transmitter. This outlet owned by Frank Conard and ably managed by Al Pyatt is heard on 1240 KC and serves a large trading area in western Kansas. Gates equipment has been a favorite there for many years.

and it is apparent that the average broadcaster now is sharply emphasizing the flexibility of studio control facilities with the addition of minimum complications whether for recording, dubbing, feeding networks or other money making projects.



# Gates Presents . . . L. I. McEwen



This month we have as our "guest" executive none other than Mr. Leslie I. McEwen. As perhaps all customers of Gates have at one time or another received letters or inquiries from him we thought you would like to know more about the fellow.

Mr. Mac, as he is quite often referred to, is from Winchester, Massachusetts, where his parents still reside. After graduation from Massachusetts State College, where he earned his own way, he worked for one of the leading chain store organizations. It was with this concern that "Mac" came to Quincy. As many others before him, he became attached to the city and felt he would like to locate here. Therefore, he severed his connections and joined the personnel of a large Quincy Paper House. However, during the war, Mr. McEwen joined the staff of Gates as Executive Assistant as well as credit and personnel manager. These positions he still maintains.

Aside from his work, Mr. Mac is the proud father of an adorable baby daughter, who is quite the apple of her daddy's eye. His most attractive wife is a Quincy girl which probably had much to do with his acquired taste for Quincy. He is also an enthusiastic bowler holding down one of the top spots on the team.



**DEPARTMENT CHANGES** Wally Freye, who has worked the last year with the speech input assembly line, has been transferred to the important 250C transmitter assembly . . . Hardin Stratman has been transferred from 250C to FM experimental work . . . Clint Carter, who was in the customer order department, is now working with Engineer Jochem in the special design speech input department.

## HELLO!

**Donald Lynn Mahannah and Wallace Kabrick**, two new people who are on the general factory assembly line, where they are both working with Johnnie Anderson. Lynn, originally from Ames, Iowa, was in the Navy prior to coming with Gates. Wally is from Plainville, a suburb of Quincy.

**William (Hank) Anderson**, working in the machine shop with Ivan Ryan, is busy on one of the new machines. Hank had two sons who served overseas during World War II.

**Oren C. Knight and William Requet** are two other new men in the machine shop. Oren has had much all around experience Bill served with Uncle Sam and is acquiring the name of "Caruso of the Machine" shop by his singing. It certainly adds to the atmosphere in that section of the plant, compared to the wolf whistles that are usually heard over there.

**James Browner** is another GI who is working in the paint department. Although Jim is rather quiet he is always on the job.

**Mary Call**, another Plainville resident, is on the speech assembly line on the second floor.

**Walter L. Read**, of Los Angeles, California, has joined the staff as sales engineer for the western territory. At present he is spending several months in the factory and office studying equipment on the line and in test. The knowledge gained will be of definite advantage to customers in the western United States.

**Vernon E. Van Velkinburgh** is with Bob

## BOWLING NEWS

With the first half of the bowling season about over the Gates No. 1 team has a record of 19 wins and 17 losses. They were really in luck for a time but the most recent nites they have practically lost their shirts (they don't have as yet). The individual averages now stand . . .

Lou Evans	127
Pop Gerweler	147
Mac McEwen	147
Art Myers	149
Joe Pippenger	132

The two teams of beginners who are gradually working up their averages, and we predict they will make a good team next season, have been bowling each week at Don's. The scores . . .

Roger Bolt	103
Ken Crabbe	125
Jim Havermale	124
Wally Freye	124
Bill Penrose, Jr.	144

while the girls scores are . . .

Nelda Haschmeyer	119
Sally Adair	102
Alvera Schmuck	85
Dottie Muder	90
Lib Hildebrandt	107

Flotkoetter and the boys in the packing department. The fellows are really breaking him in good with the vast amount of equipment being shipped these days. The second week here he had the misfortune to get in the way of a box and was laid up with a mashed toe. Better luck from now on Van.



We caught the smiles on the faces of Fred Grimwood, Chief Engineer, and Francis Wentura, Assistant Chief Engineer, after word had been received of the approval of the Gates Modulation Monitor.





### Halloween A la Gates

I went to a party Wednesday nite, October 30th, where a large number of Gates personnel and guests were present. Were you ever smitten with a rubber hose, smeared with lipstick, spattered with water, bounced on a bed spring???? that was the Ghost Walk and only a small part of the evening. But I'm getting ahead of myself.

Fortunately "hobo" clothes were specified and I'm glad because I apparently do not intend to wear those clothes again. Everyone tried to outdo the other but Dottie Muder and Clint Carter took the "blue ribbon" prizes—Dottie the most effective "black boy" and Clint made a very convincing grandma—on the surface anyway!!!!

Jim Havermale graciously installed a loud speaker for the evening, and it also helped to deaden my ear drums a bit more.

Dancing was the feature of the evening with Lib Hildebrandt "whispering" for silence in order to play different games. I still maintain that Fred Damm's team had help to cop first in the marshmallow contest. Mrs. Damm, Peachy Thompson and Claude Hensley were the other "mashers".

Bob Bonness as the "midget" introduced a pantomime with "Nibs" Jochem as the doting papa, versatile Dottie as "mama," Pauline Yager the beautiful daughter and Bill Kelsall the handsome hero. None other than Bob Plotkoetter was the villain and Madelyn Shade was the narrator. Naturally the ending was happy—I had another glass of cider.

I knew something connected with broadcasting had to fit in the program. "Truth or Drastic Results" capably M.C.'d by Alex Alexander was "aired". Of course no one even attempted to give the right answers. "Typhoon" Joe Pippinger and "Hurricane" Earl Sloan, Jr., were involved in a match box blowing contest and it seems the "Typhoon" out-blew the "Hurricane". Yes, seeing is believing. A nail fracas was staged by Mmes. Perkins, McEwen, Pippenger and Wentura, with "Perkie" the stockroom "watchdog" the winna'. Fred Damm and Clint Carter had a blindfolded bout as another sequence and Lib as Alex's assistant came out best. Then the MC got tired, folded up shop and left.

Refreshments in the way of hotdogs, cider and doughnuts were served by the committee consisting of Madelyn Shade, Gladys Hensley, Lib Hildebrandt, Bob Bonness and Frank Bruening.

Afterwards I said I could not dance another step, but I did—that is until it was time to crawl into the jalopy, head for home and put my worn out little body into my nice soft bed.

Goodnite . . . Wally Freye.





## Monthly Editorial

### WHAT IS HAPPENING TO THE BROADCASTING BUSINESS? ARE THERE TOO MANY STATIONS GOING ON THE AIR?

At the recent convention of broadcasters the comment was made by oldsters in the business that the many new stations going on the air were a good thing (and we, at Gates, are inclined to think likewise). Of course, a good many took the opposite view while a few frankly thought the new stations were just not in line with good common sense economics.

We, here, have a pretty good insight as to how some of these new stations are getting along. Some of the reports are hearsay, while others are from actual contact. In Davenport, Iowa, or the so-called Tri Cities, (at least they were called that when this writer left there 39 years ago), there formerly were two stations, both doing a fine job, each with a power of 5 Kw. In the last year two additional stations were authorized, one on 730 Kc day and the other on 1230 Kc full time, both 250 watts. At the last report not only were the new stations well into the black, but the old-timers were clipping along at as good, if not better, rate than before. Any one who has started a new business knows very well that operating in the black right off the bat is not easy to do, and yet interesting is the fact that from observation, most of the new stations are in the black from the first day or shortly thereafter.

Out in Trinidad, Colorado, a town formerly without a radio station, the F. C. C. granted a pair of outlets. As you know Trinidad is a beautiful mountain city on this side of Raton Pass on the Sante Fe railroad. Raton Pass does not aid radio signals, neither do the mountains on the other side of the city. However, with the signal going into the mountains on two sides both the 250 watt local and the 1000 watt regional are doing nice jobs. In fact, one of these stations bought up another just a few days ago in the same locality.

The Peoria, Illinois, story is still too new to use as an illustration, but not one of the fellows heading these new companies is worried. Two 1 Kw daytime and a one and five Kw full time were granted. In addition there is a five kilowatt in existence—WMBD, while a 250 watt station, is in Pekin, Illinois—WSIV, which is often times considered a part of Peoria. Added to this, another applicant is anxiously awaiting a grant. Peoria has approximately 125,000 inhabitants, but like many other cities it supported several newspapers for years until they consolidated some time ago. Thus, there is no reason why several radio stations with so much more to offer cannot be successful.

So far the the story over the country is quite the same. There will be consolidations. One took place recently in Kentucky and we all know that a town of 1000 cannot support two radio stations, but after all we must assume that each knows what he is doing. After all a senator from Nevada has just as big a vote as the man from New York, but the senator from Nevada doesn't have as many constituents as his cohort from the state of New York. In the same category the station in a small town will not have a dozen studios and the high overhead to worry about. In fact many of these smaller stations profit very nicely on what the larger ones would consider necessary operating expense. Thus, fewer listeners will not seriously affect them if such is the case.

I assume it is hard for an old-timer in a major market to believe that a small town radio station is ever profitable. One of the best proofs is KPOW in Wyoming. I went to Powell and sold the original equipment when they went on the air before the war and in driving 100 miles from Billings, Montana, I passed very few houses. Powell, near the gateway to Yellowstone Park, has a good summer and very cold winters, but is only a town of 2000 inhabitants. With comparatively few prospects each customer must be treated well as you can't lose many and have many left. The main point is they are now a kilowatt fulltime with a directional. This is considered real operating. These boys are doing a nice job and there are many others just like them.

To summarize, the success of each old or new station depends mostly on successful management. From many indications a good start is a good finish.

—P. S. Gates

## How Do I Start a New Radio Station?

### A Few Questions and Answers For the Fellow Wanting To Get In the Business.

(Continued from previous issue)

Q—How long will it take to get a grant?

A—Quite impossible to answer. Some as quickly as a month, others up to a year, each depending on circumstances.

Q—Do I specify equipment at time of application?

A—Yes. It may be changed by a simple modification after the grant or at any time, if you so desire. However, equipment must be F. C. C. approved if commercially manufactured.

Q—How high should the tower be?

A—That question is for your consulting engineer. However, if you plan on FM later, you may want to consider such in your tower plans.

Q—How much cash would a complete 250 watt installation require?

A—A variable figure, both because you can buy equipment over quite a price range and secondly you can buy on a time payment plan from most manufacturers. On a survey recently made by the Gates sales department it was found that the average amount spent with Gates over fifty installations of 250 watt equipment was slightly less than \$8000, not including the tower, ground or buildings.

Q—If my uncle furnishes the money may I apply in my name?

A—Certainly, but remember one very important factor. An application to F.C.C. must be open and above board. In this case it should be stated not only that your uncle is supplying the money, but how, when it is to be paid back, collateral required and all else. If you privately agree to give your uncle some stock but did not state so in your application to F.C.C., both you and your uncle would be headed for trouble. The rule therefore is, state all the facts. Where the facts are good and clean, which they usually are, you will have no trouble with F. C. C. as they are as anxious to help and see you in business as you are to get in the radio field.

Q—How much volume will I do?

A—This is up to you. There are grocery stores that just eke out a living for the owner and yet a super market on the same corner in later years may do a huge business. We know of a 250 watter in a town of 2000 doing about \$40,000 a year and another 250 watter in a good size town where you would expect more, doing less. It seems there is no answer other than, what can you do, It's what goes into the microphones that makes the payoff.



# Static



It seems the stork paid a few visits since our previous issue, so to the give bird his due we say hello . . . .

Sandra Kay the 7 lb. 10 oz. daughter of Mr. and Mrs. Howard Young. Howie is head of the drafting department; and to Karen Jean the 7½ lb. daughter of Mr. and Mrs. Arthur Vandeenboom. Art is one of the hard working boys in the stock department.

. . . .with all this election talk we just had to mention that Ruby Manlove is now ready to change horses, so to say, I guess she felt hers slipping. Do you think she will like elephants better????

. . . .Fred Damm is the design engineer in charge of Phasing equipment, yet we thought, possibly even hoped, he was building dog houses for the men per specifications. Of course in our minds those coils were heating units, etc. He says he's well equipped to build these houses, even taking orders, if you will let him know a little time in advance. How about it Schutte, did you ever get out of yours???? How long will you be in one, Nelda????

. . . .we are glad to note that Virgil Hall's wife and boy are out of the hospital. It

seems he had no sooner brought his wife home when his little boy had appendicitis.

. . . .FOR SALE — One 1939 Chevrolet slightly used (100,000 mi.) 4 good tires, top leakproof. Price \$3000. Easy terms. \$2800 down and balance in \$100 payments. See Wentura.

. . . .of course you heard about Frank Bruening helping some weary maiden carry an icebox to her second floor apartment, and then was in such a hurry to get back to work he didn't stay to collect any reward.

. . . .Bill Penrose is so taken up with bowling that the other Sunday afternoon when he was unable to get an alley in Quincy he took off and went to Springfield just to roll two games. Isn't that going a little too far Bill, or should we believe that is the reason for the trip????

. . . .Art Myers, (the absent-minded professor) rode up town for lunch the other day, parked his car, ate and proceeded to walk back. When he went to get his car that night imagine his chagrin to remember where it was.

. . . .Bob Bangert went coon hunting the other night and was mired down in the mud so deep he had to walk 9 mi. back to town and get two cars to pull him out. Bob has blisters to show for it, if you don't believe us.

## CONVENTION CHUCKLES

The Palmer House almost had a new broadcast station due to the handling problems created by the CB-4 Desk, which was exhibited on the 8th floor. Getting the desk to that floor was only possible by using a freight elevator entirely too small for the unit. Arrangements were finally made to take it up on the top of the elevator. When the hotel Chief Engineer heard of this procedure a vehement vow was made that the unit would not go down the same way. Thought was given to selling the CB-4 to some broadcaster f.o.b. room 838 but after numerous confabs down she went riding the elevator top. Next year it will be kept on the lower floors.

\* \* \*

A most colorful Convention visitor was one of the South's oldest broadcasters, Mr. C. C. Carlson owner of Radio Station WJBW at New Orleans. He was a frequenter of the Gates exhibit and was always the center of conversations of good humor.

\* \* \*

The embarrassment of the show was the five hour hunt for the Quincy truck driver while Gates had the loading platform tied up with equipment and everybody else was clamoring for space. Time and tide wait for no man, but they all had to wait on "Gates" that day.

\* \* \*

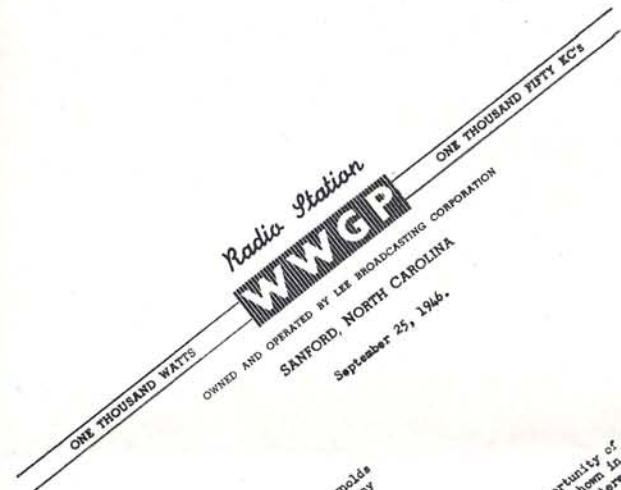
Toughest break came to Owen McReynolds of the New York Office who had severe food poisoning for the first two days and was able to see no humor in anything.

\* \* \*

Our hats are off to Francis Wentura and Bill Parker for their fine work in putting up and taking down in such excellent manner the numerous transmitters.

\* \* \*

The big headache of the Convention was the equipment handling in and out of the Palmer House. All manufacturers were displaying heavy units and truck unloading and elevator space was at a premium. Trucks loaded with display equipment lined Wabash Avenue for blocks much to the displeasure of policemen and traffic in general. Some thought it looked like Monday morning at the stockyards. Gates unloading was not complete until 5:45 a. m. Sunday morning.



Mr. O. J. McReynolds  
Gates Radio Company  
New York  
N. Y.

Dear Mac:

I would like to take this opportunity of expressing our appreciation for the interest you have shown in our behalf. It is a pleasure to deal with people whose interest does not cease in inconvenience which we have caused you or your company. If we have seemed to you concerned about irregularities it has been because of our earnest desire to operate the best radio station possible; particularly as regards FCC rules, and quality transmissions.

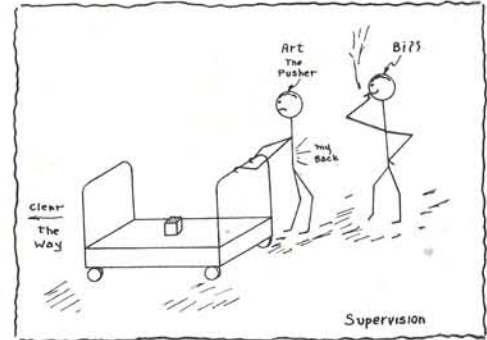
I would like to further state that our coverage has exceeded all expectations, which can be verified by letters from listeners as far West as Missouri, Canada to the North, Louisiana in the South and approximately 200 miles east of Sanford. Although we have been on the air less than one month, we have received an unusual amount of mail from interested listeners. It is not unusual for us to get mail from Georgia, Tennessee and Virginia, although we are a daytime station.

Should you wish to have prospective purchasers of your equipment look over our Gates installation, please do not hesitate to have them pay us a visit. We shall be glad to show them around and we always take a great deal of delight in displaying our "fat" mail. It is interesting to note the number of letters we are receiving from such large cities, such as Asheville, Raleigh, Durham, Charlotte, Greensboro, etc.

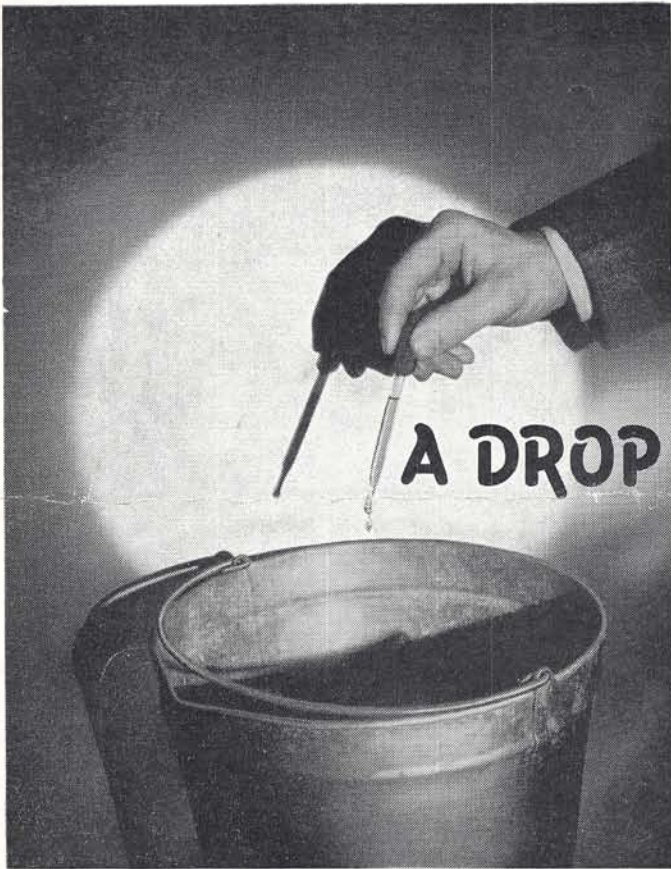
If there is anything you can do to speed up delivery on our pickups and our monitors, I shall be indeed very grateful.

Sincerely yours,  
W. W. Primm  
Pres.

Among the satisfied Gates users is Radio Station WWGP of Sanford, North Carolina, which received one of the many complete Gates equipped setups — as told by Mr. W. W. Primm in his own words. We could not do better.







## A DROP IN THE BUCKET

**A** WORLD at peace! Tolerance! Ideal management-labor relations, with the things everybody wants coming off the assembly lines. Sales running neck and neck with production. Millions working at satisfactory wages and stockholders getting a fair return on the money they have saved and invested to make industry possible. No dole because there is no need for one. No federal subsidies because free enterprise is in effect—not in theory but in actual practice. Bureaucrats on a long, long vacation. This is the Utopia which people the world over are longing for and which they fondly hope some day may be realized, in part at least.

"Wonderful!" someone says. "Fine! But what can I do about it; When can I, one, lone individual—president, manager, foreman, sub-foreman, worker, laborer—do about it? Why, the whole thing is too big for me. What I say, what I do doesn't matter. My influence isn't even one little drop in the bucket."

Don't be too sure about that. It all depends on what the drop is and what's already in the bucket. One little drop of water falling into a bucket of acid may cause an explosion. One drop of germ culture may change the contents of the bucket in a few hours. A speck of yeast introduced into the dough will leaven the entire mix. One drop of cleansing disinfectant may neutralize a whole bucket of

poisonous material. A "drop in the bucket" isn't at all unimportant. It may be of very great importance in the results it achieves.

One obscure writer, one pessimistic, destructive speaker, one troublemaker, **in a single hour**, can break the morale of a thousand strong men. What you do, think, say, how you conduct yourself and your relations with others, and, above all, your own, individual spirit and attitude are very potent drops in the bucket for good or ill. And whether it is for good or ill, depends entirely on your attitude, your thinking, your spirit. What's more, that's true of you, whether you're president of the United States, general manager of your company, foreman of your department, or the newest, greenest worker just lately added to the payroll.

Your job and mine—perhaps the biggest job we have or ever will have—is to start bettering conditions **right where we are**. If we can't express ourselves constructively, for Heaven's sake, let's keep still. Since we must associate with human beings and since our influence is felt, and since we do want something approaching the Utopia of our dreams, let's start now by cutting out our crabbing, our carping, fault-finding, our criticism of everybody and everything, and, instead, put a drop into the bucket that will sweeten and purify the contents as much as possible. If you, and you, and you—and I—do this, the world situation, management-labor relations, and everything else will begin to be more as we want it to be.

The war of guns is over, but a war to make the world as we'd like to have it is still going on. Every last one of us is in it. We should be ashamed to surrender. The victory that we can help to win is really the same thing that the boys went out and shot the guns to bring about. Right now, the war is one of will and spirit, and every clarifying drop in the bucket counts.

—Printed through courtesy of "Trained Men" of I. C. S. of Scanton, Pa.



# KVOC On the Air Sunday, Sept. 29



**KVOC, Casper, Wyoming, Studio and Tower located on South Wolcott and Community Drive. Below: Views of the Studio.**

## TWO NEW STATIONS IN NORTH CAROLINA

In the Eastern Sales Territory are two more North Carolina stations that will go on the air with Gates equipment. The Winston-Salem Broadcasting Company, Winston-Salem, North Carolina, headed by James W. Coan, will soon be heard on 710 KC with a Gates 1-D transmitter.

The other station is the Carolina Northwest Broadcasting Company, headed by Edney Ridge, which will broadcast over 1450 KC with a 250C transmitter in North Wilkesboro. Mr. Ridge has enthusiastically headed radio station WBIG in Greensboro for a long time.



## THREE HOUSTON CUSTOMERS GET CP

Three new stations that received their construction permits in the last few months and sent confirmations of their contingent orders include one headed by Branch C. Todd of Beaumont, Texas, whose station will be a 250 watter on 1340 KC in the southeastern part of the Lone Star State.

Another was from H. P. Holmes whose station will be in Yazoo City, Mississippi, where a 250C-1 transmitter with all associate equipment will be used.

Houston confirmed another for the Bogalusa Broadcasting Co., of Bogalusa, La. This station will be heard over 1490 KC with a 250 watt unit. All Gates audio accessories will be used at this station.



Political Speaker: "What we need in this country is a strong working majority, and then . . ."

A Voice: "Better reverse that, Mister. What we need in this country is a strong majority working."

On Sunday, Sept. 29, Station KVOC, Casper, Wyoming, went on the air with impressive ceremonies. This new addition to the business, educational and entertainment life of Casper, is one of the most up-to-date outlets, not only from mechanical standpoints but also from the appearance "viewpoint." This station is owned and operated by the Tribune Herald which has long been recognized as one of the leading papers in the region. With the fine reputation of the newspaper the station is bound to be one of high quality operation devoted to the needs of the community.

This station, which operates on 1230 KC with 250 watts, is affiliated with the ABC network and has leased wire from Press Association. The broadcasts begin at 6:30 a. m. and continue thru-out the day until midnight. The entire audio equipment as well as the 250C transmitter is Gates built and of the latest design. Gates salutes KVOC, the Voice of Casper, and its owners, Mr. E. E. Hanway and associates.



## NEW MISSOURI COMPANY GETS 250C-1

Missouri will have another completely Gates equipped station at Carthage around the first of the year. Mr. L. C. McKenney and Mr. J. J. Daly of Ponca City, Oklahoma, are partners in the Carthage Broadcasting Company.

They will have a 250C-1 with the deluxe 31B Console, turntables and other studio equipment.

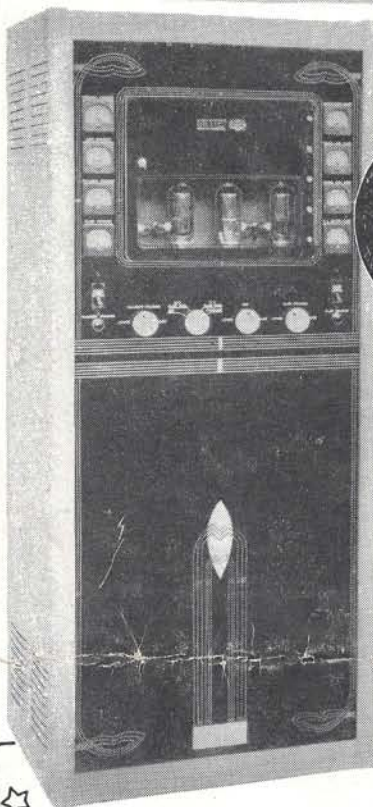
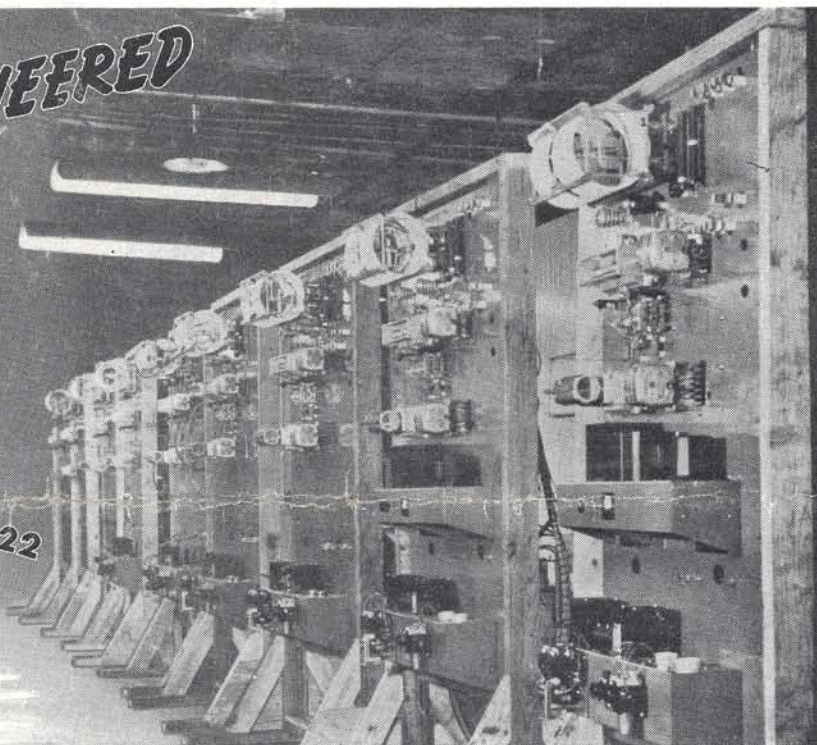




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by GATES*

*"KNOW HOW" .. SINCE 1922*



☆  
**A "STAR" PERFORMER**

The fundamental circuits of the 250C-1 are straightforward, properly applied to obtain the best operation. Added is the distinguishing feature of **MOTOR TUNING** for the tuning adjustments of the final stage and loading to the antenna—another **EXCLUSIVE** for this GATES UNIT. Also, there are but **TWO** controls for the entire tuning procedure, for simplicity. These features characterizing its integrated design are but a few of its outstanding superiorities in engineering design.

**NEW YORK  
OFFICE:**  
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*Now* **PRECISION BUILT** *in the*  
**MODERN ASSEMBLY LINE MANNER**  
*IN OUR UP-TO-DATE, ENLARGED FACTORY*

**The GATES 250C-1 TRANSMITTER  
MEETS EVERY DEMAND . . . .**

The above unretouched photograph taken in the modern, GATES factory, shows how 250C-1 Transmitters are produced in the modern, assembly-line manner. No, GATES Transmitters are not built one at a time, though each individual Unit is engineered as if it were a custom built job.

GATES up-to-date methods in engineering are your assurance of high transmission efficiency of each Unit with the added advantage now of mass production to assure a service which will be better than ever when prevailing shortages and other restraining conditions improve.

GATES 250C-1 Transmitters—like all other GATES Broadcasting Units—are in mass production to meet the increased demand of operating Stations and of those now planned, when the time comes.

You may always look to GATES for leadership—in engineering perfection as exemplified in the GATES 250C-1, for new developments—and now modern factory methods for final production.

**WRITE FOR DETAILED SPECIFICATIONS ON THE 250C-1  
and Other GATES TRANSMITTING EQUIPMENT**

**GATES**  
**RADIO CO.**  
QUINCY, ILLINOIS

**SOLD IN CANADA BY:**  
Canadian Marconi Co.,  
Ltd., Montreal

**EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT . . . SINCE 1922**