

What is Good Radio?

What is good radio? — What makes it pay for the advertiser?

First, there must be a good — clear — signal; one that enables the listeners to operate their receivers without static, — to sit back in comfort and listen with enjoyment. (In the early days of radio — when listening was much of a novelty — people would put up with poor reception to get a program, but not now!) — Either the signal is good, or the listener is gone.

Second, there must be good programming, — the type that is tailored to please those the good signal reaches.

W E S C has both requisites, in abundance, — and a big PLUS!

No other broadcaster in Western South Carolina has a signal comparable to that of W E S C. Operating with 5,000 watts on the favorable frequency of 660 kilocycles, W E S C thrusts a half millivolt daytime signal approximately 56 miles from Greenville, the starting point. (No signal less than that of half millivolt power is deemed by the Federal Communications Commission to give primary service.)

* Any station operating at the same power as W E S C

On 900 kcs. would get a half millivolt only 40 miles

On 1300 kcs. would get a half millivolt only 28 miles

On 1500 kcs. would get a half millivolt only 25 miles

W E S C pounds that good half millivolt signal east beyond Union and Gaffney, south of Greenwood, north of Asheville, and deep into Georgia.

Suppose you're not interested in reaching Abbeville and Asheville, Gaffney and Greenwood? OK: — W E S C delivers the stronger power at all intermediate points. — 29 miles from its transmitter, W E S C will pour two millivolts

— *FOUR TIMES* the required primary signal power — into listener's radios. This means *smoother*, clearer, more enjoyable listening all the way from the heart of Greenville to the far reaches of the W E S C half millivolt line. More than 830,000 people in more than 140,000 radio homes — people who annually spend in excess of \$313,000,000 in retail sales — live within that line. — You can reach them all only through W E S C

No other combination of Western South Carolina radio stations can give such coverage!

* Data furnished by
CHAMBERS & GARRISON
Consulting Engineers
1519 Connecticut Ave., N. W.
Washington 6, D. C.

W E S C

THE SOUTH'S MOST POWERFUL INDEPENDENT - THE STATION THAT ONLY STARTS WITH GREENVILLE

What is Good Listening?

W E S C will be good listening!

For two reasons, W E S C deliberately rejected network affiliation.

First, we believe that the advertisers in Greenville and Western South Carolina are entitled to first call in W E S C's best time, and that this time should not go to national advertisers until local organizations have had first call on it.

Second, we believe — with confidence — that we can do a better day-time programming job — one suited to the needs and tastes of Western Carolinians — without having to conform W E S C's schedules to network operations. W E S C has the "know how" to do it! Its listeners will be treated to program material that has been planned with intelligence and care for them, — and them alone — not for New Yorkers, Californians, or Floridians.

Old heads — veterans in good radio — have been brought together in W E S C to form a program staff that is second to none. These people, with coast-to-coast experience, long ago proved that they know the answers.

From the Columbia Broadcasting System comes a Carolina native who, for several years, has been producing much of CBS's best. With more than 15 years of radio-success back of him, he'll head the Program Department.

A bright young lady who has been writing smooth, suave copy for network originations from Hollywood will handle advertising copy in a manner that will win friends.

— Add to these, an experienced Musical Director who will painstakingly choose and supervise all the music broadcast by W E S C, plus the very best announcers and newsmen that can be had

And — there's more than all of that! Associated Press News — prepared and presented every hour on the hour — will keep listeners tuned hour after hour. — Letter-perfect custom-built transcribed shows by nationally known talent will add its bit. — W E S C has more than 12,000 magnificently produced musical selections in its libraries. Local live talent will be carefully surveyed and used extensively in top-notch form. These things knitted together will — we sincerely believe — build the largest possible audience.

— On top of these put a Department of Special Services for promotion, merchandising, for showmanship combined with hard facts, — anything to get the most for every dollar you spend with W E S C — The "C" in W E S C definitely means Cooperation

— With the newest and best equipment money can buy, — with no cost spared to get the last 5% of perfection in all things —

will be the **BEST** in RADIO