



FREMONT'S
FREQUENCY
MODULATION
STATION

Why **FM** Radio Service For Fremont?

The question "Why FM radio service for Fremont?" was heard most frequently when WFRO began a regular broadcast schedule December 15, 1946. Frankly, there are two answers to this question. Mr. Wolfe wanted to provide the Fremont area with good community radio service; and no AM frequency was available for this area. Thorough investigation and a sincere, intensive study of the radio picture disclosed conditions as they are. The "standard" or AM band was already crowded and many more stations were to be licensed by the Federal Communications Commission. This indicated even more confusion and unsatisfactory reception for listeners in every locality. Further study lead to FM . . . something NEW in radio—an entirely different type of broadcasting very few persons had heard of, and fewer still had been privileged to hear.

A persistent line of inquiry disclosed this NEW FM was actually "radio progress." Radio broadcasting and reception with definite advantages over the then standard kind of radio—advantages which would revolutionize the entire radio art. Radio without static! Without noise! Without fading, cross-talk, distortion, or interference from other stations.

Knowing that residents of Fremont and vicinity are typical Americans—folks who want and are entitled to the finer things in life; Mr. Wolfe reasoned that since FM (while an entirely new conception of radio enjoyment) possessed these definite advantages, FM was what Fremonters should have . . . what Fremont would want. He believed that when they knew and heard the difference, they would readily accept this modern kind of reception . . . Frequency Modulation.

The Fremont station was one of the early pioneers—(the 136th FM station to be on the air)—one of the first to render the finest in radio service. Acceptance of WFRO-FM—radio's greatest development—is already indicative of the progressive tempo and modern standards by which residents of Sandusky and surrounding counties live.

No matter what we tell you . . . regardless of how enthusiastic friends may be over FM reception; you can't possibly appreciate how much better it is until you have heard it yourself.



The Swing Is To FM!



ROBERT F. WOLFE

President of the Robert F. Wolfe Co.
Owner of Radio Station WFRO-FM

The Swing Is To FM!

On April 20, 1948, WFRO increased its signal strength to 1000 watts. From a very small beginning back in December of 1946, with 300 watts, Fremont's Frequency Modulation radio station now serves more than 500,000 listeners . . . on the air a minimum of 10½ hours per day.



To the countless old and new friends who look to WFRO for information, entertainment, and inspiration, these pages are dedicated. This is panoramic view of the operations of a pioneer FM station. The pictures and information which follow, portray only a part of the activities. WFRO hopes you will enjoy learning a bit more about some of the folks you hear just by tuning to 99.3mc., channel 257 on the FM dial . . . that you will be interested in what goes on behind the scenes.

You are always welcome at WFRO. Your comments about programs are welcome, too. WFRO is a part of your community and of every facet of its citizens' lives. It is YOU, who constitute our chief aim, motive, and incentive in all we do. It is with you that we are keeping faith at WFRO, profoundly encouraged but resolved to do constantly better. Your loyalty and growing size inspire us. To deserve your continued friendship through broadcasting programs you want to hear is our constant desire.



In the middle of your
FM dial.

FM }

THE GREATEST
CONTRIBUTION TO
RADIO SINCE
BROADCASTING BEGAN

An Entirely New Conception Of Radio Enjoyment !

FM Eliminates Static, Interference, Fading

When you listen to your favorite program as broadcast and reproduced by FM, you hear it crystal-clear, against a background of utter silence. Even if lightning is crackling and causing ear-splitting static in standard radios—even if streetcars, motors, X-ray machines or other interference sources are spoiling the enjoyment of standard radio listeners, your FM radio brings you perfect reception, completely free from annoying interference. With FM, static is a thing of the past.

FM Brings You Beautiful, Brilliant Tone Fidelity

Now, you can enjoy radio music in full natural color. Orchestral, vocal and dramatic programs will pour from the speaker of your FM radio with all the rich, natural tone of personal performances. The delicate musical shadings and nuances, the slightest change in inflection of a speaker—these true-to-life sounds that you have never heard from your standard AM radio will be yours in FM—for FM offers beautiful, brilliant, full fidelity tone.

The Swing Is To FM!

FREQUENCY MODULATED BROADCASTING is not as new as many people imagine. Several stations in this country were operating before the recent world conflict although war did arrest the development of FM by diverting manufacture of equipment and receiving sets.

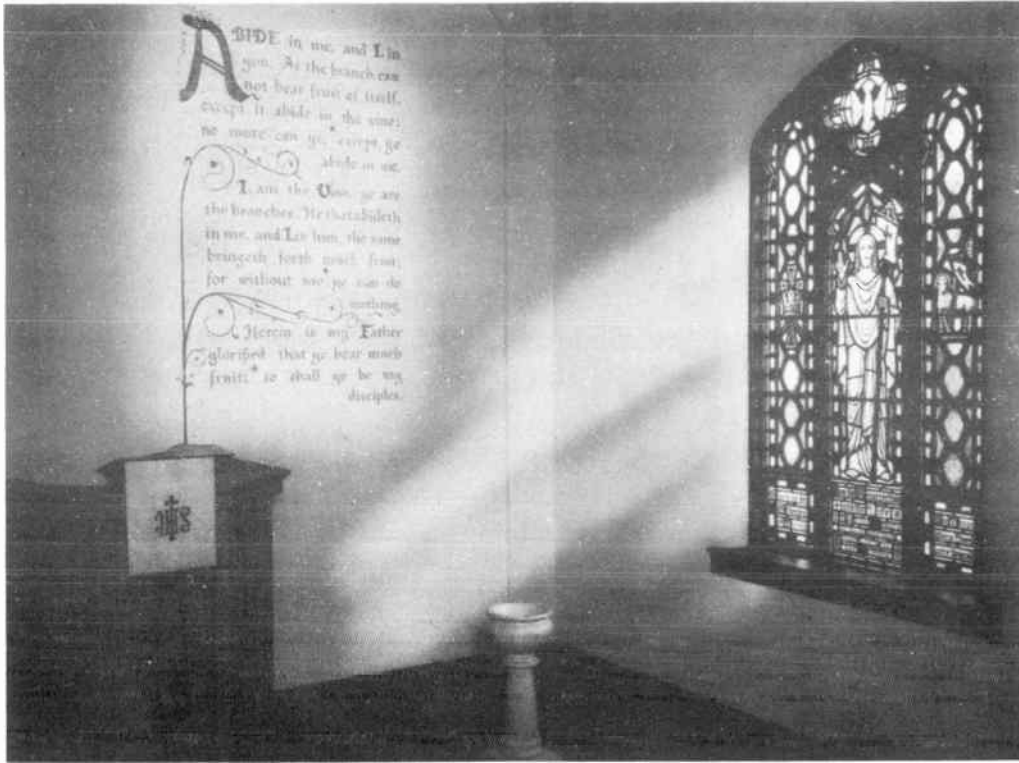
To the listener, FM affords high fidelity, static-less, non-fading reception in all kinds of weather and under the most adverse conditions.

What **FM** Radio Stations Can You Hear ?

FM permits many more stations to broadcast in every area. It is estimated that 1000 FM stations will be on the air by January 1, 1949. This gives a greater choice of programs. Duplication of network programs is now possible and your favorite artists, comedians, newscasters, etc., can be heard on FM. Listeners in this area already report reception from 20 to 30 FM Stations. Included are WFRO, Toledo (2), Cleveland (5), Detroit (4), Ashland, Grand Rapids, Ann Arbor, Sharon, Canton (2), Wooster, Findlay, Tiffin, Fostoria, Columbus, Wyandotte, and Pt. Huron. *Outside FM antennas are necessary to receive the more distant stations.* These may be purchased for as little as \$4.95. Ask your dealer.

ONLY WITH *fm* DO YOU HEAR RADIO AT ITS FINEST

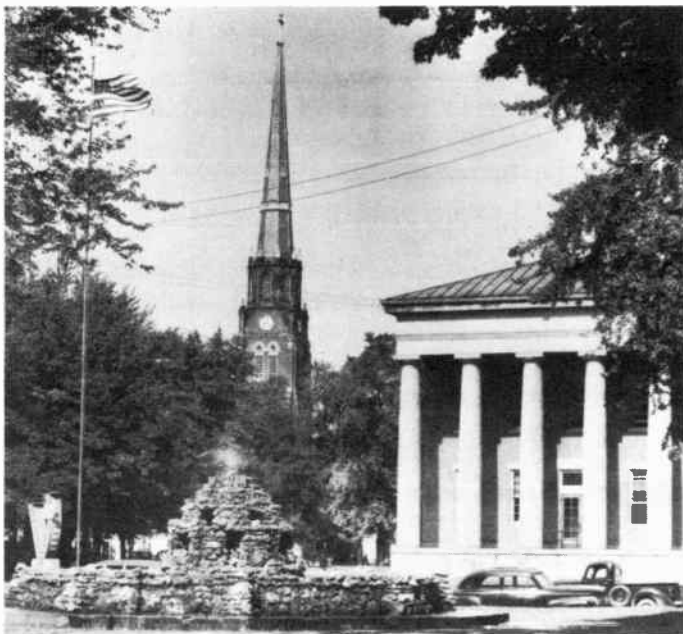
Inspiration



The purpose of religious broadcasts emanating from WFRO is to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

Through the facilities of WFRO, listeners throughout the entire broadcasting area are offered the very finest in in-

spirational programs. Radio Chapel is heard each week-day at 1:00 P.M. On an impartial and rotating basis, remote facilities of WFRO are used to broadcast Sunday morning services, directly from Fremont Churches. Representatives of all established denominations appear regularly before our microphones to assure the widest possible expression of religious thought.

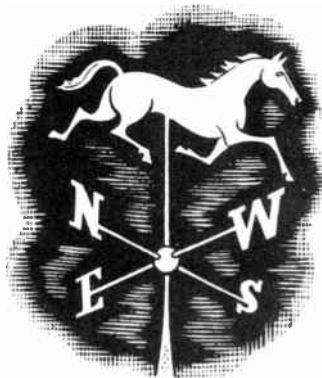


In Public Service

WFRO stands ready at all times to bring its listeners programs of public interest. In the past, this station has broadcast representative programs and announcements from many civic minded organizations. Schools are given time to air their programs. The American Legion, Service Clubs, City and State Governments, are always welcome to WFRO facilities, and every deserving campaign has been awarded time to bolster its respective cause.

WFRO has done this in the past, and stands ever ready to follow through in the future, the idea that our station is for the primary purpose of serving you, our listeners.

INTERNATIONAL NEWS SERVICE



H. G. HALLEY

News from the four corners of the world is flashed into the WFRO newsroom by way of two INS teletype machines. Unusual and extreme occurrences everywhere make it imperative that we keep abreast of the latest developments in the day's news. WFRO, through the services of International News Service with correspondents in all parts of the world, is equipped to bring you the latest news as it occurs.

Regular newscasts spaced strategically in the day's schedule, bring you the newest happenings in the world, national, and local news. Also, newscasts from nearby communities are a regular part of WFRO's broadcast schedule.

"As I See It"

by H. G. Halley is to be heard over WFRO at 1:00 P.M. each Sunday. It is news in review . . . comments, and Mr. Halley's interpretation of happenings during the week.

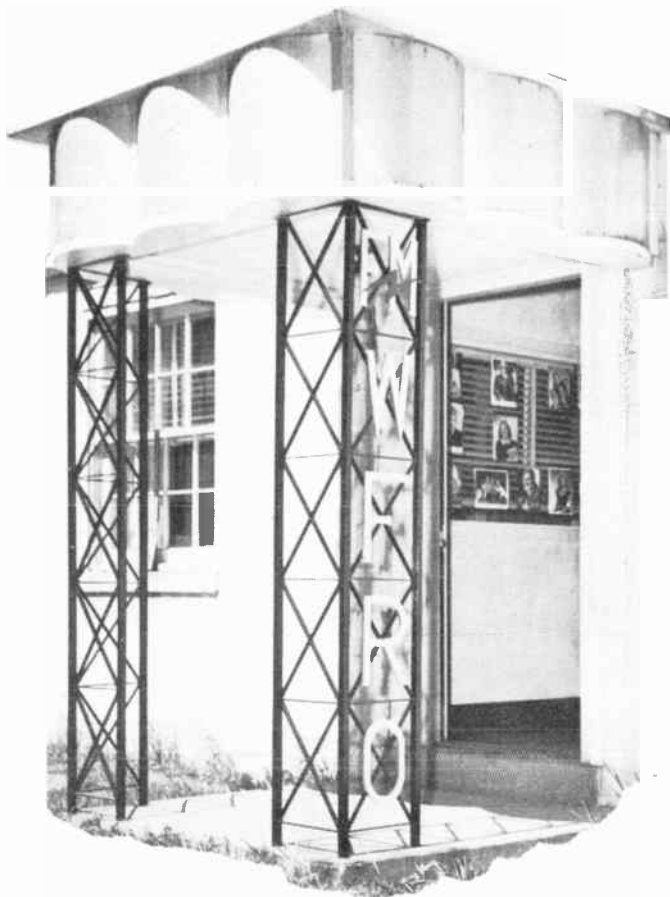
Advertiser Has Loyal Listener In FM Audience

To the radio advertiser, owners of Frequency Modulation sets offer a field of unprecedented loyalty. If a sponsor's program appeals to a large portion of listeners in his trading area, he is assured that neither seasonal weather conditions, sun spots, time of day, static, nor fading will ruin his message to the radio audience.

For the national advertiser, there are no dead spots in the coverage pattern at night due to characteristics of the station's signal radiation. All FM stations, unlike all AM stations, are authorized to operate on full power day or night with a coverage pattern of 360 degrees.

IT'S A FACT!

WFRO covers a primary area that extends in a 60 mile diameter about Fremont. The station's power of 1000 watts gives a full, clear message to the rapidly growing FM audience in this area, and extends even beyond. WFRO delivers an advertiser's message in the natural voice of a person-to-person sales talk.



A Tour THROUGH W F R O FREQUENCY MODULATION Studios

RIGHT—Administration office devoted to time sales, public relations, and promotion. Here originate the ever-widening circle of features and projects which branch out through the different departments in the smooth, efficient operation of WFRO-FM. . . . the source of service to seventy-two satisfied advertisers.

BELOW—Visitors receive quick and courteous attention at WFRO-FM upon entering this reception lobby. Two International News Machines are in the background.





ABOVE—Remote pick-ups and special events are of prime importance in WFRO-FM service. The station wagon is used extensively to facilitate these projects; also for field test work.



RIGHT—Live talent shows, special interviews dramatic group presentations, and Louis Burkett's popular Hammond Organ programs emanate from STUDIO A. It is of sound-proof construction and furnished with luxurious appointments. Walls are in natural wood finish and of pleasing design to permit diffusion of sound for proper acoustical results. Air conditioning and indirect lighting are additional comforts.



This photo courtesy of Pathfinder-Acme

ABOVE—Studio "B" houses 2 Presto Turntables—valuable units of WFRO's technical equipment. These turntables are high quality dual-speed recording machines, capable of handling transcriptions up to 16 inches, and operating at 33½ revolutions per minute or 78.26 rpm. Newscasts are started over the airwaves from this mike which faces the engineers in the control room.



Transcription and Record Facilities

Complete NBC Thesaurus and World Transcription service, plus a copious record collection—in all, the WFRO music library includes numbers of every type . . . sufficient for over 335 continuous hours of music without repeating a selection. The library is expanding daily as new tunes are produced.

Bulk of the music is on 16 inch plastic or vinylete transcription platters containing an average of five selections on each side. WFRO's transcriptions are perfect renditions of music, produced in professional studios. These must be perfect because FM's exact reproduction of sound would relay to the listener any dissonance produced in the playing. The library consists of music recorded by popular and classical artists of national repute.

RIGHT—The Program Department controls all programs on the air. Function of the many duties in this and the adjoining office (not pictured) are of paramount importance . . . two continually busy rooms which literally hum with activity. Here traffic is scheduled, continuity written, programs arranged, and news edited.





FRANK W. SWARTZ

Program Director, Farm Editor, Announcer. Frank is the man with a 'smile in his voice' and a genial mike manner. His radio career began at Indiana University, and WTRC, Elkhart. Later he served WBNS, Columbus, as Farm Director. Frank is a member of the National Association of Radio Farm Directors and past experience serves him well for this role at WFRO. Interview, sports, special features, and remote programs are his favorites. A veteran with overseas duty. Frank is the father of one son.



MARY ANNE WIEGMAN

The average radio listener seldom realizes the amount of effort and work that goes into getting his favorite programs on and off the air.



DORSEY PARDO

Operating Manager, and News Reporter. A familiar figure in downtown Fremont, Mr. Pardo declares that gathering and reporting the local news is interesting and invigorating. His second interest is "Tell Me A Story." This program—scheduled at 7:15 each week day evening caters to the children. Dorsey's manner of presentation (realism combined with many varied sound effects) has created a faithful and enthusiastic following. His hobby is singing. After studying vocal under Charles DeHarrick, internationally known tutor, he was associated with the Akron Light Opera Company—also traveled with the "Bavarians," an operatic quartet. Married and has two boys.

MARY ANNE WIEGMAN

Receptionist and secretary. Her pleasing feminine voice is heard each week day (1:45 P.M.)—FOR LADIES ONLY. An informal program of timely comments on fashions and home economics—latest trends in styles and hints on every phase of home planning. Mary Anne also assists in compiling the master program chart and assumes responsibility for a host of essential details. Yes, single.

Pictured here are the folks responsible for the many necessary functions at WFRO-FM.



LOUIS C. BURKETT

Musical Director and staff organist. A talented musician, Mr. Burkett is also organist at St. Joseph's Church; teaches vocal music in both grade and high school; directs male choir and high school Glee Club. He has been associated in dance band work (piano) for the past ten years and is well known in Fremont musical circles. Lou—Master of the Hammond Organ—is a favorite with all FMers. Famous for distinctive styling, his daily programs "Meridian Melodies" (12:05-12:30) and "Pipes and Reeds" (6:05-6:30) afford listeners a varied entertainment not to be duplicated. He is the father of 3 children. Veteran.

ROBERT GEORGE NORGARD

Continuity Writer and also serves as staff announcer. Definitely radio minded, he capably handles all responsibilities. His is the familiar voice to be heard on news or sportscasts evenings and "Summer Serenade" show at 9:05 P.M. weekdays. His hobbies are collecting records and baseball. Bob was with General Krueger's famous Sixth Army in New Guinea, Philippines, and Japan. He is single and resides in Port Clinton.



J. WEDDELL KERR

Commercial and Promotion Manager. First member to join the WFRO-FM organization, in 1946. Newspaper background has given him more than a speaking acquaintance with retailers in the area and an understanding of their problems. Radio training was gained at Charleston, West Virginia. "Wed" has fifteen years advertising and promotion experience. He is a veteran of four years in the U.S. Coast Guard. Married.



Men Behind The Scenes



A. C. KAUBLE

Chief Engineer. When at the controls, Al makes every effort to bring you your favorite programs technically perfect in every detail. A boyhood hobby grew into a vocation for Kauble who has been a licensed radio amateur for twenty years. A graduate of Midland Radio & TV School, Kansas City, Al served in the U.S. Army as instructor of radio theory and operations; later he participated in overseas activities earning two commendations and a recommendation. Before joining WFRO-FM, Kauble was instructor of radio at State Vocational School in Virginia. Married and has one boy and girl. Resides in Clyde, Ohio.



G. W. SWARTZLANDER

Consulting Engineer. From building crystal sets as a boy to compiling engineering data, completely installing equipment and successfully placing radio stations in operation is Jerry's record in brief. He holds a W8EPI amateur license . . . study in radio engineering at Pt. Arthur, Texas, was completed in 1935. Eleven years ago he built and installed the Fremont Police radio transmitter. Later, he was selected to do the same for Sandusky and Tiffin, Ohio . . . is member of Allocations and Power Committee on Frequency Allocations in Police Communications. Swartzlander compiled engineering data for WFRO-FM, and installed all equipment. Married and has two children.



LEROY C. RISENBURG

Engineer. Hailing from Rollersville-Gibsonburg area, Roy's background is a wealth of radio experience. Schooling was obtained at Dodges Radio Institute, Valpariso, Indiana, and University of Buffalo. He served as radio operator on lake steamers for the Pioneer Steamship Company; also maintained his own repair shop in Gibsonburg. During the late war Roy was in the U.S. Procurement Service in a supervisory capacity and senior inspector for radar and high frequency receiving and transmitting equipment. Married.

The Swing Is To FM!



Control Room Is Focal Point For Equipment

Seated before the General Electric console is engineer Kauble. This console with its associated amplifiers and power supply equipment is one of the important factors in the control room. It's an AC operated program production unit for the amplification, control, and monitoring of programs originated by microphones, transcriptions, remote inputs, or equivalent sources. It has four main program channels capable of operating on separate programs without interference. Any combination up to eight simultaneous inputs may be connected. Five input channels can be "mixed" into one output. Beyond this console stands the transmitter. Other equipment includes monitoring, amplifying, quality checking devices, record cutter, wire recorder, and air-relay receiver.

The Swing Is To FM!

Winter and Summer



To the listener FM affords high fidelity, static-less, non-fading reception in all kinds of weather and under the most adverse conditions. FM means that the family on the farm can have the same good listening, day and night, as received by the family in the city. Over 575 Frequency Modulation radio stations are broadcasting regularly, and new stations are "taking to the air" at a two per day average.

DAY and **NIGHT**

Perfect Reception Always

The static-free airwaves of FM are now laden with radio fare that people want to hear . . . prudent buyers that are glad that months ago we said: "don't buy a radio without FM."



WFRO Entertainment Tailored To Taste Of Listener

Music, news, sports, and special features are combined to offer a varied "menu" of FM listening tailored for this area. The entire staff is constantly alert for opportunity to improve programing. We wish to thank those who have written or phoned praise or constructive criticism of our program offerings. More of these letters and cards will help WFRO grow day-by-day to be the "listeners' station." Music is the main-stay of any radio schedule, but it must be carefully chosen and properly placed. A radio station can never satisfy all listeners during any one program period, but WFRO's over all schedule has been designed with a sincere effort to meet all tastes.

ALL ILLUSTRATIONS IN THIS BOOK*

BY THE

richard d. townsend studio

MAKERS OF FINE PHOTO ILLUSTRATIONS FOR
PUBLICITY, ADVERTISING AND PUBLIC RELATIONS

Also

AERIAL— ILLUSTRATIVE — NEWS — GROUPS — COLOR

"Location Truck" on call for assignments anywhere

Studio located at 220 Justice St., Fremont, Ohio

*Excepting Studio B, page 9



is no longer reserved for the chosen few
who can afford to buy expensive consoles.

FM-AM Radios are available for as little as \$39.95; or

the FM Pilotuner

Size: 8 3/4" x 6 3/4" x 5 3/4"



Priced only **\$29.95**

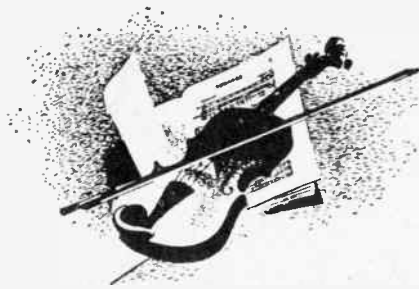
brings AM radios up-to-date

NOT A RADIO, but a handsome separate unit that may be simply attached to YOUR OWN RADIO . . . any radio at all, old or new. Instantly, the Pilotuner brings in the FINEST FM (frequency modulation) reception that has yet been achieved—without interfering with reception of your favorite regular programs. No drifting! No fading! Hair-line tuning! The PILOTUNER can also be used with any phonograph or public address system.

The Swing Is To FM!

FM Pilotuners are now available at leading radio dealers.

LESHER LITHO-PRINT



Extra Fine Reception
Requires Hair-Fine
Tuning
For True



FM

Many families who now have splendid FM radios are not enjoying the naturalness, tonal realism, and clarity of true Frequency Modulation. Much of this may be due to hastiness and carelessness in dialing stations.

We join all radio dealers and manufacturers in urging FM dialers to turn the tuning knob SLOWLY and CAREFULLY . . . until a signal from the desired station is faithfully reproduced-cushioned on a background of total silence, without noise or static. We cannot over-emphasize:

FOR PERFECT FM RECEPTION

Tune Carefully!

Every pioneer in FM has contributed to the future of radio and, as one of this group we take pride in the recognition given WFRO. With complete sincerity, we dedicate WFRO to our listeners and our advertisers, as FM at its very best.



... Owned and Operated by
ROBERT F. WOLFE CO.
905 West State St., Fremont, Ohio

