

**"GOING FORWARD WITH RADIO"
AS PRESENTED IN COOPERATION WITH:**

WBEN

THE BUFFALO EVENING NEWS STATION

*A Message from
the President*

WBEN
INC.

BUFFALO EVENING NEWS RADIO STATION

AFFILIATED WITH THE
NBC NETWORK



STUDIOS HOTEL STATLER
BUFFALO 2. N. Y.

Dear Friends:

In its territory, **WBEN** long has been "the station most people listen to most." This Album is dedicated to listeners in Buffalo, Western New York and nearby Pennsylvania and Ontario who have made such a record possible.

We hope you will enjoy this pictorial story of the stars who entertain you and of the people behind the scenes who are responsible for these outstanding NBC and local programs.

In addition to this radio pictorial review, the Album also includes pictures of Buffalo's institutions and industries, helpful facts for returned servicemen and information on Radar, Television and FM.

Since its establishment in 1930, The Buffalo Evening News station has kept pace with the latest progress in science and engineering, as well as in the entertainment field. **WBEN** pioneered in ultra-high frequency broadcasting and in radio facsimile, the process by which news stories and pictures are printed on special home receivers via radio impulses.

WBEN has filed applications to operate a television station and an FM (frequency modulation) station. More information about these in-the-future plans are contained in this Album.

As always, our goal is to continue to operate **WBEN** in a manner that will merit your confidence--the same enthusiastic support you have given the station since its inception.

Sincerely,

Edward H. Butler

Edward H. Butler,
President, **WBEN**, Inc.

EHB:M

WBEN is Preferred by Most Listeners Most of the Time

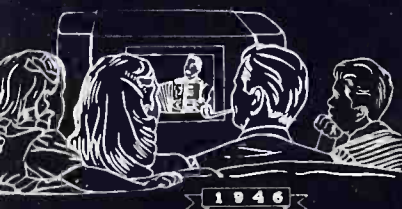
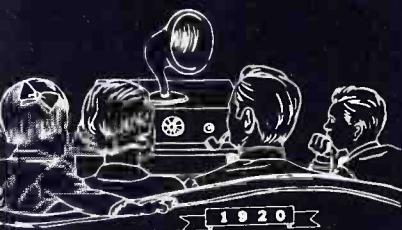
Compliments of:

WBEN
*Preferred by
Most Listeners
Most of the Time!*

A Quarter of a Century of Broadcasting

in

America



The year 1946 marks the completion of the first 25 years of the American system of broadcasting. Radio was not, as you might say, "discovered" in 1920. Experiments had been going on for a number of years.

.. In 1920, however, radio ceased to be an experiment and became a permanent adjunct to life in America. How permanent and how much of an adjunct remained to be seen, but it was in 1920 that broadcasting as we know it today was born—with the realization that here was a great instrument of public service.

.. In 1922, two years later, radio advertising began, with the acceptance by station WEAJ, New York City, of commercial copy from the Queensboro Realty Company—and America may be everlastingly grateful that such a vital medium of mass communication gained early support from advertising, which insured its freedom and placed it alongside our free press as another guardian of the rights of people.

.. Today there are more than 900 broadcasting stations in the United States. There is scarcely a spot in the nation where one or more of them cannot be heard.

.. These broadcasting stations range in power from 250 to 50,000 watts. They operate on wave lengths ranging from 550 to 1600 on the dial. Obviously, some stations have to operate on the same wave lengths and either shield one another or operate on low power because 900 powerful stations could not be crowded into approximately 1,000 spaces on the dial. There would be wholesale confusion, with interference ruining every program on the air.

.. Radio engineering is responsible for the near flawless reception of radio programs today, with the radio dial crowded to capacity. Miracles have been performed which parallel the invention of radio itself.

.. Personnel in radio, although not great from the standpoint of numbers, has always presented a problem from the standpoint of training and natural talent. Approximately 25,000 people are employed in the broadcasting industry in America. Thousands more could be added by taking in those who are employed in the medium of radio, that it, producing shows for advertising agencies, making transcriptions for broadcast purposes, writing for radio, representing stations and otherwise earning a living from radio work.

.. Accessibility is one of the more obvious characteristics of radio. Once the initial investment has been made, the radio set is always there—in the home, family car, lunch room, hotel lobby and club car. It can be turned on with a flick of the wrist. It can be tuned from station to station with a twist.

.. The full significance of this ease of listening becomes evident when you realize that today more than 31,000,000 homes are radio-equipped—that radios are more widely used than almost any other commodity.

.. A generation or two ago, life was relatively simple—people understood what was going on in their communities, and some understood what was happening in the country as a whole. Beyond that, most people knew little and cared less.

.. But today, because of radio and other rapid means of communication, the world is crowding in. People are bombarded daily with information about what is occurring all over the world. Most people are interested in these events because they realize that, in the long run, they can affect life in their own communities.

.. Radio has come to mean more to them in recent years. They have a different conception of its mission in the world. They have heard it do terribly important things. It has taken them to inconceivable places, brought them voices and personalities who are changing the shape of the world.

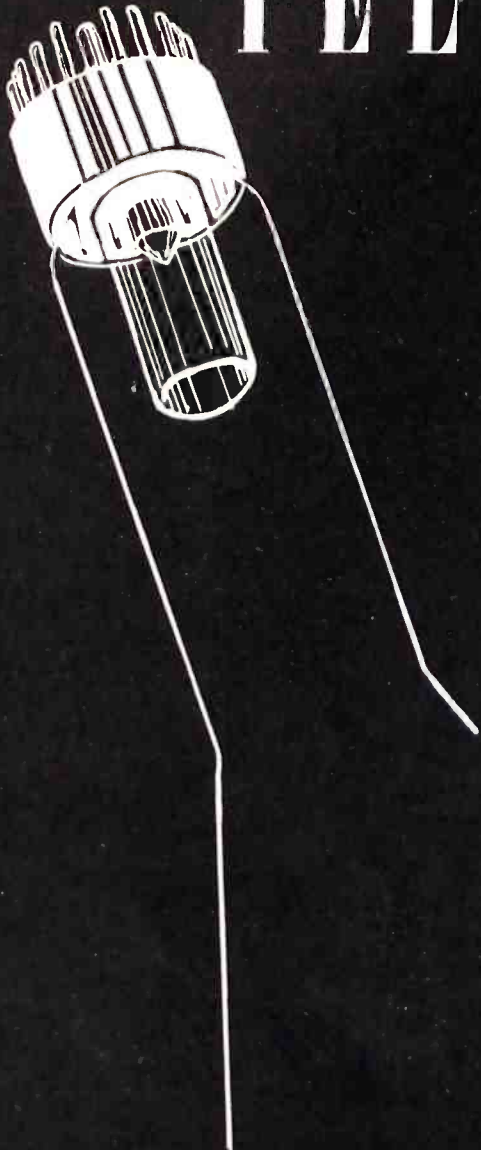
.. Assured of economic support by the free enterprise system of America and acclaimed by the public, radio will expand its service into many fields. New types of broadcasting—facsimile—television—all may flourish after the war.

.. The story of radio is the chronicle of American life and times during the past quarter century. Where radio has gone, what it has reported, the personalities and events it has brought to the people, are the popular history of a great American era. The re-enactment, and in many cases the actual rebroadcast of these stirring episodes will stand without equal as an appeal to the patriotism of all Americans.

*J. Harold Ryan, former
President National*

Association of Broadcasters

TELEVISION

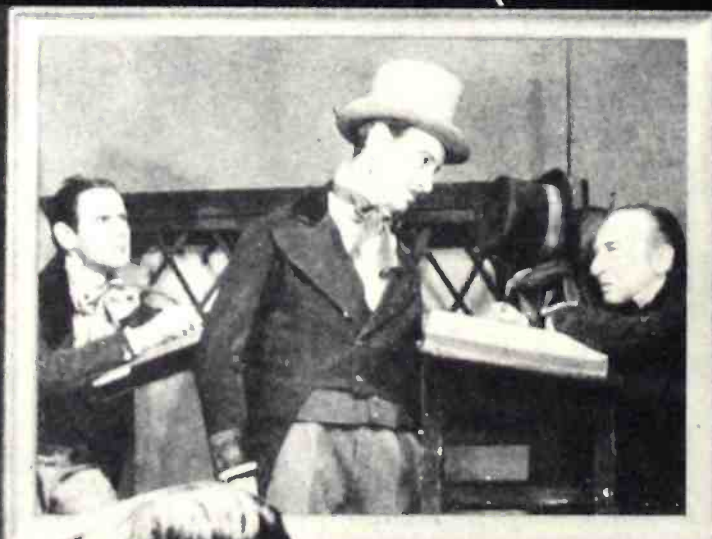


For more than 60 years scientists have been striving for means of seeing events remote from the observer. The scanning disc was invented by Paul Nipkow in 1884. The basis for all modern electronic television was described by Campbell Swinton in 1911, but it took years of work by Vladimir Zworykin before this system produced a picture. Dr. Zworykin invented the "Iconoscope" which became the 'eye' of television cameras.

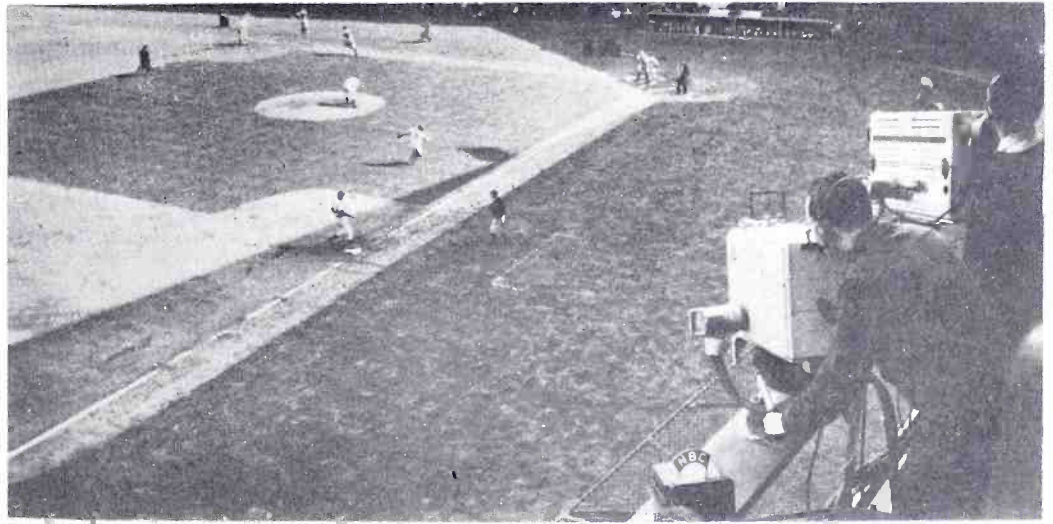
In the early 1920's, experiments by John Baird in England and C. Francis Jenkins in this country, brought successful transmission of low definition pictures. RCA erected a television transmitter in 1928 and on January 16, 1930 showed television pictures on a 6 foot screen, as transmitted from the studio.

The long awaited debut of television finally took place April 30, 1939 when President Franklin D. Roosevelt's speech opening the New York Worlds Fair was telecast.

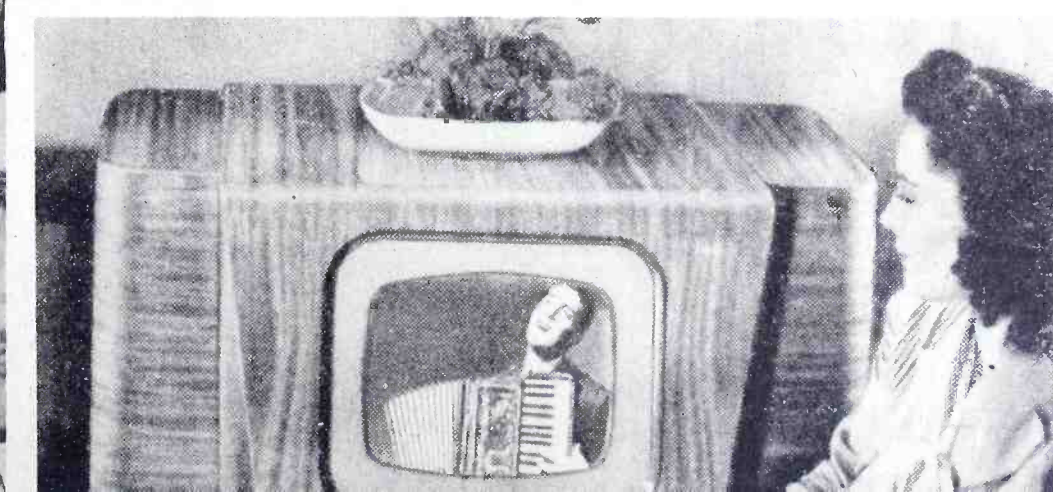
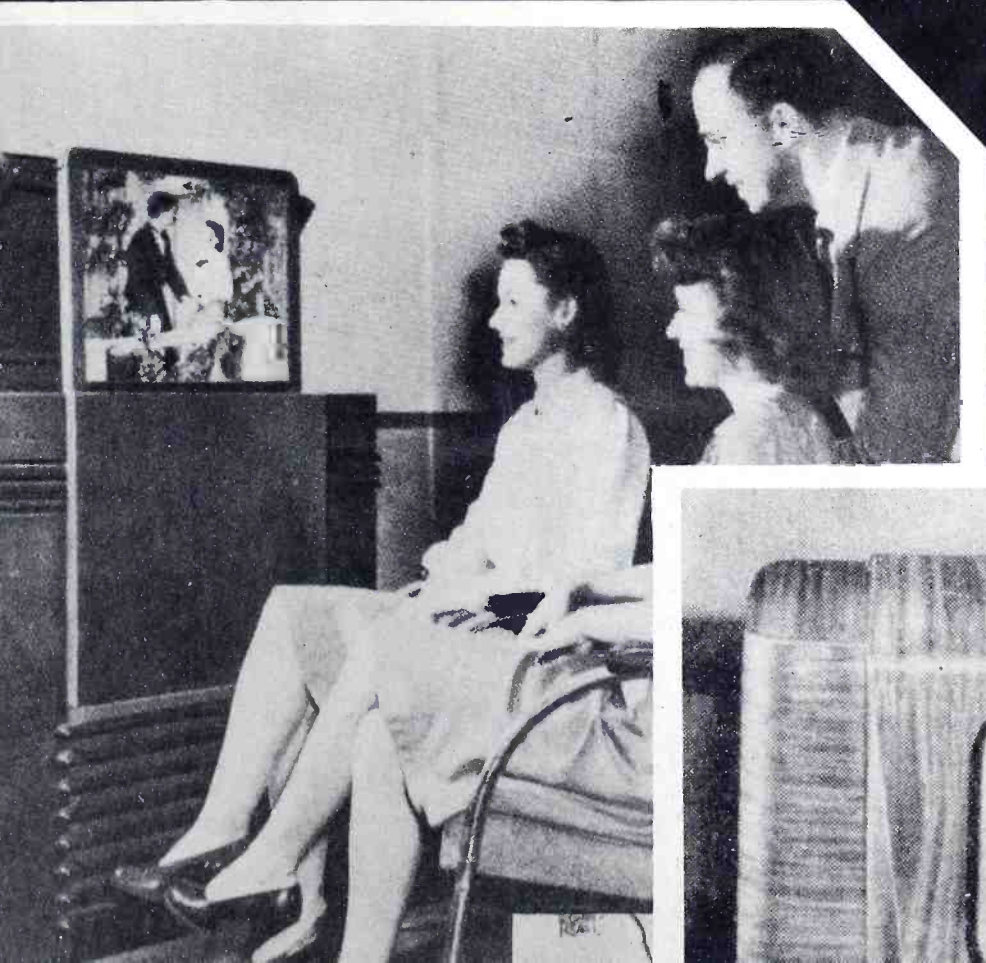
Today there are 9 television stations in operation, and WBEN is among other U. S. stations which have received permission to construct a television station. On the East Coast approximately 10,000 television receiving sets are now in use. WBEN's television plans have advanced to the point that makes it possible to start construction.



IT GOES IN HERE

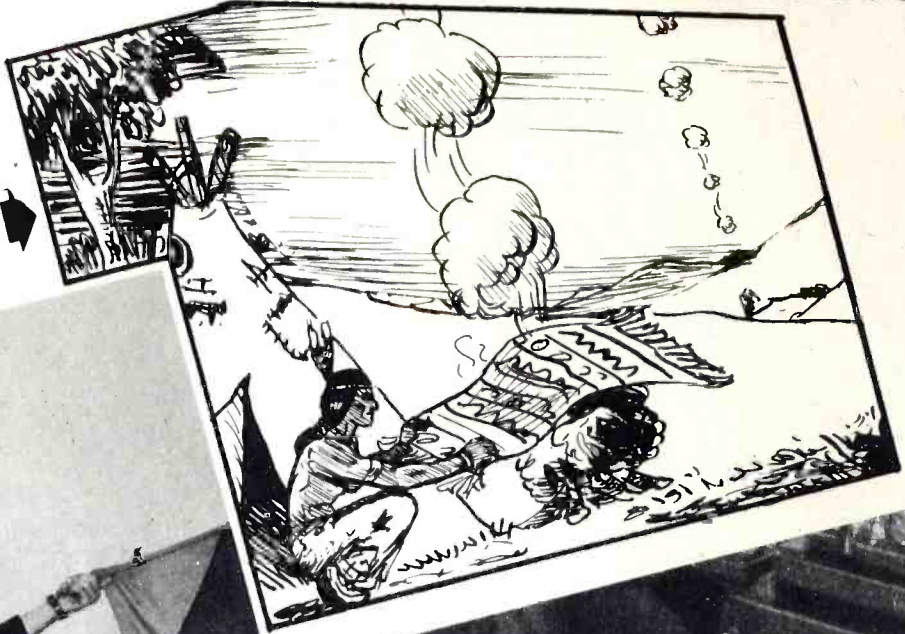


AND COMES OUT HERE



"Transition in Communication"

The earliest form of communication:

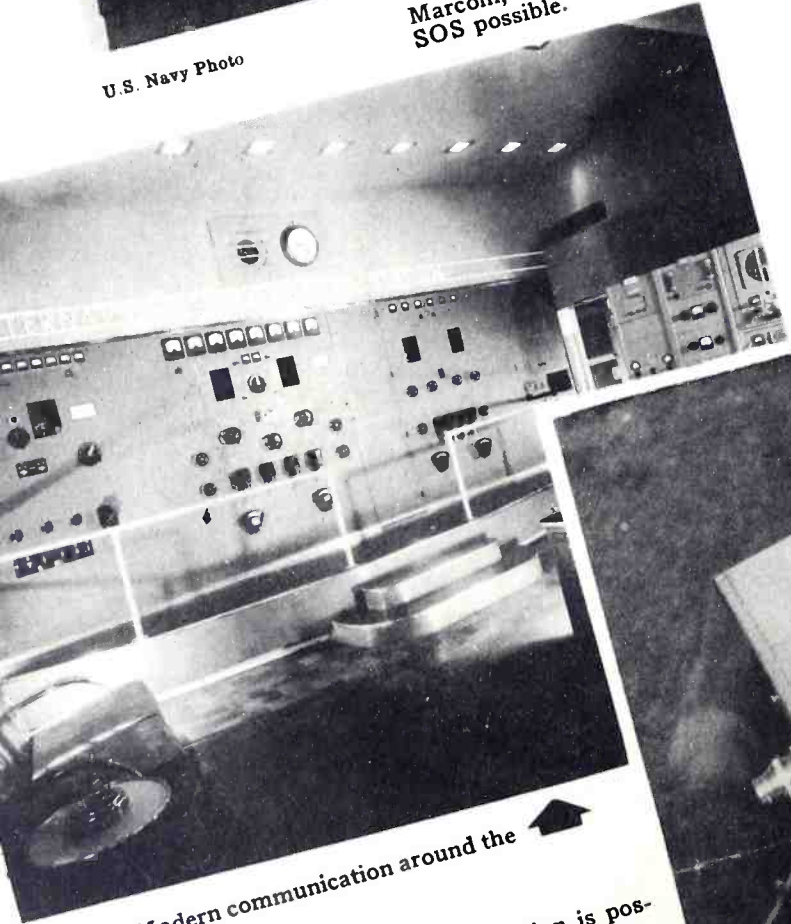


Sailors wig-wagging with semaphore signaling.



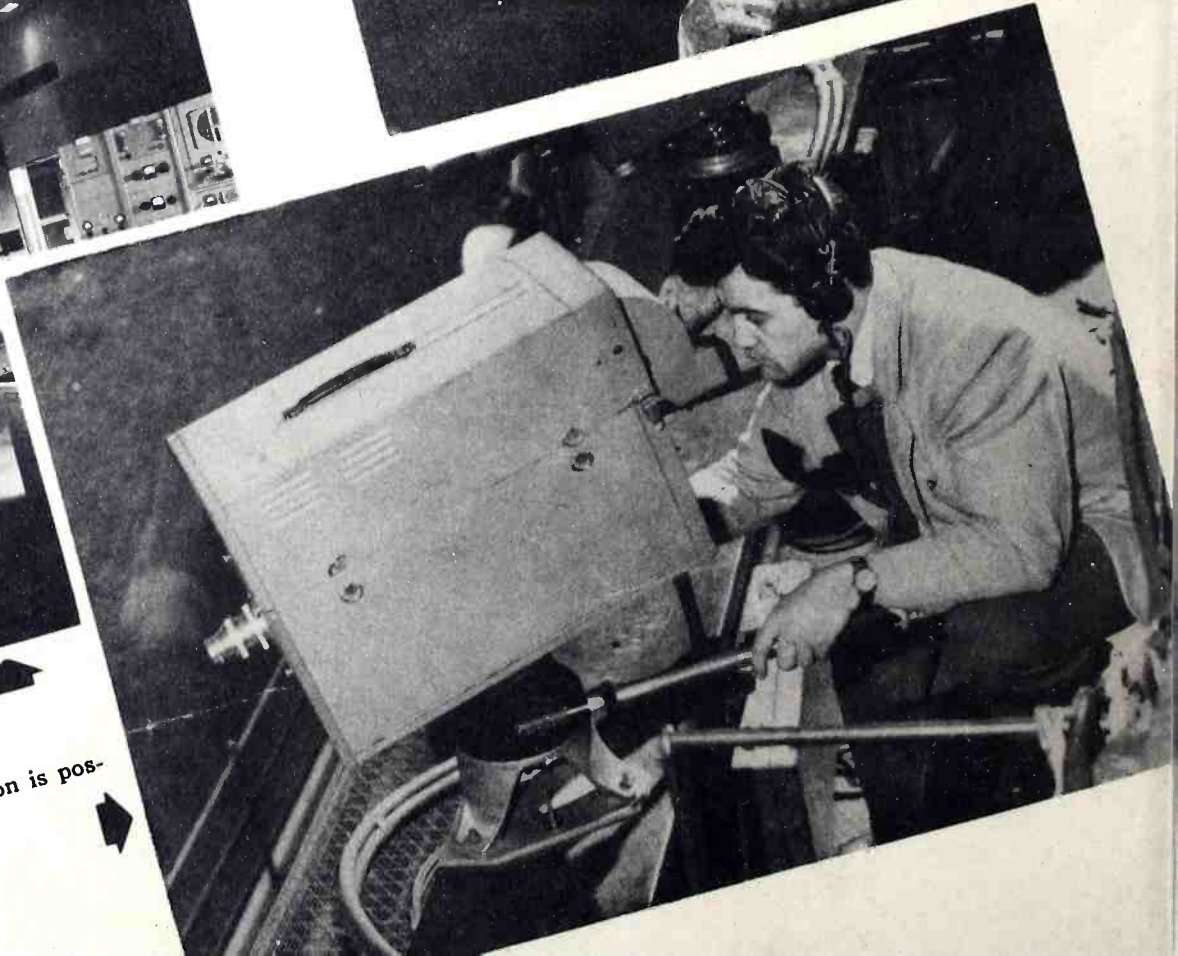
U.S. Navy Photo

Marconi, the man that made the SOS possible.



Modern communication around the globe.

Now sight communication is possible with Television.

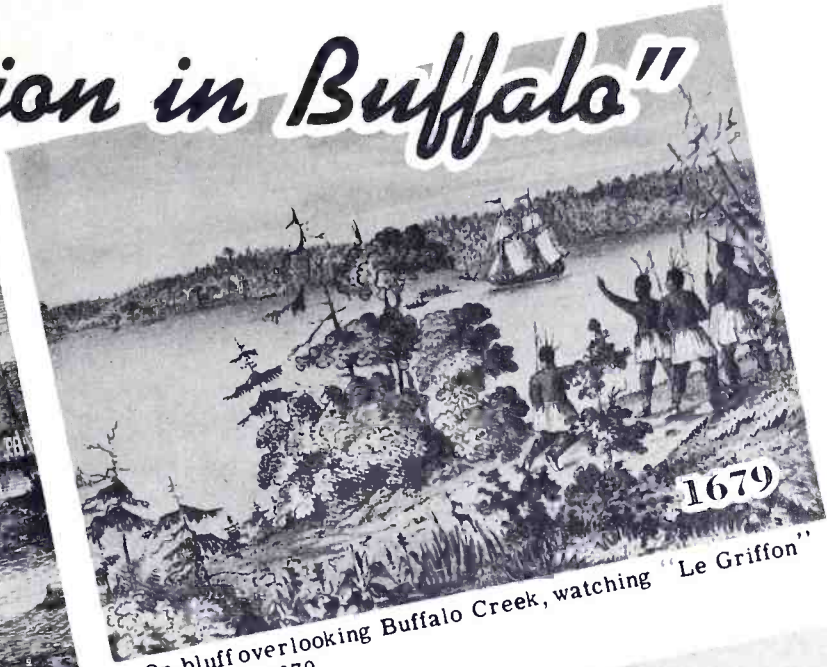


"Transition in Buffalo"



1826

Buffalo, population 2700, from lighthouse.



1679

On bluff overlooking Buffalo Creek, watching "Le Griffon" August 3, 1679.



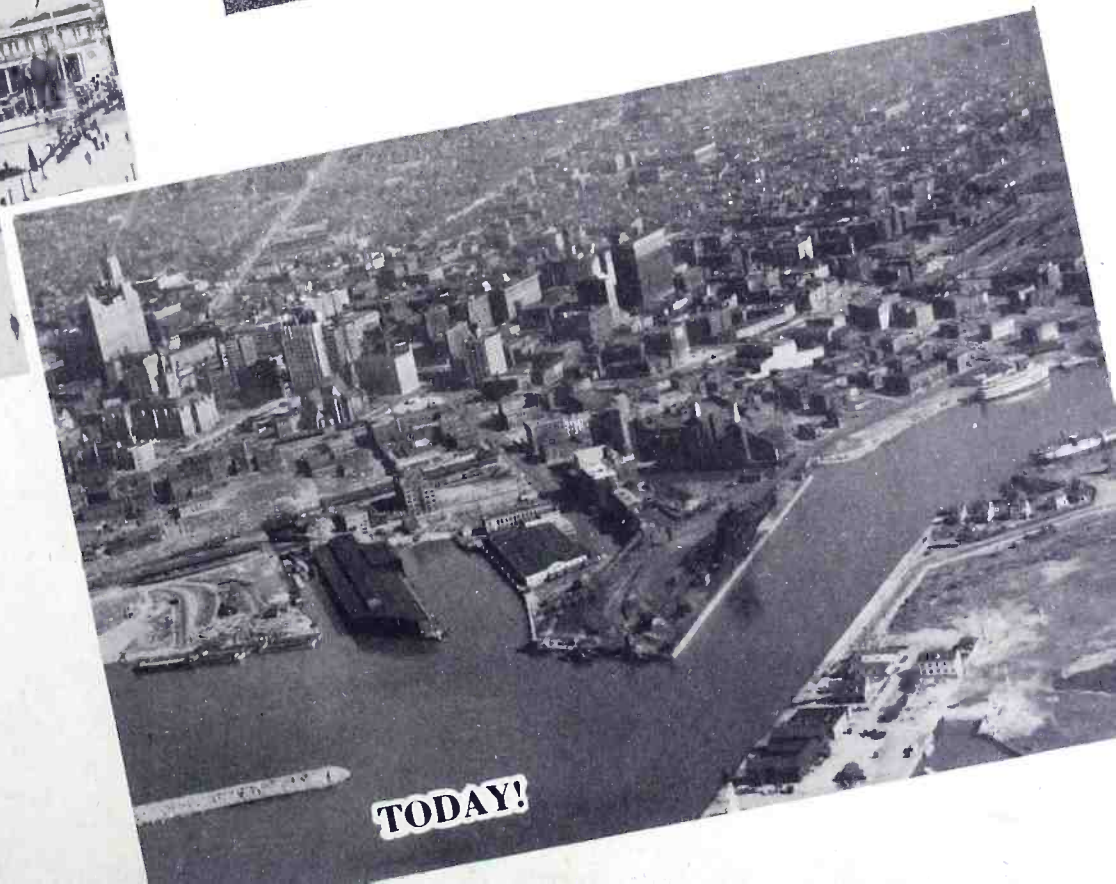
1873

The growing city.



1901

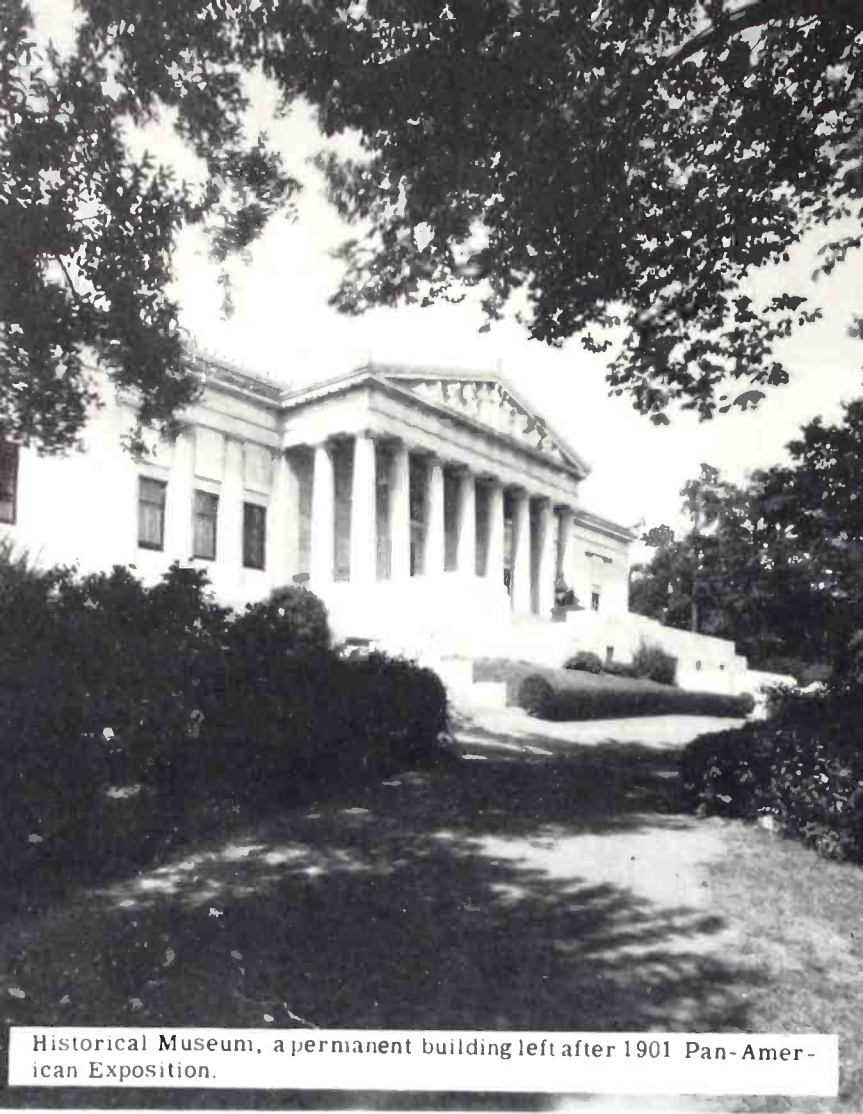
The Electric Tower at the Pan-American Exposition.



TODAY!



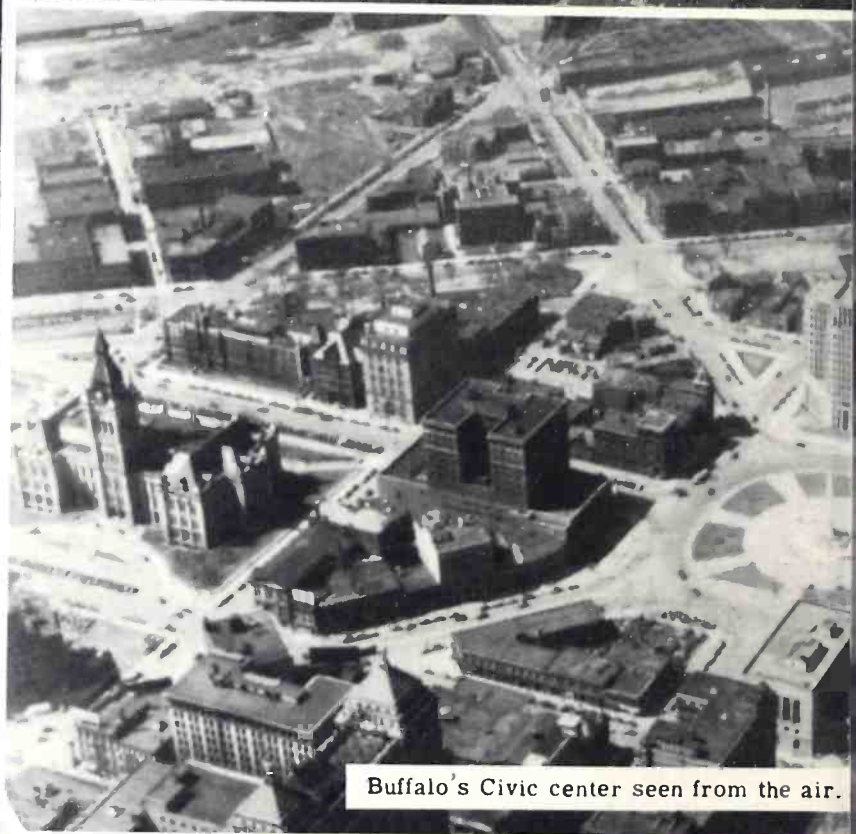
WBEN --- IN THE



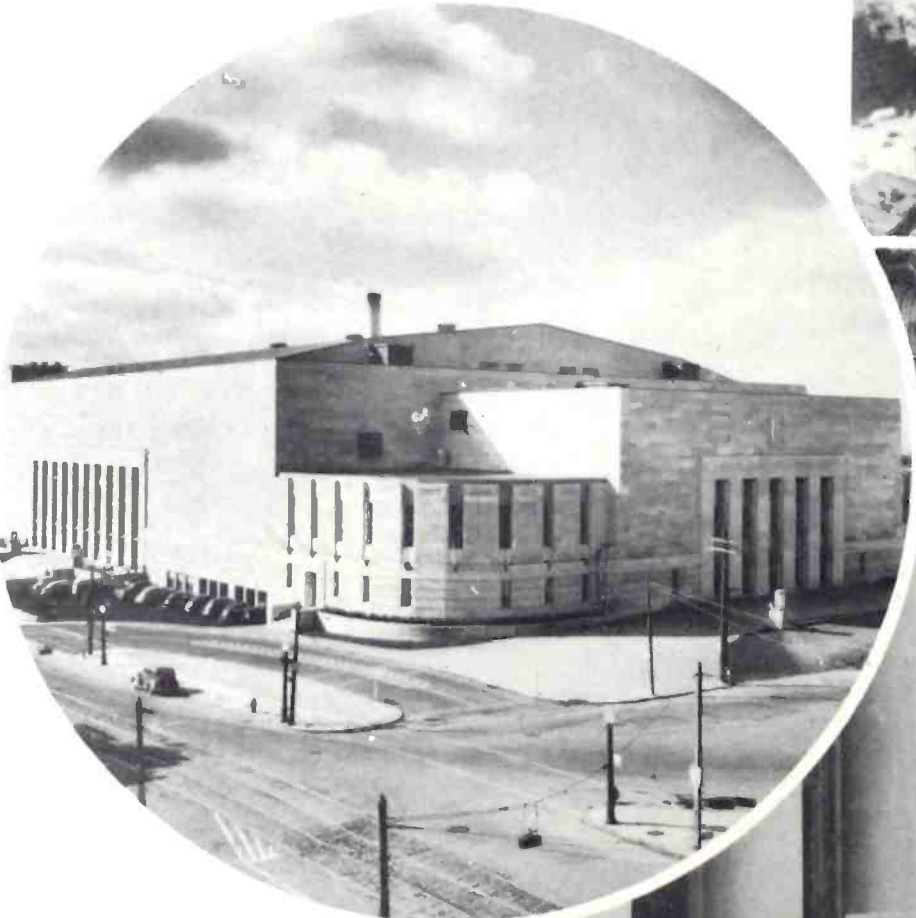
Historical Museum, a permanent building left after 1901 Pan-American Exposition.



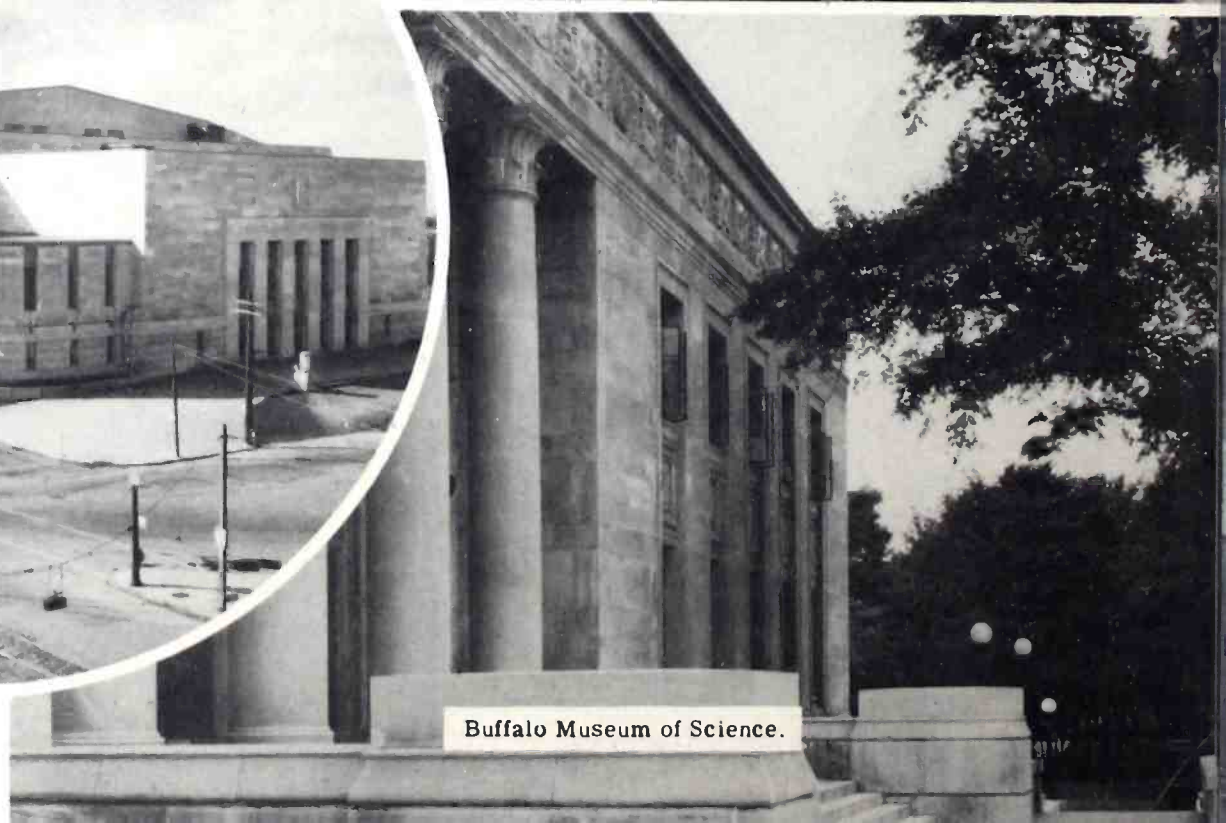
Civic Stadium, shot from Bell Helicopter during Buffalo Evening News Smokes Show, July 4, 1946, starring Spike Jones and his City Slickers. WBEN's "Voices of Tomorrow" sang here.



Buffalo's Civic center seen from the air.



Buffalo Memorial Auditorium.



Buffalo Museum of Science.

HEART OF BUFFALO



Kleinhaus Music Hall, most modern in the world.

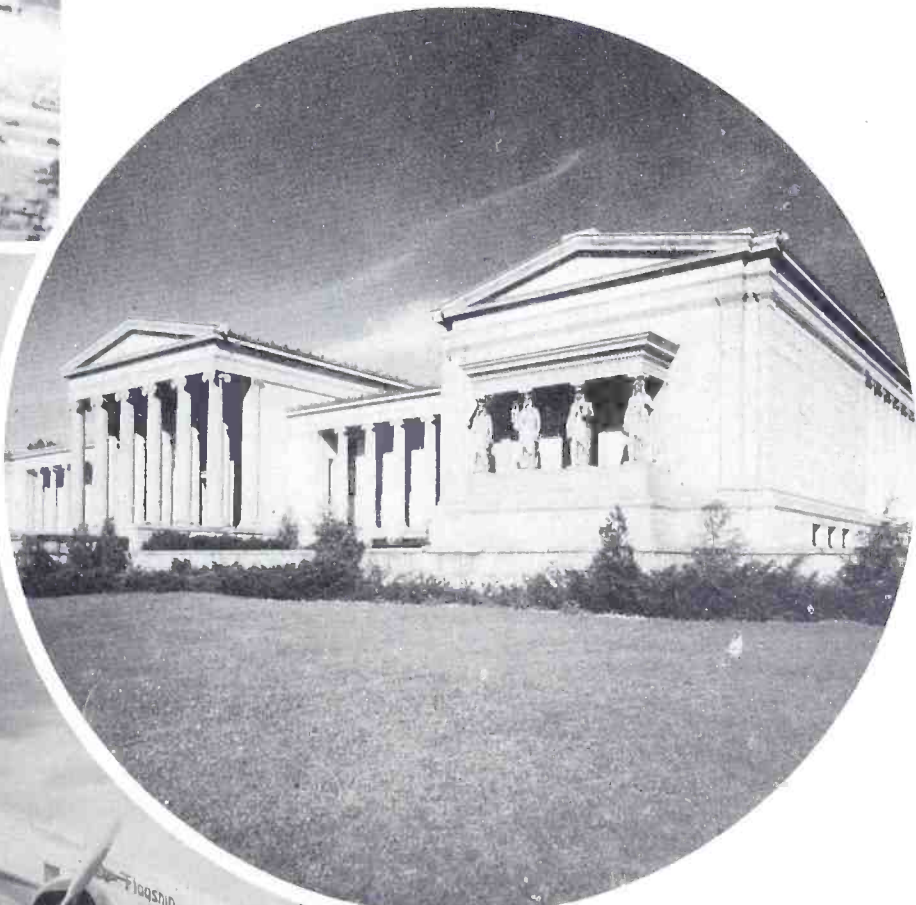
AP Photo



Buffalo City Hall with McKinley Monument in the foreground.



The Municipal Airport at Buffalo

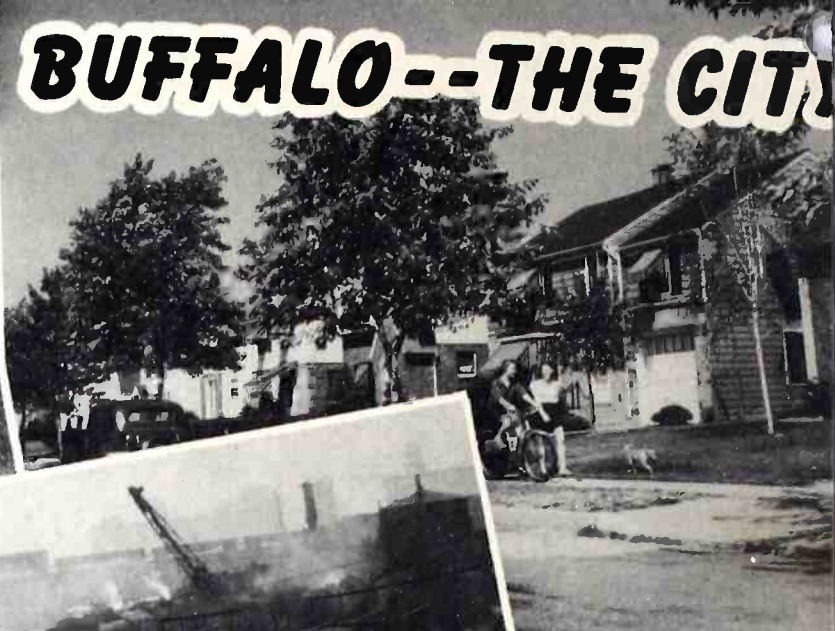


Albright Art Gallery

BUFFALO--THE CITY



Buffalo, 9th industrial center of U. S., has large steel works and rolling mills.



Buffalo is proud of its high percentage of privately owned homes, attractive residential sections.

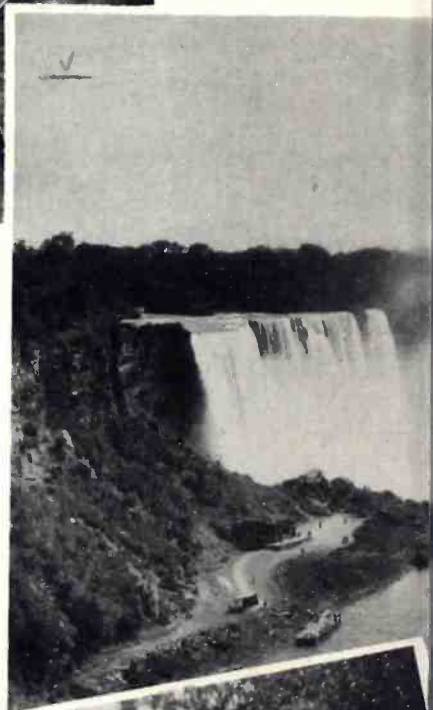


Buffalo is the nation's second largest railroad center.



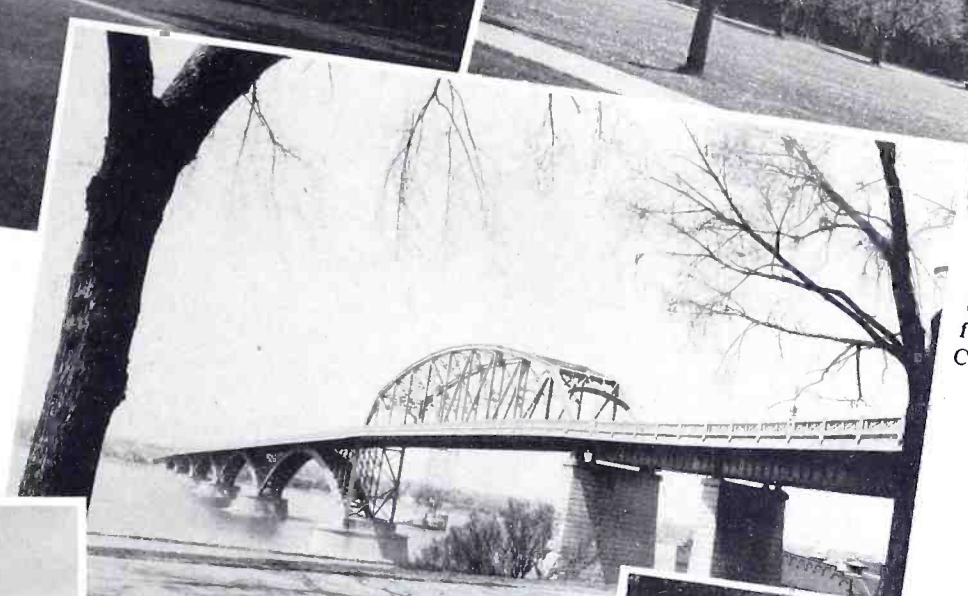
Buffalo's strategic location makes water transportation a major part of its industry.

Ever-popular Niagara Falls, scenic wonder of the world.

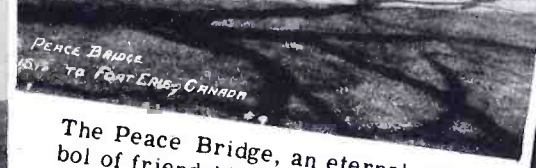


Western New York boasts large dairy farms and purebred cattle.

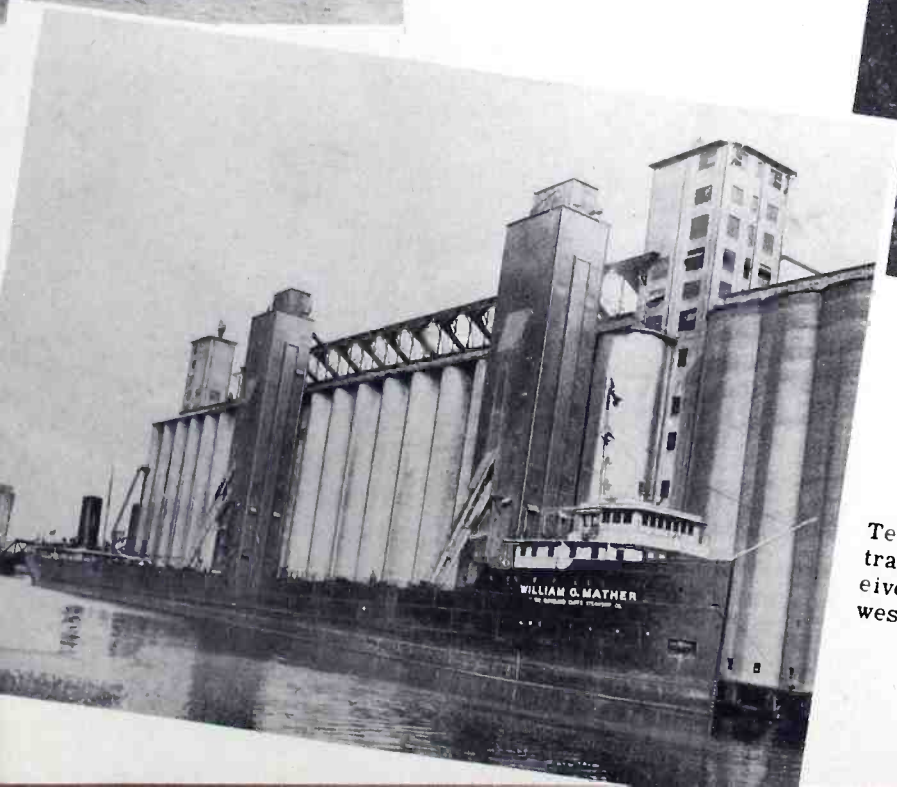
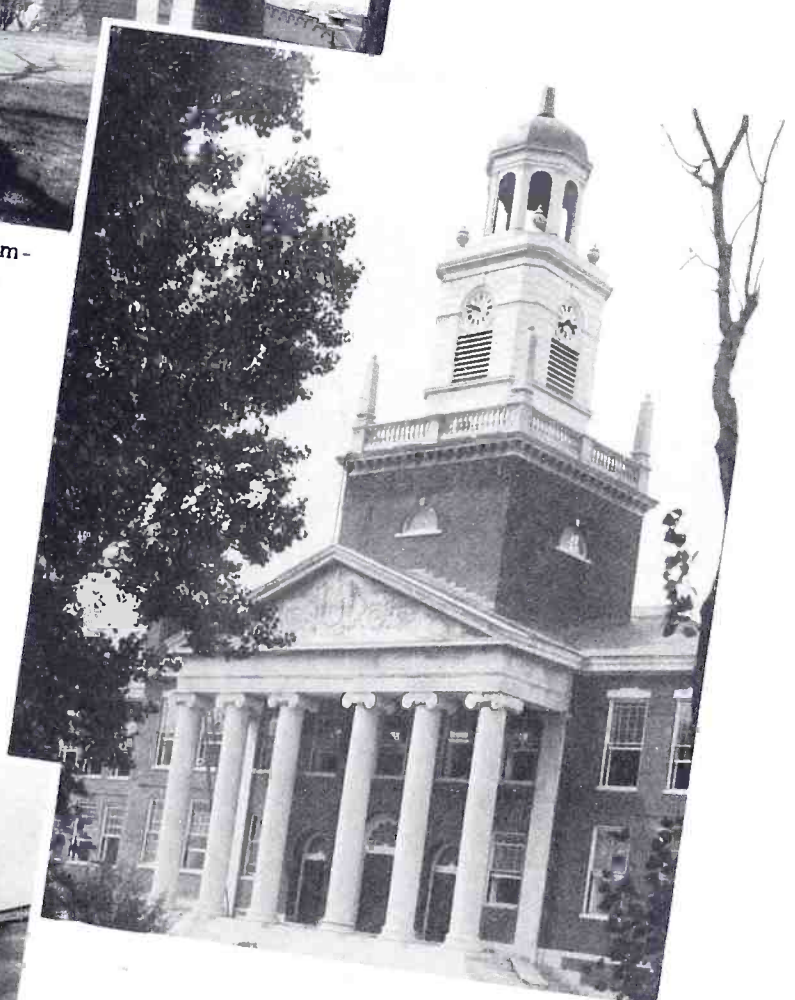
OF GOOD NEIGHBORS!



Progress in Buffalonian education is evidenced by Canisius College (above left), the University of Buffalo (above) and the State Teachers College (below).



The Peace Bridge, an eternal symbol of friendship between nations.

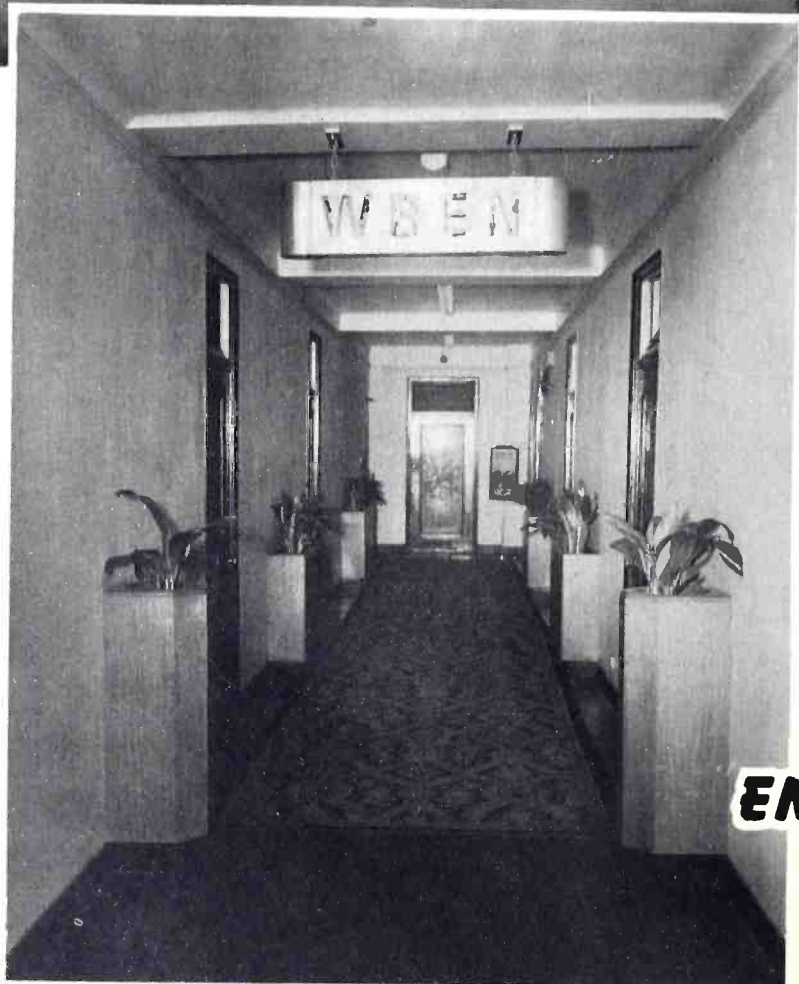


Terminal for canal and inland water travel, Buffalo's grain elevators receive daily cargoes from the Midwest.

WELCOME TO



RECEPTION LOUNGE



ENTRANCE HALL

WBEN!

GRAND ISLAND TRANSMITTER BUILDING



STUDIO "C"

NAMES ALL BUFFALO



ESTHER HUFF, vivacious hostess on "Early Date," first became known in radio as women's news commentator.



ART STEFFAN started singing on WBEN in the early 30's while a stage headliner in Buffalo theaters. He toured the nation with name bands and musical shows, sang on network programs and just recently returned, to become star soloist on "The Frontiersmen" weekly half-hour.



CARL COLEMAN at the Studio "C" console, hails from Colorado, is in his 19th year as a radio organist. He appears on many WBEN musical programs.



JOE WESP, WBEN's famed "Ironic Reporter," is an old-time journalist, now prefers radio. A World War I vet, JOE holds the Gold Cross of the Order of Merit of Poland, has been a Buffalo radio favorite for 15 years.

KNOWS -- ON WBEN!



A Buffalo institution for 15 years, **CLINT BUEHLMAN** is the standby of thousands of early listeners. He's heard six days a week from 6 to 9 a.m., co-emcees "Early Date." Figures he's played more than 180,000 records in his radio experience.



SALLY WORK, who writes and produces her own radio show, is known to thousands of WBEN listeners for her warm friendly voice and charming radio personality. An accomplished newspaperwoman no less than homemaker, **SALLY'S** early afternoon show is the Mecca of Buffalo women, who are quick to catch her contagious enthusiasm.



MAX MILLER, WBEN's musical director, conducts the staff orchestra on "International House Party" and "Your Host Is Buffalo" a program WBEN "feeds" to the NBC network. He also conducts "The Frontiersmen." Max, an outstanding violin soloist and concertmaster of the Buffalo Philharmonic, first appeared on the radio 20 years ago, as a boy prodigy of 9.



JIM WELLS, dynamic young sports director of WBEN, is recently back from 21 months overseas duty with the Navy, where he was widely praised for his morale-building sports broadcasts from Midway during the war. **JIM** keeps WBEN's sports department hopping, what with personal tours to sports centers and frequent public speaking appearances.

"EARLY DATE AT HENGERER'S"



Thousands of Buffalo women and their out-of-town guests have had an "Early Date at Hengerer's", with WBEN's ebullient CLINT BUEHLMAN. They may have received a corsage for being the youngest grandmother or the oldest bride in the audience, or they may, as the ladies in the picture, have been involved in something to do with a cake of ice, without the protection BUEHLY has! ESTHER HUFF is the gay and charming hostess and NORM GRAY supplies music. It's five days a week at 9:15 a.m.

WBEN
930 ON YOUR DIAL



CLINT BUEHLMAN interviews an audience guest on "Early Date at Hengerer's," to the amusement of onlookers. This program, now in its third year, is a unique and popular item on WBEN's schedule.



WBEN's popular dramatic show, featuring the classics of the radio theater, as well as worthy offerings of skilled local writers. FREDERICK KELLER (right) directs WBEN's dramatic productions, is a native Buffalonian, has turned to dramatics and radio despite an early ambition to be a policeman.

"WBEN THEATER"



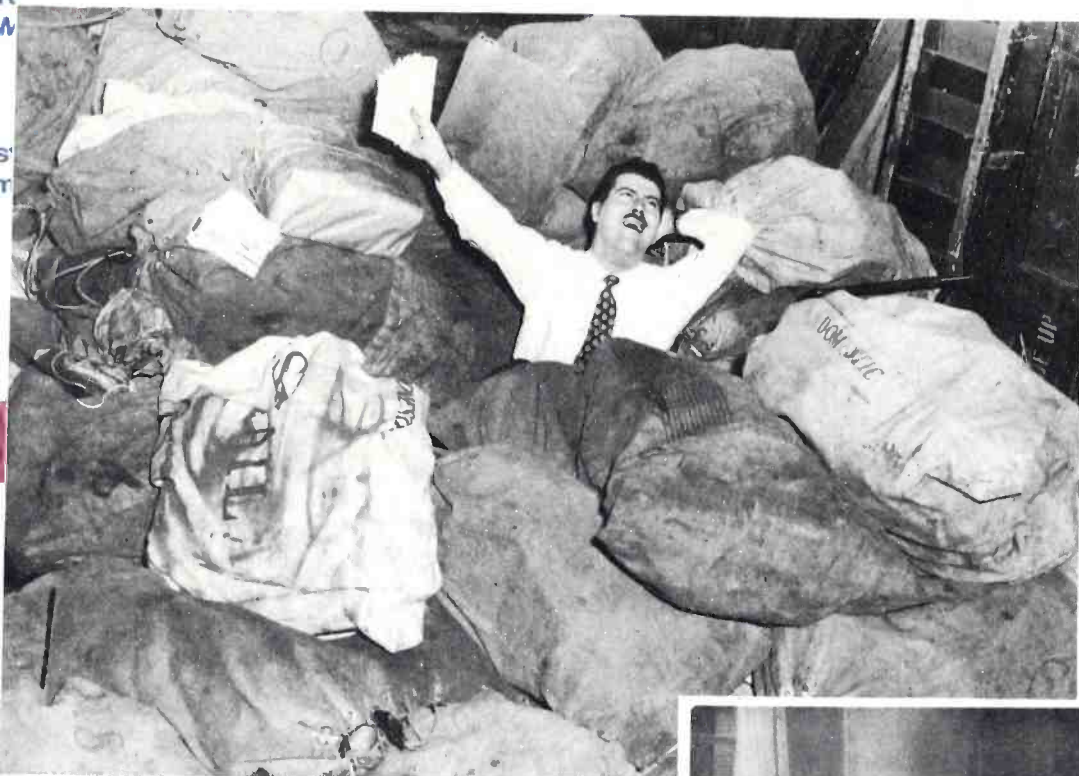
On the Air! LES BARRY gives the opening cue for "International House Party" as PAUL LEITNER stands by at the controls. LES, a radio veteran, possesses a fine baritone voice, emcees WBEN's Barbershop Quartet program and produces the WBEN-NBC show "Your Host Is Buffalo."

The ensemble, under the direction of Maestro MAX MILLER (front center) takes the cue and swings into the opening theme of "International House Party," a favorite both sides of the border, heard Monday, Wednesday and Friday at 7:30 p.m. GEORGE TORGE, announcer-host, stands in front of the piano; TINY SCHWARZ, soloist (behind piano) former all-state basketball center, has an elevation of 6' 5½". Georgia Day, Canadian song star, is the girl vocalist in the picture.



"INTERNATIONAL HOUSE PARTY"

FOR VARIETY IN RADIO



Sometimes people in radio don't know their own strength! When CLINT BUEHLMAN asked for old Christmas cards to be used in scrapbooks by rural school children, he hoped to help fill the 1,000,000 national goal . . . instead, response from the Buffalo area alone was almost twice that much! Left, BUEHLY is inundated in the more than four tons of cards which arrived!

A show unique in radio and wide in appeal . . . the "Quiz of Two Cities" originating in Buffalo and Rochester, with a team from each town competing for civic glory and the lure of the silver dollars which are a prize. ED WEGMAN (left mike) is the announcer. A large studio audience fills Kleinhans Music Hall rehearsal room every Sunday to look on.



"News Quiz" originating in WBEN's Studio "B" keeps listeners and participants alike on their toes to answer up-to-the-minute questions on world events. WOODY MAGNUSON (second from left) presents a blue chip, redeemable in cash, to a well-informed contestant. GORDON REDDING is the announcer, left.

ENTERTAINMENT - - IT'S WBEN!

WBEN and the Buffalo Evening News join in giving talented Buffalo-area amateur singing stars their chance to shine by sponsoring the annual "Voices of Tomorrow" contest. 1946 winners at right are EVELYN HUTCHINSON, NORBERT J. WINKLER, GRACE ENGLISH, VERNON REED and VANORMA PHILLIPS. RICHARD SEIBOLD, contest director, stands at the rear by the piano.



"The University of Buffalo Round Table", a Tuesday night open discussion by experts on affairs of current importance, featured in a recent broadcast three local college heads: DR. HARRY W. ROCKWELL, State Teachers; the Very Reverend TIMOTHY J. COUGHLIN, S. J., Canisius; (far right) CHANCELLOR SAMUEL P. CAPEN, University of Buffalo. FRED KELLER, at mike, announces, and DEAN CLAUDE E. PUFFER, second from right, is moderator.

"The Frontiersmen" bring a weekly half hour of light melodies by a select group of Buffalo musicians under the direction of MAX MILLER, WBEN's musical director (left). WILLIAM McGRATH, young Buffalo tenor, now studying in New York, is a frequent guest star.



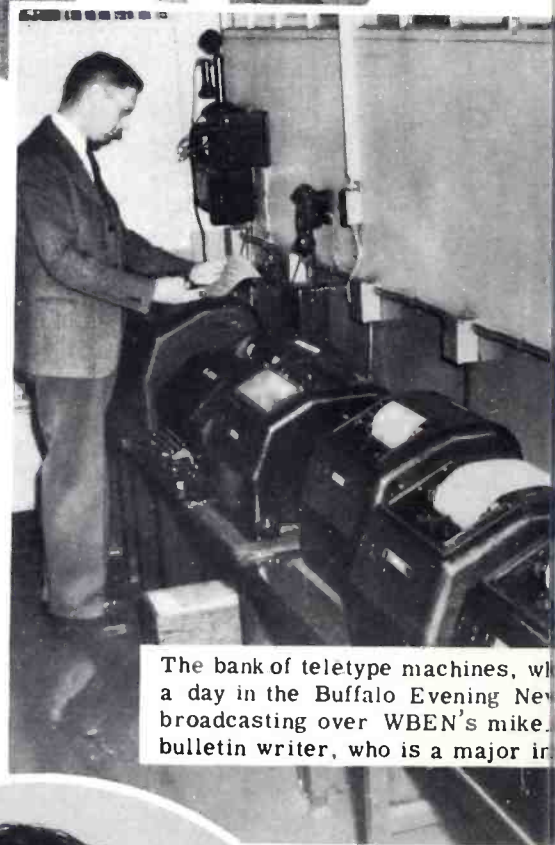
LOCAL, NATIONAL A

Through its close association with the Buffalo Evening News, WBEN is able to utilize the far-flung news-gathering and reporting resources of that paper to give it unquestioned radio news-leadership in Western New York. WBEN and The News have at their command the Associated Press, United Press, International News Service, New York Herald Tribune Service, Newspaper Enterprise Association, Chicago Daily News Service and the North American Newspaper Alliance. Dispatches from all these sources are carefully edited to insure completeness, brevity and accuracy. News bulletins are broadcast from the Buffalo Evening News office at any time of the broadcast day or night when important news warrants it, and at: Daily, 6, 7, 8 and 9 a.m.; 12 noon; 6 and 11 p.m. Sundays, 9 a.m. and Noon; 6:30 and 11 p.m. These periods are in addition to NBC's many news programs.

ED REIMERS has one of Buffalo's best-known and best-liked radio voices, principally through his broadcasting of evening news bulletins. A native of Iowa, Ed started in radio as an announcer on his college station and has been with WBEN since 1936. He has served as emcee at many WBEN-Buffalo Evening News-sponsored public events.



RAYMOND SWEENEY of WBEN's staff of news-bulletin editors. Son of the late Daniel Sweeney, famed old-time Buffalo editor, RAY is a graduate pharmacist but prefers news-work.



The bank of teletype machines, which is used a day in the Buffalo Evening News office, is a major part of the news-bulletin writer, who is a major in the U.S. Army.



DR. FREDERICK A. HODGE, photographed while broadcasting from WBEN's Studio "A." His news-analysis, "Reading Between the Lines," heard Monday through Friday at 12:15 p.m., brings a broad experience, fabulous learning and keen knowledge of contemporary events, to the happenings of the world. A native of Richmond, DR. HODGE received his Ph. D. at the University of Virginia, has taught philosophy and worked as chemical engineer in his varied past. Dr. Hodge is married, has six children and seven grandchildren.



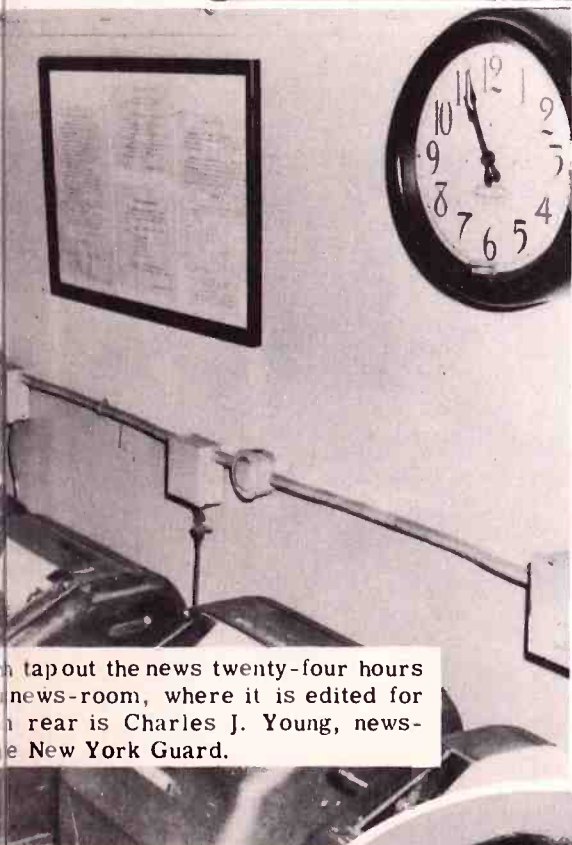
JOHN BOCCIO, news-bulletin writer, is a veteran police reporter and rewrite man. Well-known in Buffalo journalism, JOHN is married and the father of three children.

WORLD GLOBAL NEWS--FIRST, WITH WBEN-NBC!

GORDON REDDING, morning newscaster, started in radio as an engineer. He's a sailing enthusiast and owns his own boat.



H. V. KALTENBORN, distinguished news-analyst, whose "Kaltenborn Edits the News" rates high among NBC's news-programs.



... tap out the news twenty-four hours news-room, where it is edited for the rear is Charles J. Young, news-editor of the New York Guard.



LOWELL THOMAS, NBC's top-flight news commentator, whose personality is known to millions.



J. EDMUND de CASTRO, with twenty years experience as newspaperman, is another news-bulletin writer for WBEN. One of the founders of Troop I, Buffalo American Legion, ED is a graduate lawyer.



JACK MEDDOFF, news-bulletin editor, a newspaper veteran of more than 20 years service, has covered many political conventions and has interviewed many celebrities. His newspaper experience has included work on newspapers and news services in Buffalo, Cleveland and West Virginia.

★ ★ ★ **THE PARADE OF STARS** ★ ★ ★



GEORGE BURNS and GRACIE ALLEN, co-stars in one of NBC's top comedy shows as well as in their happy marriage, wave a happy "Hello" from the NBC mike.



ART LINKLETTER shows the way a studio contestant looks after returning from an outside stunt during NBC's "People Are Funny" program, heard over WBEN.



Alluring VICKI VOLVA portrays the efficient Miss Miller, secretarial assistant to NBC's "Mr. District Attorney."



"It's a joke, son!" when FRED ALLEN and KENNEY ("Senator Claghorn") DELMAR, team up on Allen's Ailey, the famous thoroughfare of "The Fred Allen Show."

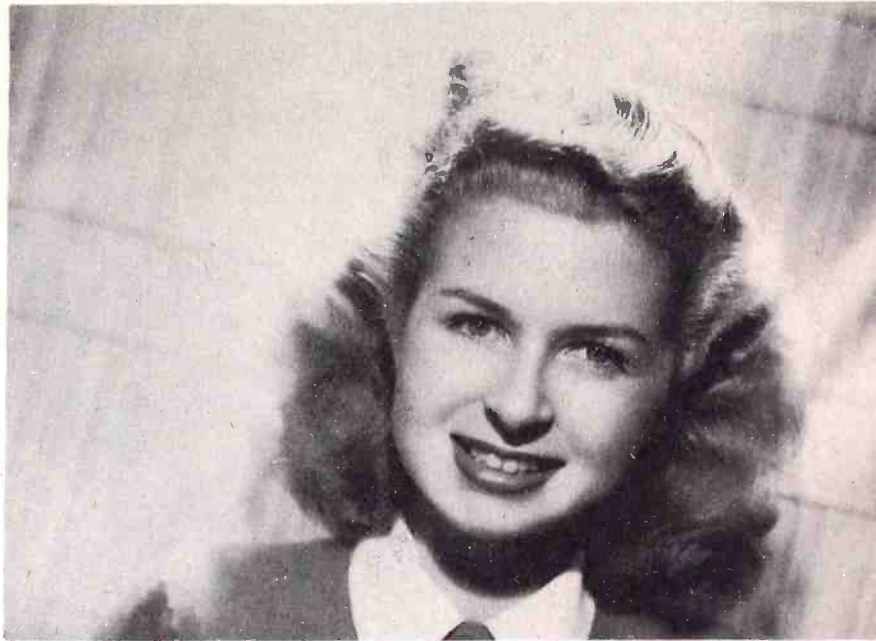


14,000 watch JOE KELLY and other "National Barn Dance" stars in Memorial Auditorium at one of their two Buffalo appearances for the Buffalo Evening News "Smokes" Fund.

★ ★ ★ -- ON WBEN - NBC! ★ ★ ★



BOB HOPE studies a script during a rehearsal break on his perpetually hilarious comedy show, a NBC regular.



Pretty LOUISE ERICKSON, student at Los Angeles' Occidental College and star of NBC's "A Date with Judy."



Fred Waring and his 60-odd Pennsylvanians, who broadcast twice from Buffalo this Fall, utilize NBC's big studio 6-A for their five-mornings-a-week programs over WBEN. All Waring hands must be on deck at 9 A. M. for their 11 A. M. program. The Waring Show is one of radio's great daytime innovations.



THE GREATEST SHOWS IN



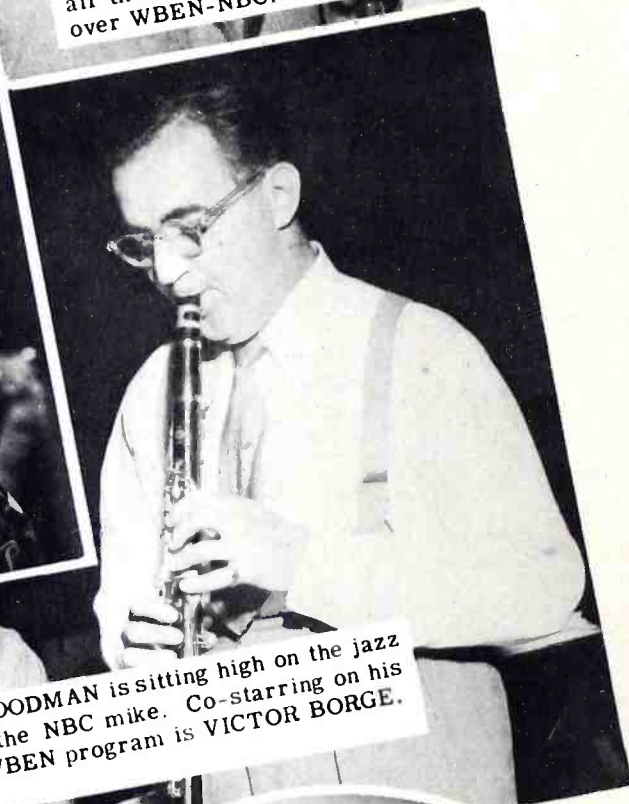
JACK HALEY, gently bumptious proprietor of NBC's "Village Store," presents a quizzical aspect to the camera and the mike.



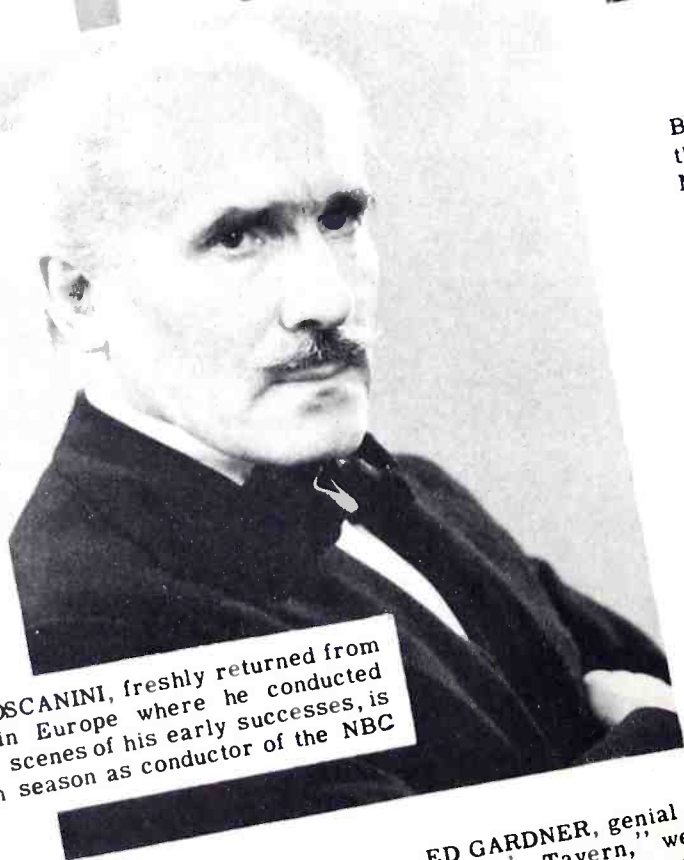
FIBBER MCGEE and MOLLY, residents of 79 Wistful Vista and perennial favorites of millions, bring to the air their hilarious interpretations and fabulous closet over WBEN-NBC.



JUDY CANOVA, hillbilly songstress and comedienne, joined the ranks of NBC stars two years ago. She's been a radio favorite since her debut with PAUL WHITEMAN over a decade ago.



BENNY GOODMAN is sitting high on the jazz throne at the NBC mike. Co-starring on his Monday WBEN program is VICTOR BORGE.



ARTURO TOSCANINI, freshly returned from a summer in Europe where he conducted again at the scenes of his early successes, is in his ninth season as conductor of the NBC Symphony.



ED GARDNER, genial host of NBC's "Duffy's Tavern," wears his famous autographed apron, trademark of the language-mangling Archie.

RADIO ON WBEN - NBC!



It might be called a "chip" on EDGAR BERGEN's shoulder, or it might be the impudent imp, CHARLIE McCARTHY, all dressed up to go places in radio popularity.



Merry little EDDIE CANTOR brings his jokes and pranks to the NBC "Eddie Cantor Show" and amuses a vast audience of radio listeners.



Coloratura soprano JEAN DICKENSON is heard regularly on the "American Album of Familiar Music," NBC musical favorite.



As a bandleader KAY KYSER rated recognition from Ripley. He is one of the few orchestra leaders who neither plays an instrument nor sings... but he knows music, and how to present NBC's "College of Musical Knowledge."



RALPH EDWARDS is the gentleman responsible for the hilarious shenanigans on the zany "Truth or Consequences", an NBC presentation.



JACK BENNY, who has been playing "The Bee" for a long, long time, hasn't yet taken the sting out of it. Long-time tops among radio comedians, BENNY is a WBEN-NBC feature.

WBEN FAVORITES



JIM WELLS (left) WBEN sports director, stands by as BUCKY HARRIS, former general manager of the Buffalo Bisons, presents JOHNNY MECCA with a baseball autographed by the New York Giants, for writing the best letter on "What Baseball Means to America." The contest was conducted by WBEN and the "Cavalcade of America" program.



JACK DECKER, assistant to the sports director, checks the ticker for athletic scores. JACK is a tennis enthusiast and a Canisius student.

IN THE SPORTS FIELD



BILL STERN, ace sports commentator of NBC's "Sports Newsreel of the Air."

CLEM McCARTHY, NBC racing authority, stands at the rail to clock the horses in a big race before a broadcast.





"Radio Football," a unique sports-quiz show directed by JIM WELLS and FRED KELLER, pits youthful contestants against one another in a win-or-lose play-by-play football match, with correct answers deciding the gains... a WBEN idea!



JOHN CONTE, singing emcee of young America's NBC program, "Teentimers' Club."

AND FOR LISTENING YOUTH



SMILIN' ED, genial ringmaster of NBC's delightful children's program, "Smilin' Ed McConnell and his Buster Brown Gang."

UNCLE BEN interviews 11-year-old Jackie Hughes, fire victim, on a program devoted to The Buffalo Evening News Junior Fire Department, co-sponsored by WBEN. Uncle Ben's Club is open to "girls and boys everywhere," banded together for fun and service. The program has been on WBEN since 1930 and parents of many today's new members are former club members. Stories, helpful advice and music make up UNCLE BEN's program.



MORE WBEN PERSONALITIES



DR. JOSEPH L. FINK, nationally-known speaker and religious leader, has conducted the "Humanitarian Hour" on Sundays over WBEN since the station went on the air in 1930.



BUDD TESCH does a 'read-over' of a script for WARD FENTON's criticism. Both staff announcers, BUDD is a native of Rochester, once played the bass tuba in a band; WARD, recently returned to WBEN after three years in the Army, announces "The Frontiersman" every Thursday night.



John L. (Lenny) Blandin, WBEN's music librarian. He has been a musician for 40 years and is a life-member of the musicians' union.



ROBERT NICHOLSON, arranger for WBEN's staff orchestra, checks an arrangement in the station music library.



PAT HILL, ex-Army sergeant, at the mike during a station break and commercial. PAT is one of WBEN's most popular staff announcers.

WBEN

EXECUTIVES AND THE STAFF

On the next pages, become acquainted with the personalities behind the scenes of radio, that unseen, unheard and unsung group of WBEN's men and women without whose efforts your favorite programs would never reach your ear.

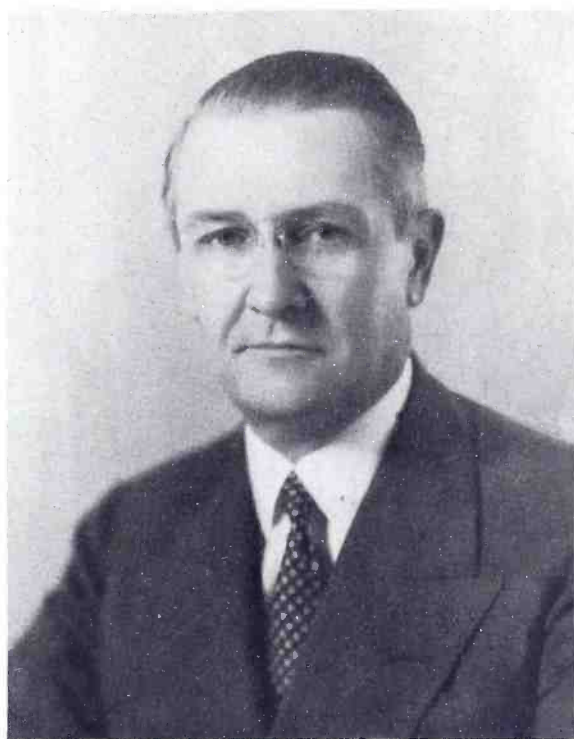
EDWARD H. BUTLER, president of WBEN, Inc., is also one of the best known newspaper men in America. He has been editor and publisher of the Buffalo Evening News, nationally recognized, since 1914. Since becoming interested in radio, it has been his aim to build WBEN into the same instrumentality of independent public service that The News occupies in its field.

MR. BUTLER, a Yale graduate, is a former president of the American Newspaper Publishers' Association. He now is a director of the Associated Press of which he was vice-president in 1924-26. He also is a director of the North American Newspaper Alliance, one of the seven great news agencies serving The News and WBEN.

His active and diversified interest in civic affairs is reflected in the public service activities of WBEN and through the columns of the News, as well as in various personal activities, such as the Boy Scouts, the Philharmonic Orchestra and the Museum of Natural Sciences.

MR. BUTLER's pet interest is the Buffalo State Teachers' College, where he followed in his father's footsteps as president of the board. He also is a member of the New York State Saratoga Springs Authority.

PRESIDENT



VICE PRESIDENT

ALFRED H. KIRCHHOFER, vice-president and secretary of WBEN, Inc., was a national figure in the newspaper world before he became managing editor of the Buffalo Evening News in 1927 and Vice-President and Secretary of WBEN in 1930.

He served as Albany and Washington correspondent of The News, was president of the National Press Club when construction of its \$10,000,000 building was undertaken, is a member of the Gridiron Club, and a former president of the American Society of Newspaper Editors.

He also is a member of the Council of The University of Buffalo, on the Board of Visitors of the Roswell Park Memorial Institute, a member of the Board of Directors of the American Press Institute of Columbia University, and a representative of the American Society of Newspaper Editors on the Accrediting Committee of the American Council on Education for Journalism.



C. ROBERT THOMPSON, station director, is one of the better-known of the country's younger radio executives. A successful musician in earlier years, **MR. THOMPSON** has been in radio for twenty years, and came to **WBEN** in 1942. He is married, has a son and daughter, hobbies in gardening, golf, swimming and fishing.

FRANK W. KELLY, commercial manager, has been in radio for two decades, in all branches of the business. He has four children, and like busmen and mailmen spends his spare time dabbling in amateur radio.



GEORGE TORGE, **WBEN's** program director, is Buffalo-born and came to **WBEN** as announcer and baritone soloist in 1936. **MR. TORGE** recently returned after three years of military activity, receiving 5 battle stars in the European theater.



RALPH J. KINGSLEY, technical director of **WBEN**, is widely-known as one of the nation's foremost radio engineers. His technical knowledge first came to his aid as a marine radio operator in World War I. **MR. KING-SLEY** prefers to spend his summer in camp.

J. WOODROW MAGNUSON, better known to Buffalonians as "Woody", plays an active part in helping run WBEN behind the scenes as assistant to the station director in charge of FM programs.



EDWIN W. REIMERS, WBEN night supervisor and announcer, is heard on many news periods. He has been with WBEN since 1936, with time out in the Marines directing an armed forces radio program on Saipan.



EDWARD J. WEGMAN, also well-known as a WBEN radio personality, doubles in brass as assistant program director. ED supervises announcers' schedules, announces "News Quiz", "Quiz of Two Cities" and other daytime shows.



CHESTER DALY (seated) and **N. J. MALTER** comprise WBEN's sales-representative staff. Here they check open spots on the station schedule for possible sale to clients.



LOUIE S. JONES, business manager of WBEN, was an automobile executive in Buffalo for many years before coming to this station. He was general sales manager of the Lumen Bearing Co. of Buffalo for 15 years.



A group of WBEN's feminine staff in the transcription department, as efficient as they are charming. Left to right they are: JEAN LANE, ASCAP Clerk, MARY JANE McLEAN, assistant transcription librarian, and DOROTHY KASZUBIAK, librarian. Thousands of musical selections are contained in the recordings and transcriptions filed in cabinets shown at left.

The secretarial staff of WBEN is well represented by HARRIET CORE, secretary to the station director, GERALDINE WELSHOFER, secretary to the business manager and ELIZABETH CHARLENE McCLORY, secretary to the commercial manager. MISS CORE has been with the station since it started.



In the traffic department, where all air-time is allocated and scheduled, a typical scene takes place with MARION KELLY, program clerk, MILDRED HOOVER, traffic chief and CONCETTA UCCI, of the copy department.



ALBERT WULLEN, station custodian, is a veteran player of the trombone and cello.



More secretaries, and more of the famous WBEN charm! Left to right, HAZEL McINTOSH, KATHLEEN DUNN and MARGARET NOYES.



JOSEPH A. HAEFFNER, publicity director, acquaints the public with the station's programs and personalities. Originally with the Baltimore Sun, JOE came to The News in 1929 and has had a hand in publicizing WBEN since it went on the air in 1930.



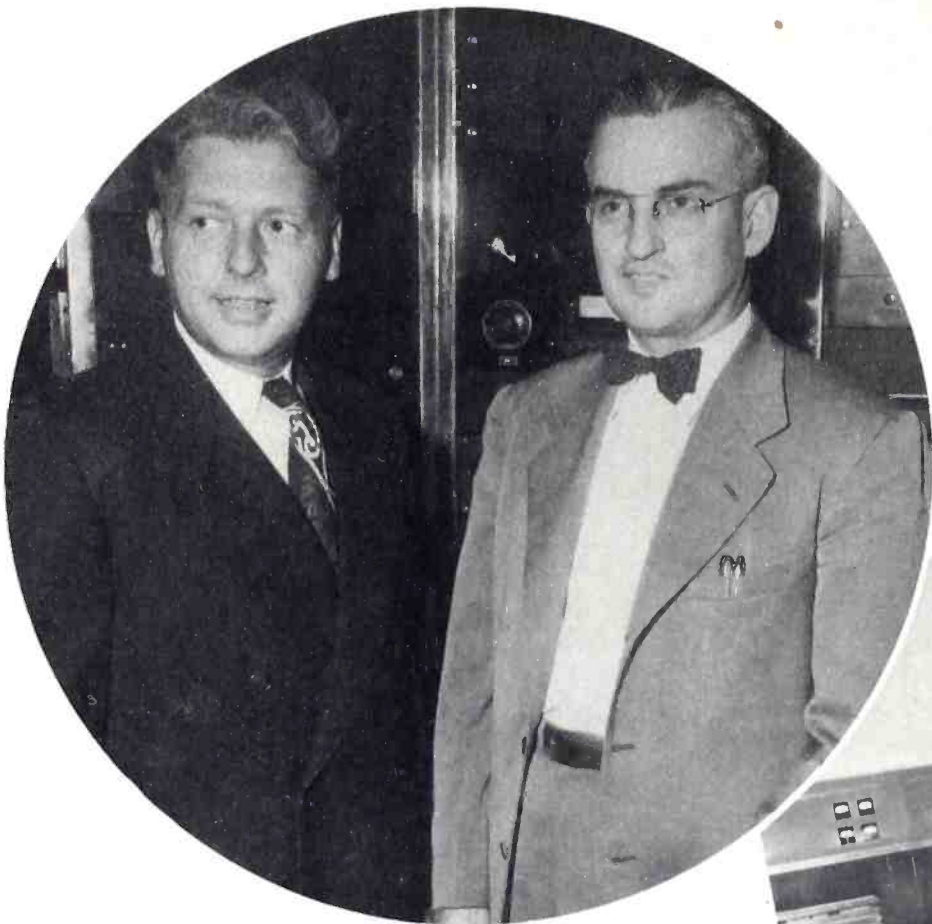
A conference in the continuity department, to solve a knotty problem. Left to right, RICHARD MORGAN, director of copy, MARION RUSS, assistant, and WILLIAM McBURNIE, continuity writer. Local copy-advertising or entertainment either originates in or is checked by this department under the direction of Mr. Morgan. He has a varied background of announcing and acting.



The charming faces behind the charming voices which greet the caller at WBEN. Receptionists LEE CALDARONE, MILDRED PERILLO, GERTRUDE NICHOLS and CATHERINE PEMBLE;

ON THE TECH

While it would be difficult to name the most important phase of radio, it is certain that without a technical staff a radio station would never go on the air . . . and without the skilled technicians and latest top-grade mechanical equipment possessed by WBEN, the station would never maintain its standard of excellence. Here are shown the men who turn the controls to flash you your favorite program.



HOWARD BERGMANN, transmitter supervisor, and EARNEST H. ROY, control-room supervisor, are the combined chiefs of staff under Technical Director Ralph J. Kingsley, whose responsibility is to maintain WBEN's high technical standards. All have been with the station since its inception.



ELMER ODIEN, transmitter-technician, before the giant 5,000-watt transmitter. Programs originating at the Hotel Statler are piped via high-fidelity telephone lines to the input of the transmitter at the control desk, shown above.



PHILO STEVENS, control room engineer and DAVID STEIN, transmitter engineer, at the control-room turntable.

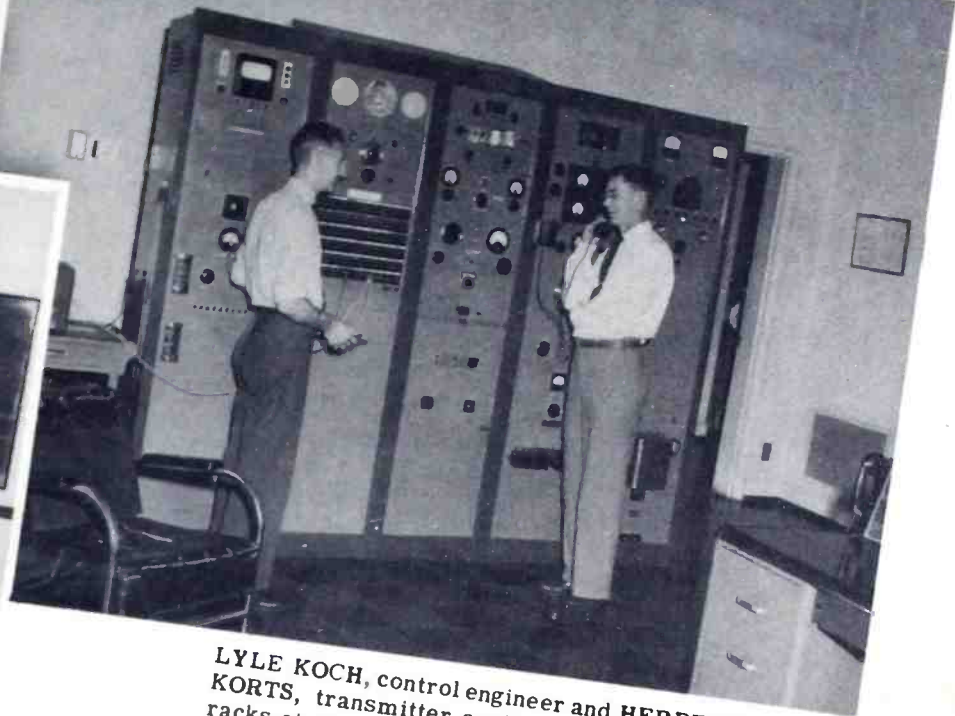


GEORGE CHRISTMAN exercises his knowledge of biology in caring for the floral surroundings of WBEN's transmitter building on Grand Island.

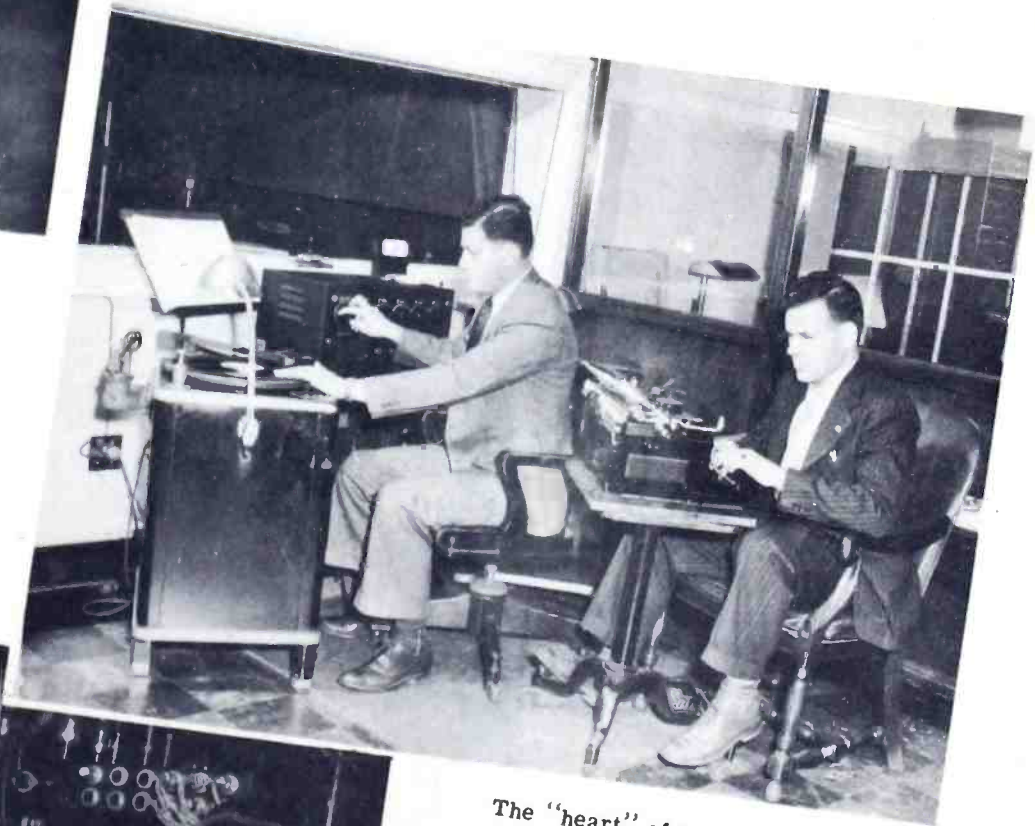
TECHNICAL SIDE



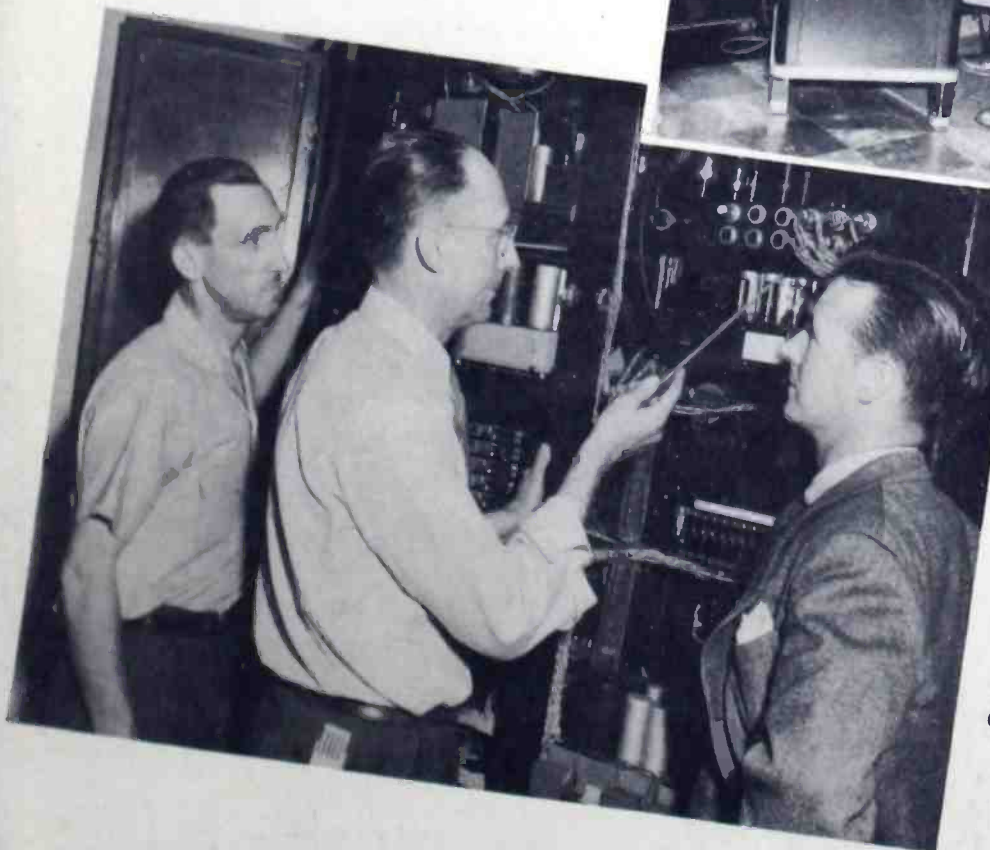
The control panel in the Statler Hotel studios, with control-room technicians EDGAR HUBER, HOWARD STEPHENSON and EUGENE KLUMPP.



LYLE KOCH, control engineer and HERBERT KORTS, transmitter engineer, at the control racks at the transmitter, checking with the studios before making an emergency patch.



The "heart" of the control-room is the control board and turntable shown above. Control technicians LOU FAVARA and RALPH JANOWSKY are shown. Here is where transcriptions are played for commercials and the CLINT BUEHLMAN and the mid-day musical variety shows.



The wiring of the control panel is checked by control engineers JERRY NOWICKI, IRVING SCHUGARDT and CHRIS COTTER.

Status of FM

Frequency Modulation (FM) broadcasting, practically all radio experts now agree, may some day replace the type now generally heard, except for a few strategically-located high powered-stations which will be needed to serve remote rural areas not receiving any service.

WBEN always has been alert to install the latest engineering developments, and was among the first to file an application for permission to construct an FM station. Permission to do so has been granted by the FCC.

As this edition goes to press, an interim FM transmitter has started operations at WBEN. This will deliver special program service with the static-free, high fidelity transmissions over a large Western New York area. Meanwhile, WBEN engineers also are making tests for submission to the FCC to determine where its ultimate FM station will be located.

WBEN WILL BRING LIFE-LIKE REPRODUCTION
without fading and interference

P. S. If you are buying a new radio receiver, and want to hear the latest in radio, be sure to inquire into the FM combinations. To hear FM programs you will require a receiver that picks up the FM short-wave band.

THE *Future* IS BRIGHT FOR WESTERN NEW YORK

With the same abundant energy and realistic viewpoint which characterized its war effort, western New York has set its sights to postwar. Public works—roads, bridges, earthworks, airports and building programs costing millions of dollars are getting under way. Private enterprise and government have already allocated the money.

Unified effort set in motion will make permanent the bulk of western New York's wartime economic, industrial and population gains. Reconversion plans by private enterprise call for production and employment topping all previous peace-time records.

Western New York's goods will flow through war-expanded transportation systems to wider markets at home and abroad. A war-born merchant fleet will carry the products of the state to the ports of the world to exchange for raw materials for the new industrial empire. Western New York faced a multitude of problems in gearing itself to the production achievements of war-time. It rolled up its collective sleeve and did a tremendous job.

The problems of peace-time are plentiful and big, but opportunities are even bigger. Wise forward planning has put these opportunities within reach; many of them have been already achieved.



NEW YORK IS GOING FORWARD



The VETERANS'

RIGHTS AND BENEFITS ★ ★ ★

MUSTERING-OUT PAY . . \$100 for less than 60 days service; \$200 for 60 days or more but no foreign service; \$300 for 60 days or more plus foreign service. Payable to all with base pay less than \$200 monthly at time of discharge; payments to be made in three installments.

TERMINAL PAY . . . new legislation provides for payment to all veterans for accrued leave or furlough pay, based on 2½ days per month, at the pay pertaining to the rank held at time of discharge or separation.

OLD JOBS . . Permanent jobs abandoned to enter service after May 1, 1940, may be recovered by application within 90 days after discharge. In case of difficulty, contact local Reemployment Committeeman.

NEW JOBS . . Register with nearest U. S. Employment Service office as soon as possible after discharge. GI Bill provides vocational training and government allotments of from \$65 to \$90 monthly while learning. Veterans are on the preferred list for Civil Service jobs, and are entitled to 5 to 10 points in examinations simply by reason of military service.

EDUCATION . . GI Bill entitles veteran to one year of schooling, plus one year for each year of service, totaling no more than four years of schooling which may be obtained. Veterans' Administration pays \$500 per year toward tuition, supplies, etc.; also provides subsistence \$65 monthly for veterans without dependents, \$90 monthly for veterans with dependents. No subsistence allowance for those taking correspondence courses.

READJUSTMENT PAY . . Federal unemployment-compensation program grants veterans four weeks unemployment pay for every month of active service after Sept. 16, 1940 up to 52 weeks. If veteran is completely unemployed, he receives \$20 a week. Contact local USES on state unemployment compensation benefits.

LOANS . . Veterans' Administration will guarantee 50% of loans, guaranteeing up to \$4,000 for a home or farm, and for a business up to \$2,000. Real estate loans must be repaid in 25 years, farm realty loans in 40 years, and non-real estate loans in 10 years.

PRIVATE ENTERPRISE . . World War II Veterans are entitled to preference in buying surplus property to establish or maintain their own small business, professional, or agricultural enterprise; to obtain tools or equipment which they are required to own by the character of their employment; and to acquire with reasonable limits one initial stock of property for resale in the regular course of his business.

MEDICAL CARE . . Through Veterans Administration, hospitalization provided for veteran for any ailment as long as he lives, without cost. Medical service or dental care not requiring hospitalization provided by VA, if the condition was caused or aggravated in line of duty.

INSURANCE . . Veteran may keep his national service life insurance in force for 8 years and then convert to ordinary life, twenty-payment or 30-payment life.

LEGAL EXEMPTIONS . . For six months after discharge, veterans have legal exemption under Soldiers and Sailors Civil Relief Act of 1940, from lawsuits for collection of debts, collection of taxes, sale of property for taxes, dispossession of dependents for nonpayment of rent, and collection of insurance premiums.

DISABILITY PENSIONS . . free vocational rehabilitation provided for disabled veterans, plus \$105 monthly, with no dependents; \$115 with one dependent, plus \$10 monthly for first child and \$7 for each additional child, and \$15 for each dependent parent. If discharged with disability due to service, veteran may be entitled to disability benefits, including a pension. Amounts payable from \$11.50 a month to \$115 a month for 100% disability.



If there is no Veterans' Administration Office in your home town write to the nearest Field Station. Address, "Manager, Veterans' Administration"—

R A D A R

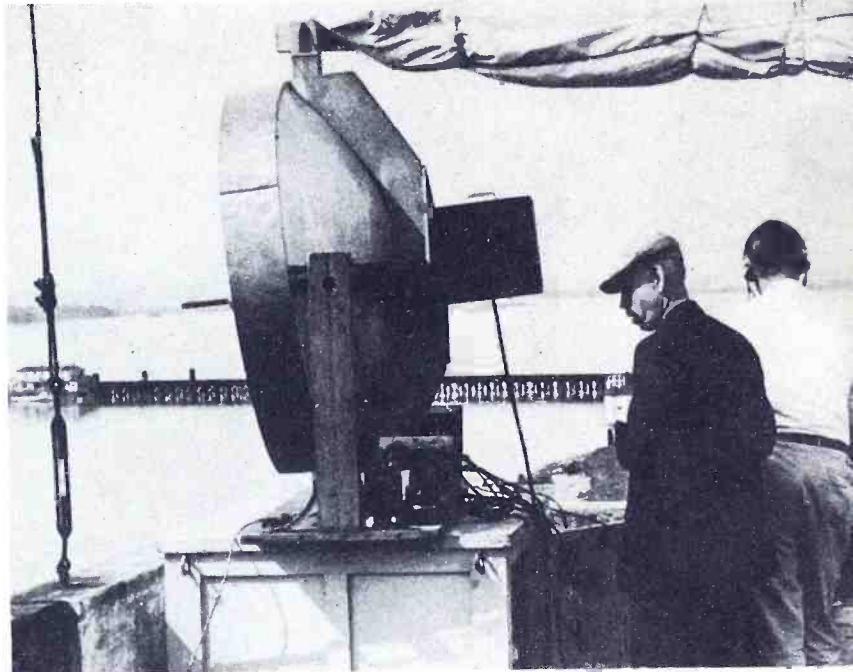
THE SILENT WEAPON OF WORLD WAR I . . . TO BE ADAPTED FOR PEACETIME USE . . .

An electronic 'eye' apparently developed independently by U. S., British, French and German scientists in the 1930's, radar owes much of its rapid growth to the advent of war. First used in detection of surface objects in the near-distance under conditions of poor visibility, radar's range and versatility were quickly extended to provide long-range detection of airborne as well as surface objects, accuracy in fire-control, safety in navigation and identification of distant or unrecognizable planes and ships. To radar goes much of the credit for England's doughty defense in the dark days of the 'blitz'; and much of the credit for 'lighting the road' to Berlin and Tokyo.

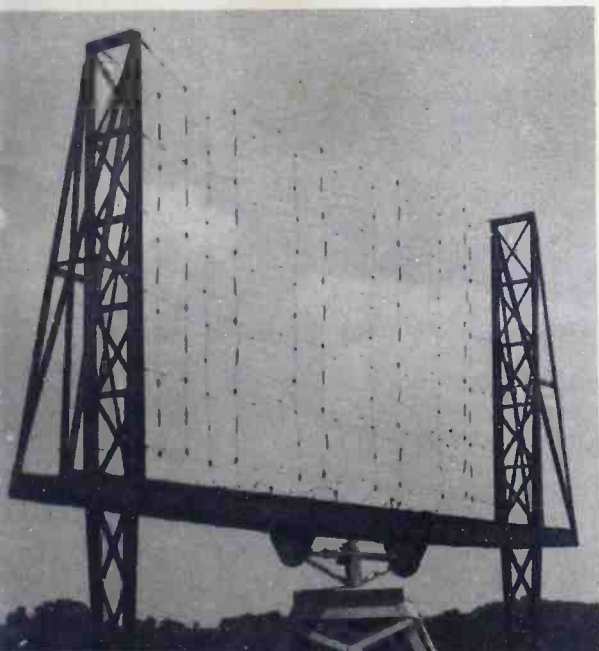
.. Scientists have made great strides in converting the principles of radar to peacetime uses—with the extent limited only by the field of imagination.



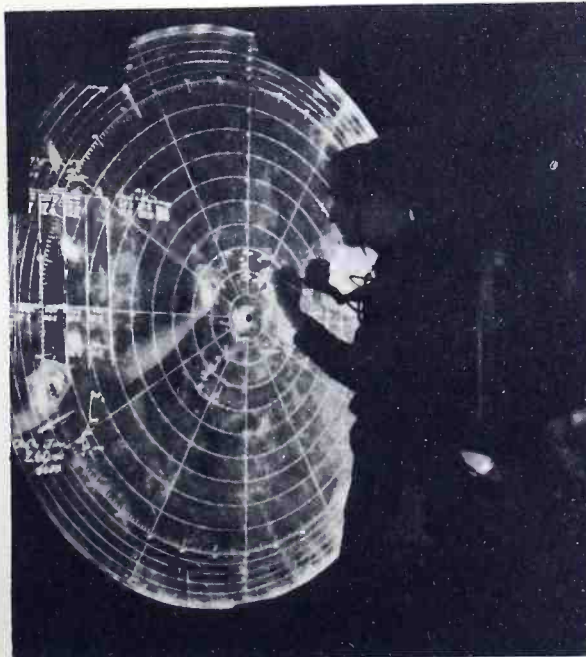
Five-man Army radar crew in Italy track approach of enemy planes.



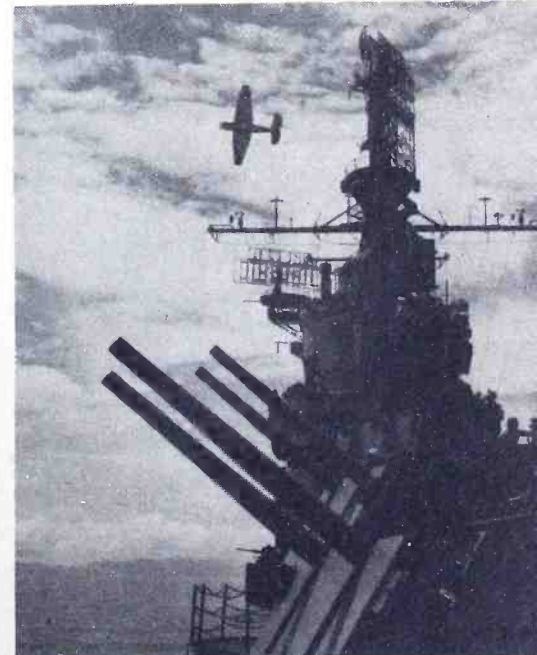
Prelude to the first test of radar, experimental work on the roof of the Naval Research Laboratory in Anacostia, D. C.



The antenna of the first complete radar, installed 'topside' a building at Naval Research Laboratory in Anacostia, D. C. It is mounted so that it can be turned to



Information provided by radar's electronic eye is marked down on vertical chart in radar plot room aboard aircraft carrier. Behind the transparent chart, other men chart other aspects of



Symbolizing close tie-line of communications between aircraft carrier and plane supplied by radar, photo shows Navy Avenger speeding past Essex-class flattop with latter's radar

SYMBOL OF SERVICE

The twin directional-array towers of WBEN majestically rise 475 feet above Grand Island, N. Y., which is midway in the Niagara River separating Canada and the United States. These antennae were especially designed to insure a minimum of interference by WBEN's signals with those of other stations on the 930-kilocycle frequency. This means the ultimate in present-day reception for WBEN listeners, for the towers were especially built to direct the signals of WBEN's programs to the area which the station serves. WBEN strives, through public service, to keep its programs apace with the latest engineering achievements.

A black and white photograph of the WBEN radio station building. The building is a large, light-colored structure with a prominent cylindrical section in the center. The top of this cylinder is a flat roof with the call letters "WBEN" in large, bold, three-dimensional block letters. Below the roof, the cylindrical section has a grid of windows. A dark door is centered on the ground floor of this section, with a set of stone steps leading up to it. To the left and right of the cylindrical section are rectangular wings of the building. In the background, two tall, lattice-structured radio towers rise into the sky. The sky is filled with soft, white clouds.

WBEN