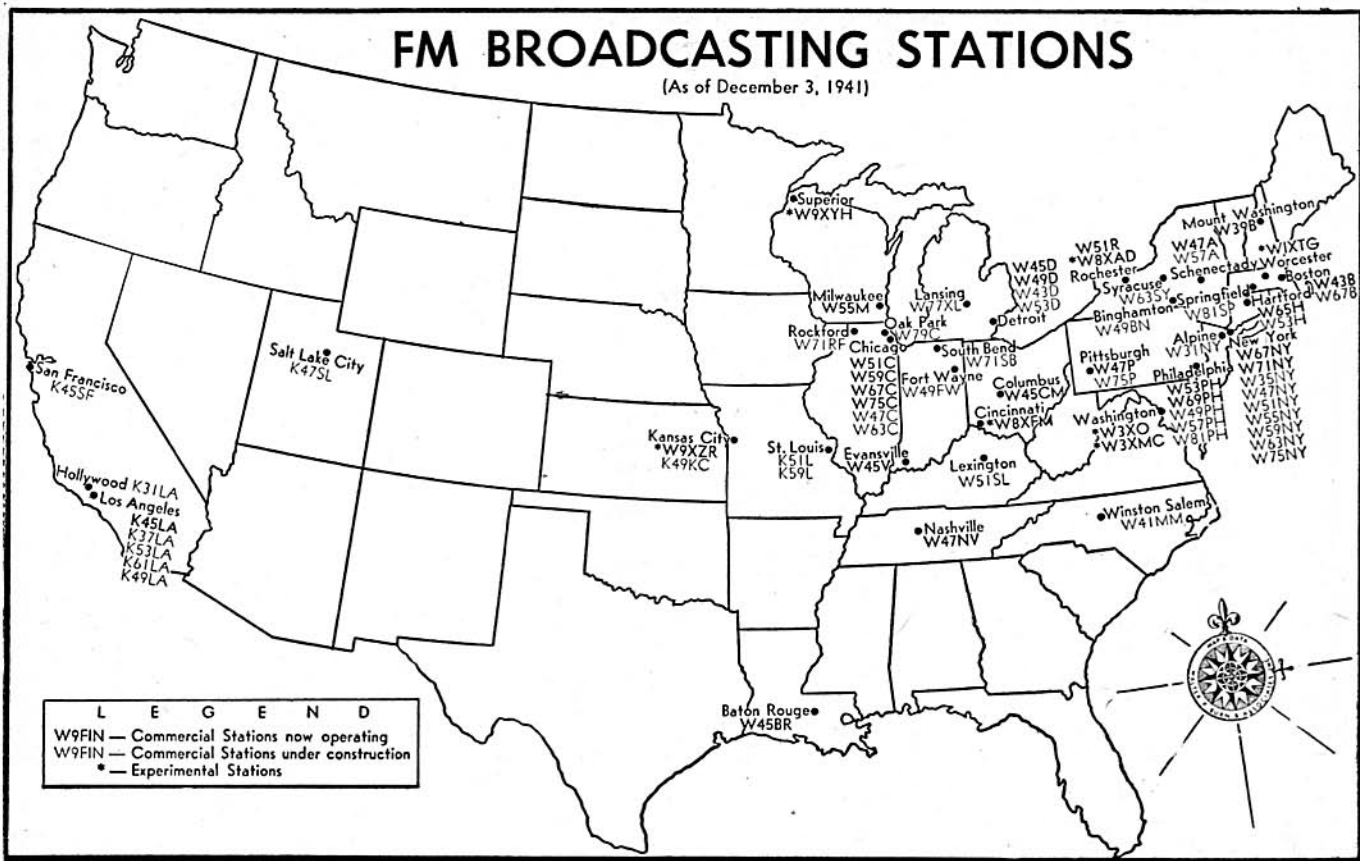


FM BROADCASTING STATIONS

(As of December 3, 1941)



—Reproduced by courtesy of TIDE Magazine.

This map shows the amazing spread of "FM" broadcasting across the nation.

"FM" MAP Grows Rapidly

A YEAR AGO most of the stations were strung along the East or West Coasts. Today they dot the whole eastern half of the country (see map); within a few months as many cities will have commercial FM stations as now have standard stations on the basic coast-to-coast networks.

The section most lacking in FM service is the whole Midwest from the Mississippi west to the Rockies. But in such vast rural areas, AM is expected to be the dominant system for some years to come. Even so, no less than 40,000,000 people are estimated to live within earshot of an FM transmitter.

The roster of FM operators now includes many names aside from Major Edwin H. Armstrong and his clique of enthusiasts, including some with such huge investments in AM that they did not exactly welcome FM's advent. Among those with commercial FM stations on the air are Columbia Broadcasting (Manhattan and Chicago), Don Lee Network (Los Angeles), WGN (Chicago). The list with stations building is even more inclusive: Metro-Goldwyn-Mayer (Los Angeles), Hughes Tool Co. (Los Angeles and San Francisco), NBC (Manhattan and Chicago), Westinghouse (Boston, Springfield, Fort Wayne, Philadelphia and Pittsburgh).

In view of the small audiences available, some of the stations have made substantial progress in selling time. The time costs are still nothing but token rates: W71NY, for example, charges \$100 an evening hour, compared to \$1,100 for its parent, WOR.

But there appears to be a growing number of sponsors sure enough of FM's future to want to experiment before the rates increase.

New York, one of the first centers to get service, has been one of the most backward to promote it. But at the moment, WOR and CBS both have salesmen peddling their FM time and within a few weeks WQXR, Muzak and WHN will open commercial outlets with coverage as broad as the existing stations. (Muzak eventually will have another, non-commercial outlet.)

Similarly, Chicago and Philadelphia have two or more competing stations. Both W59C and W67C, owned by WGN and CBS, respectively, have sold time and both will continue to solicit sponsors. The same is true in Philadelphia, where WFIL and WCAU have commenced operating W53PH and W69PH respectively. Most other big cities are due to have competing commercial stations soon, which should result in a still bigger drive to get sponsors.

The war will crimp the broadcasters' style, of course, but perhaps not as much as

might be expected, for many stations already have their equipment.

There also may be a pinch at the receiver manufacturing end. As of Dec. 1, the statistical firm of Ernst & Ernst reported, the public had bought 180,000 sets, with the rate increasing regularly month by month. Total for October: 36,000. Though the industry's output is currently running at 1,500 a day, FM Broadcasters, Inc., estimates that the demand in areas with service is 20% to 50% above the supply.

On the other hand, the 20 manufacturers now making FM sets are, like the rest of the industry, using their precious materials on their higher-priced models and most of these tend to be AM-FM combinations. So as long as they continue to make any sets, they presumably will be making ones that can receive both systems. All the companies use Major Armstrong's patents except Philco and Crosley.

Estimates for 1942 production range hopefully upward from 1,000,000.

The FM network carrying the recent program was formed for that particular purpose and will not function again as a group except perhaps to broadcast some special event later. Columbia and its affiliates, however, already have the skeleton of a huge chain which may emerge at some distant date as a going concern. The new, cooperative American Network is stymied at the moment for want of a Manhattan outlet capable of relaying programs to its nearest station to the North, in Hartford.—
Courtesy "Tide" Magazine.

FM Is Here To Stay!

The Editors will include many more FM articles in future issues of this magazine. Articles on new FM Stations, FM activities, FM Set-Servicing, construction of FM Sets, etc.