



(RIGHT) *Talent* is where you find it: the first 'voice' often was a technician or other hired-hand who had to drop tools and rush to the mike when a performer failed to show. Tradition is continued at 41st birthday party; listeners were entertained by engineering super, Bill Ruppert; programer Jack Williams, and Judy Gernhauser, secretary. (WSPD)

(BELOW) *Weather-eye* has been open ever since the first announcer stuck his head out the studio window. Today, stations not only relay weather reports, but also help collect the data. Microwave tower at this center also houses instruments for a \$5000 weather station which has been approved by the U. S. Weather Bureau. (WKZO)



(RIGHT) *Pop music* business is booming by the late Fifties, and it's time for the "First Disc Jockey Convention," held in Kansas City. D-j's, recording stars, salesman and broadcasters gather, under aegis of the Storz Broadcasting Company, in a session which historically marked the pinnacle of popularity for the platter-spinners. (WHB)

