

HOOSIER'S RADIO CENTER

Indiana State Fair Site of Quarter-Million

Building Used by 16 Stations

INDIANA'S 1947 State Fair, which was held Aug. 29-Sept. 5, was the most radio conscious one to date. Not only was it the subject of a barrage of programs, but it was also the home of a \$229,000 Radio Center with 12 modern, air-conditioned studios.

Prior to last year, radio was operative at the fair but most of the load was carried by large out-of-state stations along with WBAA Purdue U. Last year, though, the 19 major stations in the state, with the aid of the Indiana Assn. of Broadcasters, put forth a concerted effort to sell listeners the merits of the fair. At least partially as a result of this, the 1946 Fair had more than

600,000 paid admissions, breaking all records.

The Indiana State Fair Board headed by Lieut. Gov. Richard T. James recognized this potency of radio and authorized the present Radio Center, which occupies the second floor of a two-story building. Each studio accommodates 100 persons and has adequate space for exhibits and displays.

In addition to the studios, there is a private office for the fair's publicity director and his staff, a large utility room and rest rooms. The ground floor houses a paddock, containing 44 stalls for horses, a testing laboratory, and offices for racing officials.

Before the fair got underway,



Partial View of the Radio Center

requests for space had been re-

ily for officials, some of the sta-
ceived from 16 stations, but luck-
tions agreed to double up. Those
who received their rent-free con-
tracts before the opening included
WFBM WISH WIBC and WIRE,
all of Indianapolis; WHOT South
Bend; WHBU Anderson; WLBC
Muncie; WKMO Kokomo; WASK
Lafayette; WKBV Richmond;
WOWO and WKJG Fort Wayne;
WBAT Marion; WGBF and WMLL
Evansville and WBOW Terre
Haute.

In addition, WBAA participated
from its quarters in the Purdue
Building and WLS Chicago had its
familiar location in the grandstand.
WLW Cincinnati paid its an-
nual visit Sept. 2 and WGN Chi-
cago wire recorded several days
of activity. Other stations present
included WDW Tuscola, Ill.; WBBM
and WMAQ Chicago, and WKRC
Cincinnati.

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
KANSAS CITY
SAN FRANCISCO
LOS ANGELES

WMOB Mobile, Ala.
WLAY Muscle Shoals
KTHS Hot Springs, Ark.
KFMB San Diego, Calif.
WGBA Columbus, Ga.
KWKH Shreveport, La.
WRBC Jackson, Miss.
WCPO Cincinnati, Ohio
KBYE Oklahoma City, Okla.
WTJS Jackson, Tenn.
WNOX Knoxville, Tenn.
WMC Memphis, Tenn.
KRIC Beaumont, Texas
KWBU Corpus Christi, Texas
KAND Corsicana, Texas
KRLD Dallas, Texas
WCHS Charleston, W. Va.
WBLK Clarksburg, W. Va.
WSAZ Huntington, W. Va.
WPAR Parkersburg, W. Va.

MUSICIAN TO FARMER Ted Steele Quits Show Business —For Simple Farm Life—

TED STEELE, veteran of 24 net-
work shows, has retired from show
business at the age of 30, but
started a daily half-hour farm pro-
gram on KYW Philadelphia from
6:30-7 a.m.

The musician and composer re-
cently completed an eight-week en-
gagement with his orchestra at the
Stork Club, New York, but he will
now turn to the business of oper-
ating a farm in Solebury Township,
near the "New York and Holly-
wood" colony of celebrities at New
Hope, Bucks County, Pa.

No novice at farming, he was
raised on a dairy farm near Bel-
mont, Mass. During the war he
used his two large farms in Pearl
River, N. Y., and Perkasio, Pa., to
raise 40,000 small animals on
which to test serums for troop in-
jections. He received a Congres-
sional citation for this work.

Mr. Steele devotes 50% of his
half-hour show to farm news, the
remainder to records. He interprets
weather bulletins with the help
of county agents.