

WTRC INCREASES COVERAGE

Elkhart Station Installs New 250 W Transmitter

FROM the day WTRC was launched, nearly five years ago, it has been the constant endeavor of the management to operate the station in such a manner that its listeners will consider it as much a part of their daily lives as the local newspapers. The success of this psychology is apparent by WTRC's recent increase in power to 250 watts, and the purchase of new equipment, which includes an RCA Transmitter, Control Board, Turntables, Studio Equipment, and Modulation Monitor. A new brick transmitter house, located on an eight acre site just outside of city limits, and a new Trucson antenna of the

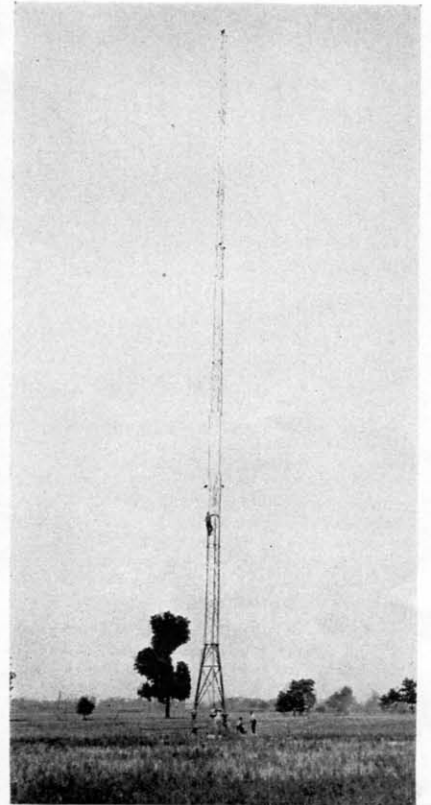
latest design, complete the improvements.

Serves Rich Territory

Located in Elkhart, Ind., the center of a rich farming area celebrated for its dairying, fruit and poultry, many of WTRC's programs are directed to the rural residents of Northern Indiana and Southern Michigan, and have met with such success that they will of necessity continue over WTRC's increased area. This popular service is made possible through the supervision of Mr. Ira Martin, Farm Editor of the Elkhart Daily Truth (owners and operators of WTRC), and the cooperation of the



The new ET-4250 at WTRC ready for operation.



View of WTRC antenna.

Farm Agents of eight Indiana and Michigan Counties, as well as such esteemed institutions as Purdue University, Michigan State Agricultural College, and the U. S. Department of Agriculture.

Interesting Programs

WTRC's ambition has been further realized through the use of 11 religious programs, all sponsored on yearly contracts, a rotation of 26 communities in their own half-hour weekly "free-for-alls"—which, incidentally, has resulted in some of WTRC's best talent—and several Elkhart, Mishawaka and South Bend musical combinations. In addition, WTRC is a member of the ABC network.

Installation of the new RCA equipment has doubled WTRC's coverage to the entire satisfaction of its former potential audience, which had been clamoring insistently for this service long before its inauguration.