

GATES

STUDIO

REVIEW

GATES RADIO CO.

QUINCY, ILLINOIS

APRIL, 1946.

HOUSTON RADIO SUPPLY COMPANY PLAN OPENING OF NEW SALES ROOMS

GATES NEW YORK OFFICE MAY BE BROADCASTERS CHECK ROOM

Many broadcasters go to New York from Maine, from Florida, from Oregon, and from California. Some stay a week, others just a day or two. If any broadcaster landing in New York has trouble finding a hotel room or making rail or air reservations our receptionist, Miss Sylvia Benetsky of the New York office will gladly assist. If you are just plain stuck, you are welcome to dump your bags in the front door and leave them there until you can find a room, either with or without our help. As the Gates New York office has been established for your convenience, please feel free to come around any time to use the phone, the wash bowl, our city directory, fill your cigarette lighter or buy a postage stamp. All joking aside, we want you to let us help you when visiting in New York.

FROM ALGIERS

Comes a letter which reads in part, "we are re-conditioning a battle scarred Gates 250 C transmitter and need a few parts as follows (list given)"

Gates transmitters of standard design for commercial broadcasting stations served during the war in nearly every conceivable service. Many pre-Pearl Harbor assembly line transmitters for newly granted stations that did not make the air, were sent out all over the world. A member of the Military wrote us recently from a southern hospital that he manned a Gates 250C just off Guadalcanal for two years. In one instance it operated for six months

250 WATTERS TO RADIO STATION KRES, ST. JOE, MO.

The new CP recently granted to the Missouri Broadcasting Co. of St. Joseph, Mo., to operate on 1230 KC 250 Watt, full time, will put the station on the air some time in early May, according to Paul Roscoe, general manager. Mr. Roscoe, visiting the Gates plant early in March, stated that every effort is being made to give St. Joe one of the finest radio stations in the country. He has long been known in radio circles throughout the midwest, both as an executive and program director. The entire station layout is Gates equipped.

CASPER, WYOMING, GOES GATES

The newly granted station of the Casper Tribune Herald of Casper, Wyo., has bought Gates equipment from the front door key on through to the antenna. Included is the very popular Gates 250C and Model 30 Console. The station plans to hit the air some time early in May and is the second one in the Casper community which has always been considered one of the top western cities of its size.

without being turned off—with no interruptions.

Gates transmitters for U. S. service were not designed at that time for the hot, humid, fungus infested climates of the South Pacific, yet continued reports indicate top service was given by those first ones that landed at the battle fronts.

GRAND OPENING ON OR ABOUT APRIL 15.

The Houston Radio Supply Co., plan to have a grand opening of their new location and extensively remodeled sales building on or about April 15. This organization started in 1938, is one of the best known Radio suppliers in the Southwest. For the past two years they have been the Gates distributors in the states of Texas, Oklahoma, Louisiana, Arkansas, part of Tennessee, and Mississippi. The company carries a stock of some Gates equipment and a general line of communications components. Recent installations of Gates equipment made by Houston consisted of a complete 250 watt setup at Radio Station KTMC at McAlester, Oklahoma; a complete Gates equipment installation at Radio Station KXLR at North Little Rock, Arkansas, and the new BC-5A transmitter being installed at Monroe, Louisiana.

L. T. Holland Ably Heads Company

The competent staff is under the able management of L. T. Holland, president; Mr. W. E. Marcy, vice president and sales manager; and Mrs. L. T. Holland as secretary and treasurer. Mr. R. H. Lenert, Jr., is the purchasing agent.

Pictures of the new quarters will be forthcoming in the next issue of the Studio Review. Best of success and congratulations to the entire Houston Radio Supply Company.

WCAX, Burlington, Vermont, is adding a new model 30 Console to its equipment as is Radio Station WISE, Asheville, N. C.



So far this month the new names added to the Gates roster are those of

ARTHUR VANDENBOOM

Recently returned from the United States Army where he spent several years with the Intelligence Division. He is ably assisting Johnnie Bowers in the Stock Department.

HARDIN G. STRATMAN

A Navy Gob who spent his time with Uncle Sam in getting special training in the technical field of radio transmitter and high frequency equipment. He is at work on the Assembly line in the main factory.

KENNETH C. CRABBE

Kennie spent the last year in the Navy as Radar operator at Point Loma, California, and before that worked in a Quincy factory. He is in the new and enlarged painting department.



STATIC FROM THE LINE

Since we have no illusions as to who is better or which department outranks, out-smarts or just plain "outs" the other we will begin at one end of the factory and play the outfield.

STOCKROOM . . . According to Johnnie, the pilot of this department, their working schedule is S.O.P. The term must be army slang for orderly confusion . . . they are doing a good job, however. Van and Al the two grade "A" boys, and Perkie, keep hopping and even have help sometimes from Al's pair of mules.

INSPECTION — Don Hubbard, the "Gismal Kid," is working on a project by means of which he can attach a motor to his baby's carriage and do away with the heavy pushing who will guide it, Don????

BUILDING No. 2 ASSEMBLY LINE



New name is the "Sweater Girl" assembly line . . . wanted one bolt for that door Wally now has a new desk and a secretary for his stock keeping Annie and Mary G. are having a weight reducing race . . . Mary G. should

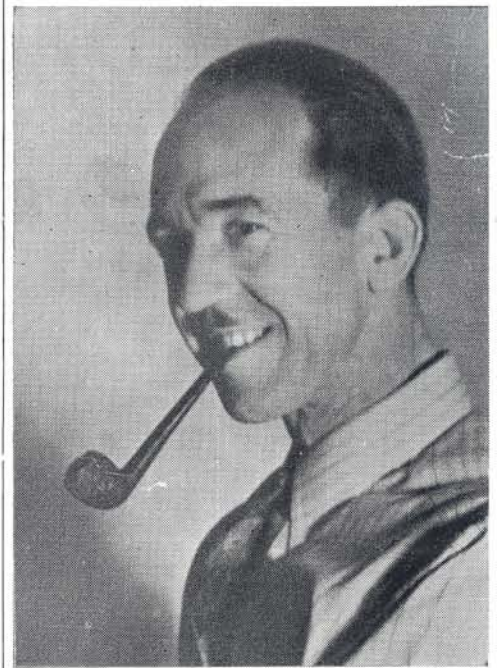
come out on the little end, since she has that new ring, and she can live on love 'tis said . . . new epidemic on the line is the A.M.S. or Acute Material Shortage Glenn is building himself a trailer to ease his housing shortage who is going to be Mary's attendant since it is learned that a most eligible bachelor will be the best man Nellie Nichols' love for those four legged rats Gail Moore, formerly of Building 2, was the proud mama of a baby boy on March 19.

MACHINE SHOP . . . MOTOR MINDED KIDS Frankie Bruening and Johnnie Beckgerd have sold their cars and attached motors to their bikes only catch they have to push them up all the hills who went to St. Louis to see the Ice Capades . . . how . . . when . . . and what happened to the car . . . F. B.?

F.A.L. . . . factory assembly line Joe Havermale's ability to drink four cups of scalding hot coffee during the ten minute period, we have a time trying to drink one . . . Don Lohman's weekly Sat. Bumps . . . his car gets it every week . . . careful it will fall apart before the new ones are out. . . .

ENGINEERS . . . Kiddo Wentura claims "Local Lass Laimed Local Yokal" with a bag of hardware she merely "tossed" to him . . . Sloan's acceptable drink in the morning is peppermint flavored "coffee" Alexander's "surprise" at the convention when one of the boys said he would fix his cold and he was offered a good old fashioned Pepto Bismal those round table discussions at Siepker's every noon the two ex-sailors who seem quite out of place among the engineers they are so "quiet and unworldly" Bill Parker's Mountain boys.

OFFICE "Wee bit of Irish" that Mrs. McEwen presented to our "wee Scotch" McEwen on March 17 Nelda's finger is holding a sparkler, he's still in the Army but he was home on leave the picture of "Parisian Art" that our "Uncle Dudley" brought back from Europe who is Alvera's office shadow? Dorothy Sloan out for a few days due to illness, is back and her chipper self Emily lost the spring in her step for a few days after she started a new routine of nightly gymnastics P. S. in the building? the evidence is tops . . . his hat on the stair post Petzoldt busy every nite on his potato patch Why is Gladys so nervous when some of the men from the office call her Herman's pipe is the office "fumigator" even if it doesn't drive out the bugs, it's hard on us



L. B. PETERY

MEET A GATES ENGINEER

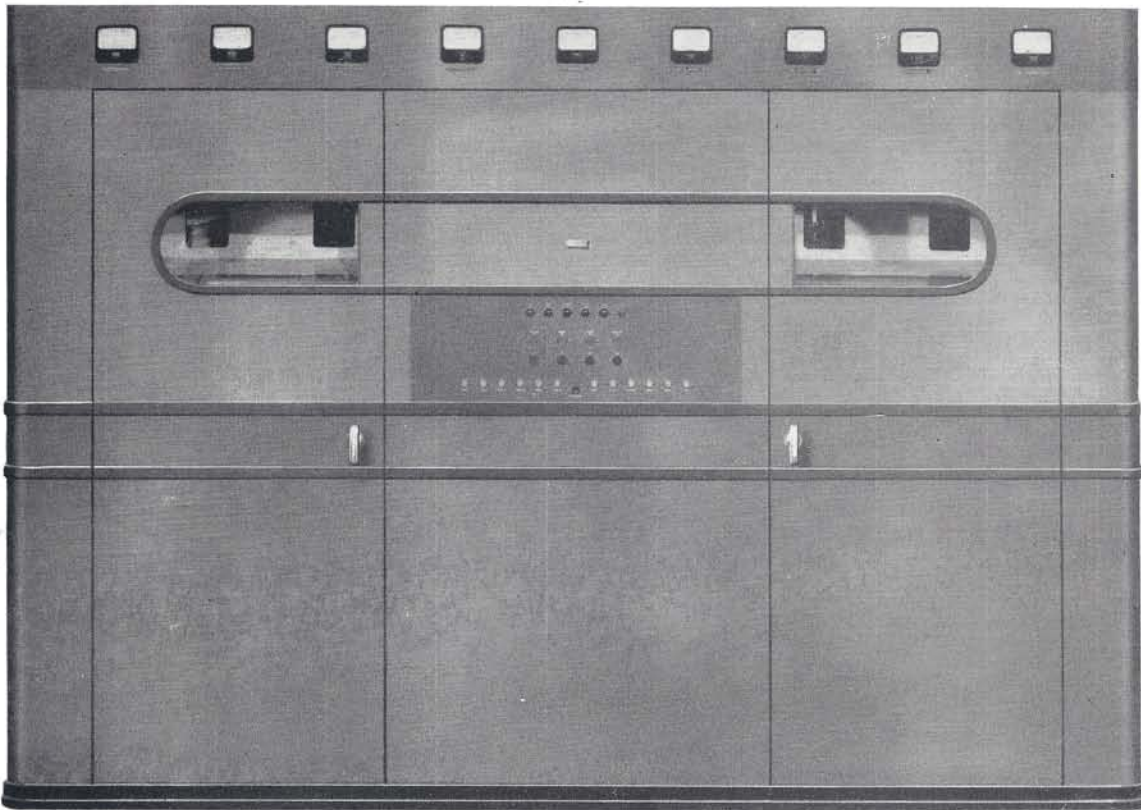
L. B. Petery, the engineer in charge of the BC-5A-10A transmitters is one of the most likeable chaps in the Gates organization. Quiet and unassuming he goes about his work with confidence. He was born in Montana and attended the Universities of Montana and of Cincinnati, majoring in physics and math.

He is married and has one daughter. Since coming to Quincy Pete has had the usual everyday trouble of finding a place to live, but five thousand others have had the same difficulty. Since 1924 he has had his finger in the pie, so to speak, in regard to radio and transmitters. He joined the staff of the Crosley Radio Corp. at WLW, one of the largest radio stations in the country, where for fifteen years he was chief operator. Later he was promoted and placed in charge of maintenance of the transmitters for all the Crosley associated stations. He came to Gates in 1945, not only with development and construction training, but also with a vast knowledge of transmitter operational technique. We can depend on Pete to design transmitters which will be a pleasure for radio station engineers to handle and will be eye catchers for anyone else.



PACKING DEPT.

Aral Myers is moving across the river to Missouri come Spring Bob is all a dither 'cause spring ends his last days of freedom come Spring and with it our Spring Fever, so so long.



NEW BC-5A IN PRODUCTION AT GATES

FIRST BC-5A TO MONROE, LA.

After months of research and development under the direction of Engineer L. B. Petery, the first BC-5A left the Gates' plant this week for its permanent home at radio station KMLB, Monroe, La., after the test crew in building 4 released the transmitter as perfect.

Mr. Morgan, chief engineer of KMLB spent several weeks at the Gates plant. Numerous other stations have ordered this equipment for either 5 or 10 kilowatt operation, and the installation at Monroe is the first of a series to be made in the near future.

SIXTY-FIVE YEARS OF ENGINEERING EXPERIENCE IN BC-5A

The Gates engineering staff in charge of developing the BC-5A transmitter, cumulatively have over 65 years of broadcast transmission experience. Mr. Petery, leader of the group, has developed many ideas new to the manufacture of equipment of this type.

The BC-5A design was started in January, 1945, incorporating the best known features of all available equipment with numerous innovations added. The high powered 8 and 15 KW Gates transmitters that did such heavy duty work in the ETO and Pacific War Theater, contributed many ideas used in the BC-5A design.

Ablly assisting Mr. Petery in the laboratory development were radio men Frank Schnier and Dusty Rhodes. Engineers who collaborated include Francis Wentura, Frea Damm and Chief Engineer Fred Grimwood.

SIMPLICITY AND RUGGEDNESS FEATURED

With major consideration given to the heavy duty service imposed upon broadcast equipment, the need for complete continuous checks of all operating functions, and the requirements for ease of service, the BC-5A has been developed along practical machinery lines with modern styling added.

Virtually any individual component in the BC-5A may be reached for examination or replacement without removing any other item than the mounting hardware. The operating personnel may walk into the transmitter enclosure and directly reach all sections of the unit without removing secondary barriers or other obstructions.

All principal tubes may be viewed while the transmitter is in operation and all controls may be reached from dead front panels. The entire Power Distribution Panel may be reached while the transmitter is operating.

In every respect the BC-5A radio transmitter has been built along lines of giving

maximum interruption free service and with the belief that the practical operating engineer and station will find in it more desirable features than any competitive equipment.

OUTSTANDING FEATURES

After a poll was taken of station engineers from United States and foreign broadcast stations, numerous engineering advancements were incorporated, a few of which are:

- 1—A variable gas pressure tuning capacitor is used in the last stage.
- 2—To simplify coupling to a directional antenna system and to give better harmonic suppression, a combination impedance matching network and harmonic filter is incorporated.
- 3—Power switching is instantaneous with virtually no carrying interruptions.
- 4—Supervisory load lamps are of the neon type which will have extremely long life.
- 5—All components operate at a point far beneath their normal power handling rating.
- 6—Transmitter is protected against rust and corrosion by the generous application of heavy copper plating and numerous coats of hard industrial enamel.

MONTHLY EDITORIAL

YOU
Be the
JUDGE

Recently, a Gates customer of several years vintage, in fact one of the writer's valued friends in the broadcasting business in

the State of Kentucky, chided us for not putting on a first-class selling campaign on FM. Now this gentleman who was one time mayor of Irvin Cobb's home town, knew quite well our opinion on the subject and I feel he liked to just hear us rave on. As the conversation was some months ago, we can look back on what were then forecasts which unfortunately were true, and feel that some of the statements bear repeating herein.

Our thoughts were that good economics in business means that a company must have customers. Other than the government, a business without customers is a losing deal unless the organization happens to be a referee in bankruptcy, in which case "no customers" might be good. During the past year Gates engineers have been doing a lot of frequency modulation work. We had no intention of coming out first with FM because too many new things were cooking; new tubes, new circuits and new ideas, many of which came out of radar. As more men came from service radar to factories, better FM would result. The truth of this matter has already been proved. But in addition to the equipment itself there are other factors.

More important is the complete lack of understanding of FM. Frequency Modulation has been tremendously publicized and it has been described by some as far surpassing anything ever developed in radio. Other manufacturers have used glowing terms to help sell post-war receivers. As a result every mail brings several letters from laymen wanting to start an FM station. Many of these individuals are ex-GI's who have their GI loan, a few dollars borrowed from either relatives or well wishing friends and who think they are ready to go. Some of them want to know what spot on the dial their signal will be received or similar questions which indicate that these men are blindly enthusiastic. However, if the business is placed in operation now their capital would be completely used up months or possibly years before a single dollar of return would be taken in.

Gates is willing and ready to sell FM to men who know what they are buying;



HOBART ALEXANDER

to those that "know" for a while will be in reality a pioneering venture in the FM field. At first it will be all "spend" and no "take." But, to sell individuals whose capital is limited, especially GI's, into bankruptcy is certainly not our desire, or, we are sure, the desire of other manufacturers.

Briefly, that is the big reason why Gates has not been beating the drums for FM in its national advertising.

P. S. GATES.

☆
"P. S. TO NEW YORK"

Mr. Gates left Sunday, March 31, for a week's trip to the East. He attended the R.M.A. Meetings in New York and also expedited delivery on these "hard to get" items that are causing such bottlenecks for the production department.

☆
SEASON ENDS APRIL 9

The Gates Bowling team finished the season with the Wand Plumbing team and were able to end the season near the bottom of the league. They rolled against the Odell team on April 2 and won one game of the three with Bob having the high score for the night with 600. With the many ardent bowling fans now at Gates several teams should be formed next season and make the competition more interesting.

☆
OUR CONDOLENCES

Our sympathy is extended to Mrs. Lena Jones upon the death of her mother, Mrs. Amelia Ertel, who passed away recently.

"ALEX"

In our endeavor to acquaint you with Gates and its personnel we were fortunate in having a picture of our Sales Engineer, Hobart Alexander, when he was Chief Engineer at Radio Station KORN at Fremont, Nebraska. If you operate in the Middle West he will call on you one of these days. His vast store of radio experience is useful in his position and he is ready and willing to "give out," so to speak, any information you might require.

He received his degrees in Physics at Columbia University, but since 1914 has been in the radio game. He operated his own radio shop after he left college and in 1932 became a radio operator for the U. S. War Department. In 1936 Alex joined the Arkansas Broadcasting System as transmitter engineer and helped install various stations for them. He joined the Navy in 1941 and later transferred over to the Signal Corps where he assisted in the teaching and organizing of Signal Corps radio training until 1943, when he was appointed as an installation and maintenance engineer in the Navy for Radar. The installation of Radar Stations on the Atlantic seaboard and even an installation in Brazil were under his supervision. In the interval between then and the time he joined the Gates staff in September, 1945, he was chief engineer at KORN, at which station's controls he is pictured above.

The pride and joy of Alex's life, however, is not radio but his young daughter Mary Jane, aged two. You may see them most evenings when he is in town, at



One of the Gates Model 30 Consoles recently purchased by Mr. W. D'Orr Cozzens of the Salt Lake City Broadcasting Company, with which KALL, Salt Lake City, and KLO, Ogden, Utah, are affiliated.

the amusement center, she riding a blue racer and he on the sidelines beaming broadly.



CIGARS AND CANDY BARS

"It's a boy," said Elmer (Ray) Littleton on Monday, April 1, and he wasn't foolin' either. William D. Littleton arrived March 30 and tipped the scales at 8 lbs. and 6 oz. Welcome to Quincy and Best Wishes to the proud Ma and Pa.

"It's a girl," beamed Mr. Mac after his wife presented him with an eight pound six ounce bundle from heaven on March 17, little Marylu Kay McEwen. No prouder Dad will walk the floor when she gets older. Right now we want to extend our congratulations to the three McEwens.

Two former Gates employees also had new arrivals. Gail Moore from second floor assembly . . . a boy, and Dick Smith, formerly of Production department . . . a baby girl.

"LAST WHIM AND TESTAMENT"

A Boston bachelor bequeathed his fortune to the three girls who turned down his offer of marriage, because "I owe them what peace and happiness I enjoyed."

AIR TIME, INC.

Mr. Austin Harrison of Tulsa, Okla., has received his CP under the title of Air Time Inc. The company has purchased a complete 250 watt installation for a station at Joplin, Missouri, which is strategically situated in the southwestern corner of Missouri. Its tone will be heard throughout the Ozark region.

"Of all the sad and gloomy words
That mankind ever writ,
No sadder ones are there to me
Than these two: "Please remit."



Art Myers' of Production Control
LITTLE DIANA LYNN

"STREP STRIKES PIP"

ACT I.

Scene: Gates Sales Manager's Office.

Time: March, 1946.

Phone rings:

Operator: Mr. Pippinger? I have a call from Sam Bloak of WZZZ of Podunk, Nebraska.

Pip: Okay, put him on.

Voice: "This is Sam Bloak, I need a new modulation transformer for my 15-year-old transmitter. I'm off the air and in a ——— of a shape."

Pip: "Just a minute, please, and I'll check purchasing." "Hello Art, this is Pip. What's the story on modulation transformers?" - - - (long pause while customer counts the minutes and pays phone bill). "Okay, that's good." "Hello, Mr. Bloak, purchasing says some transformers are in transit to us. We should have them tomorrow, and we'll ship you one right out."

ACT II.

Place: Same.

Time: Two weeks later.

Phone rings:

Operator: "Mr. Bloak calling again."

Bloak: Where in the ——— is my modulation transformer?"

Pip: "Are you still off the air?"

Bloak: "Yes, and we're still plowing our 30% under."

Pip: Just a minute and I'll check (another long pause nongratis from American Bell) "Hello, Art, what the dickens happened to the modulation transformer you were going to ship two weeks ago to Sam Bloak?"

Art: "Factory went back to work from strike, then truck drivers went on a strike," - - - after which Pip starts looking for Strep germ - - - -.

EPILOGUE:

Pip waited for the strep germ to strike and took a week off, resting up for the deluge of ringing phones from broadcasters who were his friends before, but now look at him over their "specs." However, Pip has taken seriously the choice words he has been called because of missing delivery promises.

MORAL:

We, like all others, operate on the delivery promises made to us. If they fail, we fail, and yet any supplier may have failed because one of his suppliers failed.

HAPPY ENDING:

It's getting better every day now. We mean promises fulfilled, of course.



GATES first made Radio Transmitting Equipment in 1922—centuries ago in terms of the youth of the entire Radio Industry.

Steadily, since that early beginning, GATES Products have kept pace with—and frequently led—the pack. Exclusive devotion to Radio Transmission has made it possible for GATES Engineers to concentrate on vital, constructive

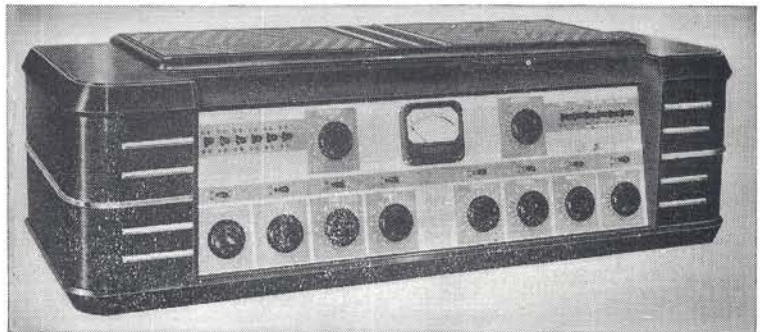
designing—and for GATES Workers to reach a high point in precision.

For today's needs—for Post-War needs—rely on the GATES-Way to complete, dependable Equipment!

Be sure to write or call for details about the GATES Priority System for Prompt Post-War Deliveries. GATES RADIO CO., Quincy, Ill.

Engineering Perfection and Eye-Appeal Combine in the GATES Speech Input Console

This Deluxe Model 30 is a beauty to see—and a marvel of fine engineering. Control is amazingly simple—the result of carefully planned front panel instrumentation. This Console contains complete equipment for all studio requirements in the normal operation of any size broadcasting station.



WRITE TODAY FOR
DETAILED BULLETIN

GATES RADIO CO.

QUINCY, ILLINOIS



PROGRESS REPORT

Gates is rapidly increasing production and delivery schedules to keep pace with the demands of the broadcasting industry.

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922

"HOMO"

MAN, THE ANIMAL, was once well described by Anonymous, one of our favorite authors. If the writer could be better identified in this instance, he would be; so with apologies, we present his characterization of the GENUS technically known as HOMO:

"Man has often been classed as an animal, but I wonder if you have thought of the fact that he is several animals? To start with, he is a kid; sometimes he turns out to be a good-for-nothing pup. Usually some woman comes along and makes a monkey out of him. Then he gets married and becomes the goat or develops into a mule; occasionally he tries the gambling game or to beat the stock market and makes a jackass of himself. In his old age, he develops into a wise old dog or a sly old fox. Sometimes he enters the realm of birds and becomes a cuckoo. Of all the animals, he is the only one that can be skinned several times."

"Small Freye"



Wally's two little boys, Jerry and Allen

CQ CALLING CQ!!!

In all honesty I must admit I had to ask to find out what that CQ meant and was told it was the general call letters for "Hams," Hams—who are once again buzzing the airways.

The ten meter band and the higher frequency band from 3700 to 4000 opened up April 1. Hopes are high that soon the 20 meter will have restrictions lifted. At 10 o'clock coffee time the air is all abuzz about ham talk—who talked with whom in what wee hours of the morning. Of course I just sit and listen, ears and eyes wide open—burning my tongue on my coffee and choking on my roll—trying to find out what they mean.

Gates, as you can imagine, is a hot bed of hams. They simmer and bake all day and at night they really start cooking. (Sounds delicious, and me without breakfast).

In order to acquaint you with some of these operators, we have probably missed a few, their names and call letters are listed.

- James RhodesW5FHZ
- Willard Lindsay.....W9FAW
- Wally FreyeW9WWO
- John AndersonW9NUP
- Myron HagerbaumerW9BTC
- Hobart Alexander.....W5GGS
- Francis WenturaW9AEX
- Parker Gates.....W9DZT
- Leslie Petery.....W8KZI

Some still have their equipment boxed in the attic, but with these warm nights coming they will have it out and working in no time. Imagine my surprise when Francis Wentura, our Assistant Chief Engineer, calmly told me Monday morning that he was up with his baby at 2 a. m. or 6 a. m. (and I thought his children were grown). It turned out to be his "Ham Rig" and he spent the first night buzzing all his city "cuzzins."

Wally is working on his "dog house" room and will soon have it in good order. His little woman, however, is as interested as he is, so they work together getting W9WWO on the air.

If you have any news about other hams that you would like the boys to hear about, please send it in. Oh yes! Bill Parker and Frank Schnier have high hopes of being hams—only trouble—Bill is having difficulties with his dits and his da's.

"YOURS TRULY"

"Now look here. I fired three girls for revising my letters, see," said the boss to his new steno.

"Yes, sir!"

"All right; now take a letter and take it the way I tell you."

The next morning Mr. O. J. Squizz of the Squizz Soap Company received the following letter:

"Mr. O.K. or A.J. or something, look it up, Squizz, what a name, Soap Company, Detroit, that's in Michigan, isn't it? Dear Mr. Squizz. Humm. The last shipment of soap you sent us was of inferior quality and I want you to understand—no, scratch that out. I want you to understand—Humm—unless you can ship, no furnish us with your regular soap you needn't ship us no more, period or whatever the grammar is, and pull down your skirt!

"Where was I? Paragraph. Your soap wasn't what you said—I should say it wasn't. Them bums tried to put over a lot of hooey on us. Whadda you want to paint your faces up for like Indians on the war path? We're sending back your last shipment tomorrow. Sure, we're gonna send it back. I'd like to feed it to 'em with a spoon an' make 'em eat it, the bums. Now read the letter over, no, don't read it over, we've wasted enough time on them crooks, fix it up and sign my name. What do you say we go out to lunch?"—Selected.



Eunice Hockgraver's two children, JOYCE and VIRGIL

Eunice is in the Payroll Department.

WPAD — Paducah, Ky.

WPAD, Paducah, Kentucky, one of the stations under the guiding hand of Pierce Lackey, has ordered a complete lineup of Recording Equipment. His several Bluegrass stations send out their signals to Kentucky, Illinois, and other states and keep that area up on the news and programs of the day. We will be listening for you, Kentucky.

BROADCAST ENGINEERING CONFERENCE ATTENDED BY GATES

One of the most interesting conferences of the year to date was held at Columbus, Ohio, in collaboration with Ohio State University and attended by the midwest sales engineer, H. G. Alexander and B. E. Parker, Gates FM engineer. Bill and Alex were very much interested in the timely discussions on FM and Television, the two main topics of the day in the radio field. The exhibits were outstanding and again FM and Television were strongly represented in the various types of equipment on display. At times the discussions were so interesting and the concentration so great one could hardly see the speaker's table for the thick haze of stogie and pipe smoke.

GRIMWOOD TRAVELS SOUTH

Many stations in the lower Mississippi Valley were visited by Chief Engineer Fred Grimwood on a recent trip through that area. Installation details for two BC-5A transmitters were also arranged.

Mr. Grimwood's itinerary included stations at Jackson, Meridian, and Greenville, Mississippi, and Helena and Blytheville, Arkansas.

Of considerable interest was the operation of two Gates transmitters. At Greenville, Miss., an original 250-A has operated for seven years without a major failure of any kind; and at Blytheville, Arkansas, their new BC-1E is rendering phenomenal coverage. This station is heard on automobile

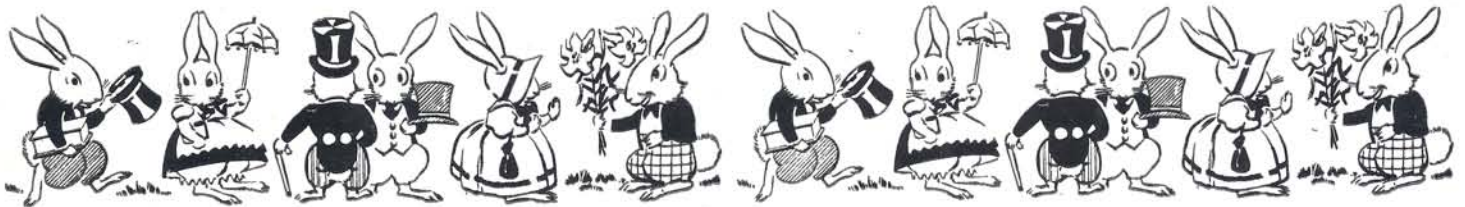
radios over a 400 mile span up and down the Mississippi river valley.

Numerous field trips are being planned for other Gates engineers to further the policy of closer co-ordination between manufacturer and broadcaster by having more direct personal contact, to the ultimate benefit of the equipment user.



BILLINGS, MONTANA, ORDERS GATES EQUIPMENT

Billings, Mont., came into the broadcasting picture with a second station, recently granted, to operate full time on 250 watts. This station will operate with Gates equipment throughout and it will be the second one in Billings, the other a 5 kilowatt.



Easter Greetings



**HERE'S
YOUR
GATES
STUDIO
REVIEW**

SEC. 562, P. L. & R.
U. S. POSTAGE
PAID
QUINCY, ILL.
Permit No. 122