

WJDX-FM

Jackson, Mississippi

The existence of WJDX-FM is testimony to the happy relationship between broadcasting and the Lamar Life Insurance Company, one of the largest enterprises in the State of Mississippi. In 1929, Lamar Life went on the air with WJDX, determined to devote the station's activities to public service and to good will for the Company. No advertising or soliciting for the Company has ever been done through its broadcasting outlet. The station prospered and became one of the first network outlets in the state, with a National Broadcasting Company affiliation.

Keeping pace with the growth of broadcasting, Lamar Life dedicated WJDX-FM on April 15, 1948, in a two-hour program with the help of many dignitaries including Governor Wright of Mississippi, Mayor Speed of Jackson,

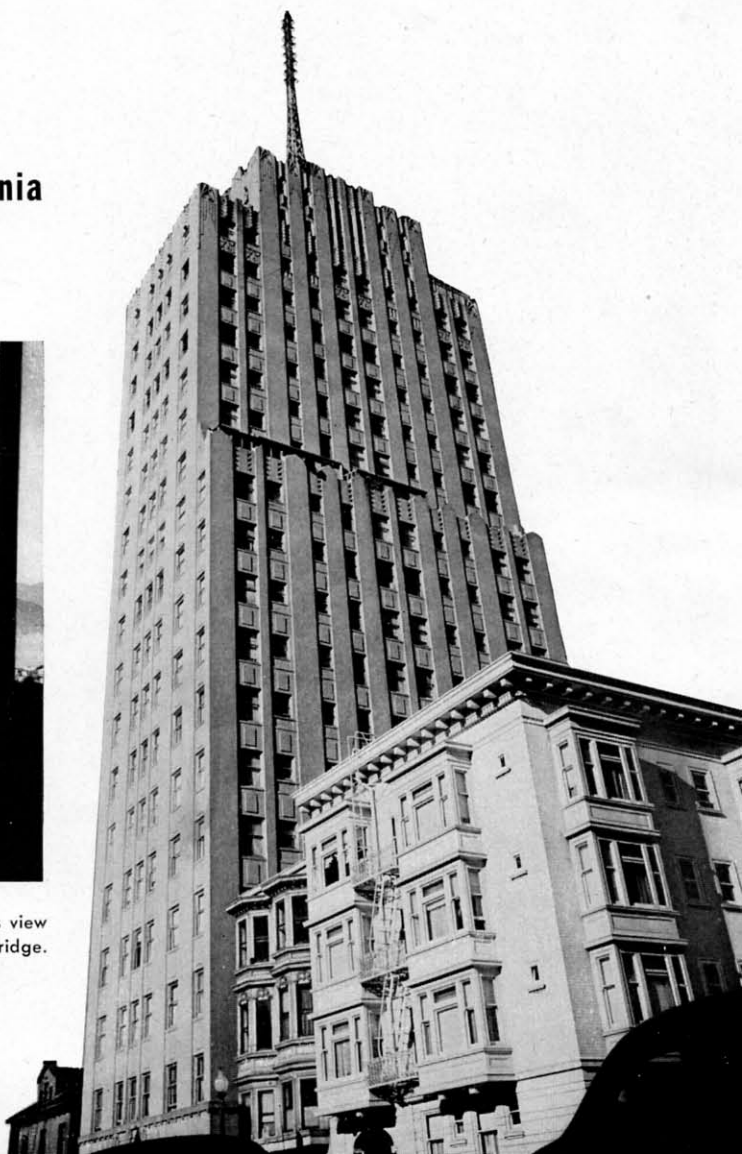
etc. The Western Electric 506B-2 FM transmitter is housed in a new transmitter building 5 miles from the city. Two miles of road were constructed to reach the transmitter location, which puts the 459-foot antenna at a height of 590 feet above average terrain. Effective radiated power is 60 kilowatts. Since going on the air, WJDX-FM has duplicated network programs, and concurrently developed separate and distinct programs both sustaining and in public interest. Chain breaks and sustaining periods are used to explain FM and to promote the sale of FM-AM combination sets or FM tuners so more people can hear the newest in radio reception.

Wiley P. Harris, Director of both WJDX and WJDX-FM, writes about the results to date of WJDX-FM's operation: "Reports of dependable reception have been received from listeners up to 190 miles. The Western Electric transmitter has given superb performance, and its quality has been commended by listeners throughout the service area."

KJBS-FM San Francisco, California



The Top of the Mark, famed vantage point overlooking San Francisco, gives view of KJBS-FM's antenna with background of Bay, Pacific Ocean, Golden Gate Bridge.





New transmitter building five miles from city houses 10 kw FM transmitter for WJDX-FM, with base of antenna tower visible at right.



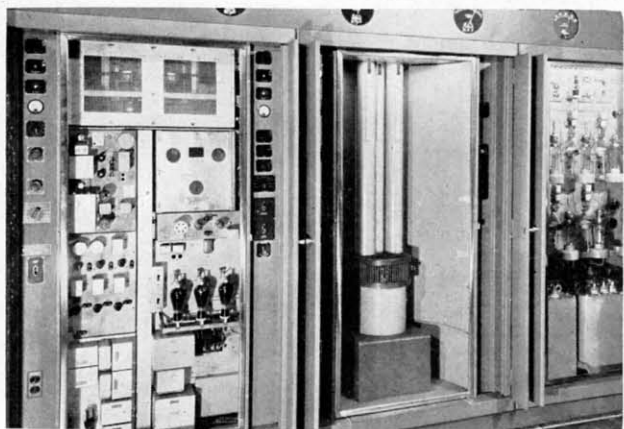
Wiley P. Harris, Director of WJDX and WJDX-FM.



Howard Langfitt, Program Director, WJDX and WJDX-FM.



R. R. Smathers, Chief Engineer of WJDX-FM.



From the tops of the tall buildings set on the hills of downtown San Francisco, the visitor is shown the famous panoramic views of city, bay, great bridges, and prosperous satellite communities across the bay. Here are ideal locations for metropolitan FM with its concentrated coverage. In the Clay-Jones Apartment, one of the highest spots in San Francisco, KJBS-FM has installed its Western Electric 506B-2 transmitter. The eight-bay Clover-Leaf, lifted by its tower above the roof of the building, reaches a point 728 feet above sea level. On June 16, 1948, the 10 kw transmitter was put into service and KJBS-FM began to serve the millions in the San Francisco Bay region with its full effective power of 35

kilowatts, one of the first FM stations on the Pacific Coast to reach full authorized power.

This FM sister of KJBS, 1,000 watt AM station, first went on the air at 1 kw in December, 1946. Based on experience during the first year of operation, and on surveys of FM listeners throughout the Bay Area's nine counties, Program Manager C. F. Pendleton decided to devote 100 percent of his FM time to classical music. This policy has met with the strong approval of KJBS-FM's listeners. They keep writing their praise—including the man who needed more classical music than he had in his own record collection to lull his son to sleep every night.

President and General Manager E. F. Franklin has assembled an all-veteran staff to man his FM station, including Chief Engineer Wayne Berthold, Engineers William Nielsen and Roger Roberts, and announcers Ross Snyder and Lloyd Sutherland. The engineering staff had the ticklish task of supervising the hoisting of the transmitter up the outside of the Clay-Jones building, a distance of 232 feet from street to roof. Now that the station's 10-kilowatt equipment is fully installed, the man in charge can look out at the wonderful city-and-harbor view below him, and see scattered throughout the panorama many thousands of the homes that KJBS-FM is reaching with its high quality service.