

Radio Station Tobw AMERICAN BROADCASTING COMPANY

SOUTH BEND BROADCASTING CORPORATION ST. JOSEPH AND MONROE STREETS SOUTH BEND 4, INDIANA

Here in the WHOT studios we have a great deal of respect for a microphone. To us it is a latch string to the front doors of 125,000 radio homes in our Hello, Neighbors: listening Family. By tuning to our station, you say, "Welcome, friends, come on in", and we reciprocate your hospitality as best we know how -- not in our your nospitality as pest we know now not in our sunday go to meeting clothes to be a clean, whole plain folks with what we believe to be a clean. Bome assortment of all that radio has to offer.

We believe you enjoy our visits as much as we do. for every day we receive many letters bringing friendly suggestions, little notes of appreciation, requests for information - and we read every one of them, as many of you know by our replies.

This book, then, is for the Family - a record of the good times we have had in our microphone visits to your homes. Thanks for inviting us over. We hope you'll soon pay us a visit.

Lord Brewys

Compliments of:

WHO South Bend

"A new outlet for public expression"...

A Quarter of a Century of Broadcasting



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 WEAF, 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 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 is, 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.

Excerpts from speech by
J. Harold Ryan,
former Pres. N.A.B.

TELEVISION

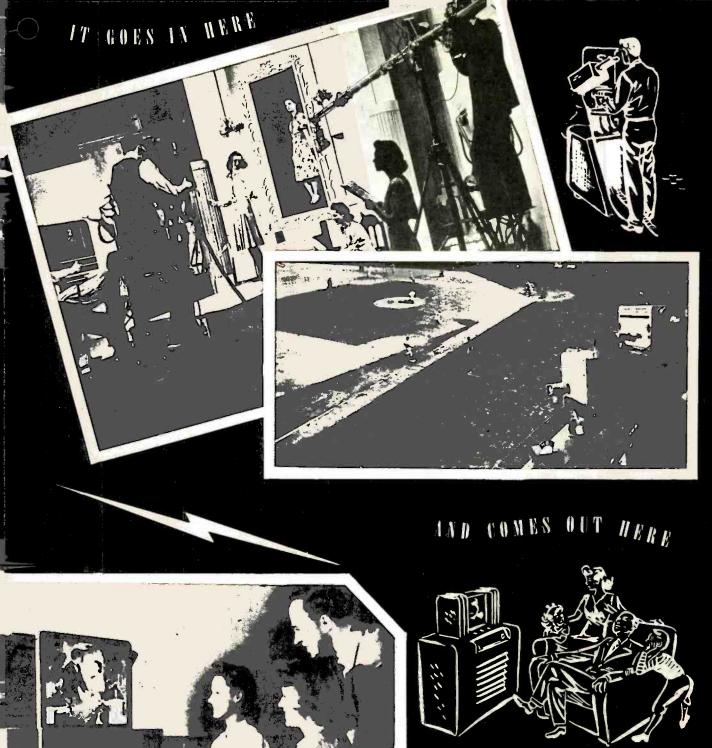
For more than 60 years scientists have been striving for means of seeing events remote from the observer. The scanning disc was invented by Paul Nipkow in 1884. The basis for all modern electronic television was described by Campbell Swinton in 1911, but it took years of work by Vladimir Zworykin before 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 the FCC has applications for permission to construct 140 others. On the East Coast, approximately 10,000 television receiving sets are now in use.





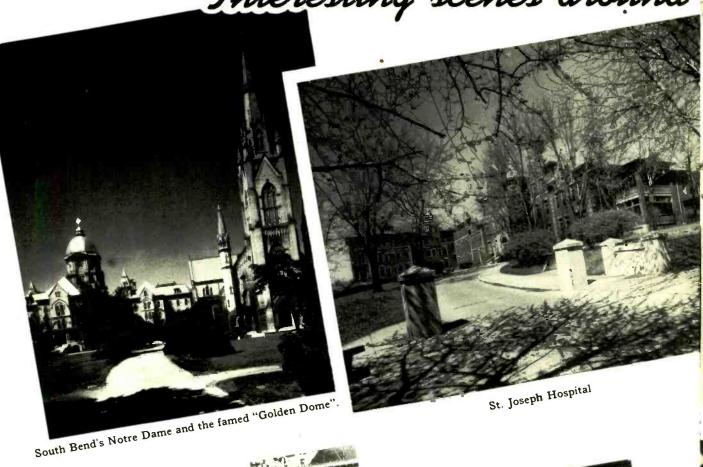


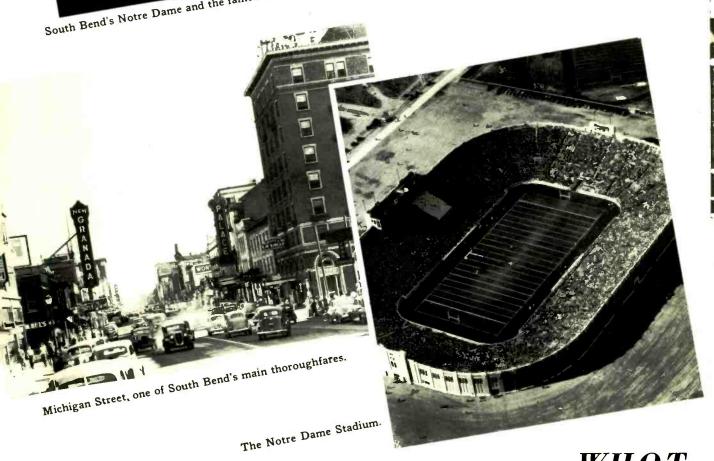


Transition in South Bend



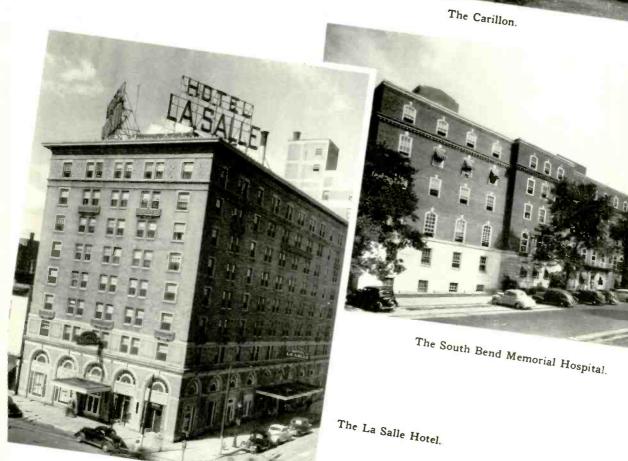
Interesting scenes around



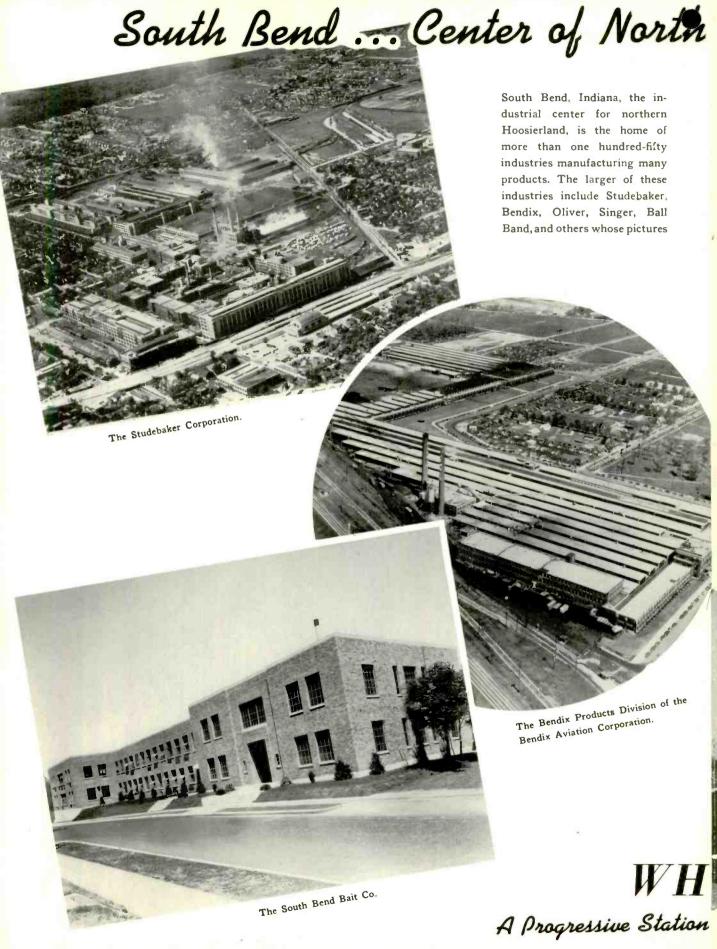


historic South Bend

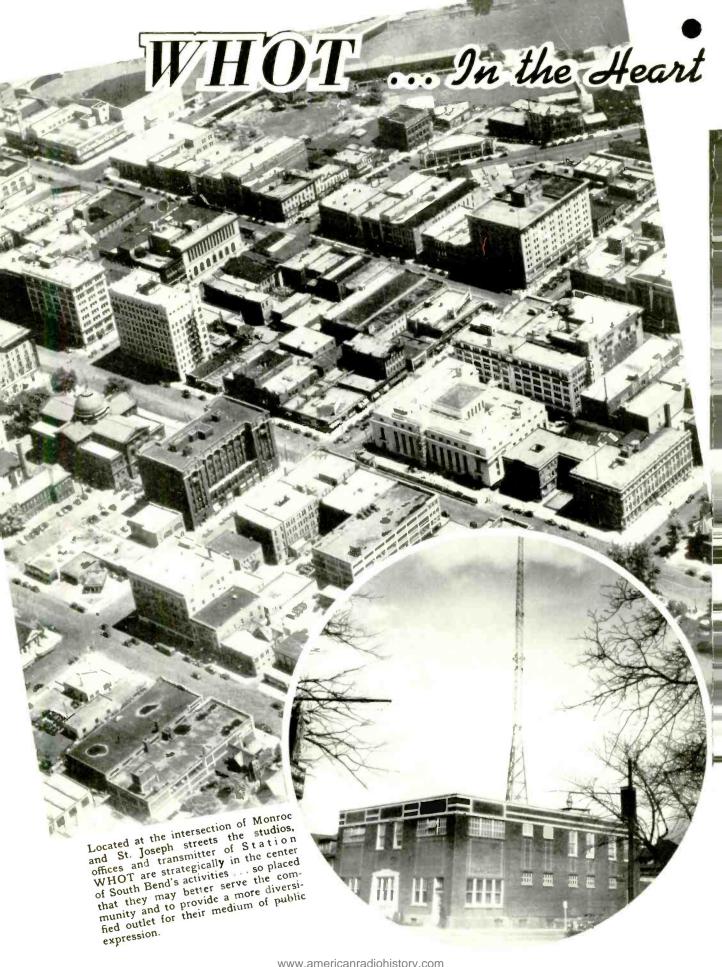


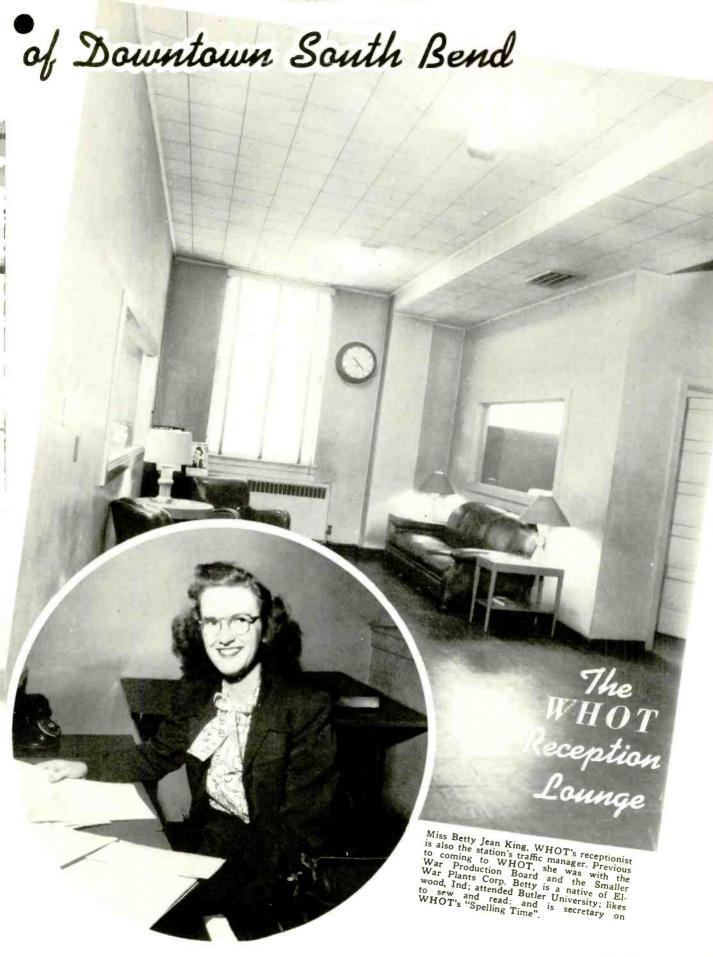


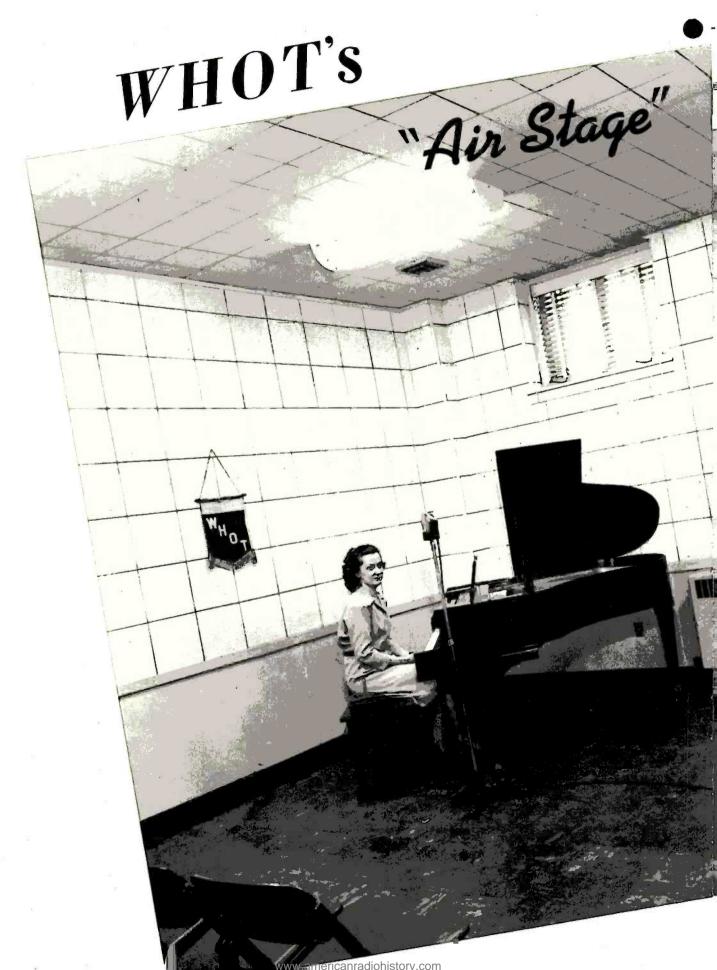
at 1490















... WHOT at 1490

From 11:00 p. m. until midnight ARTY KAY emcees the Barbasol Variety Hour with music, sports results, and headline news. Monday through Saturday . . . WHOT . . . at the top of every dial.



Announcer C. J. "Cash" PAJA-KOWSKI depicts his checking in as night watchman on the ever-popular early morning program, "Assembly Line". This is the station's wake-up program and is scheduled from 5:30 to 6:00 a. m. every day, Monday through Saturday.

Another morning program for all of the family is WHOT's "Hi Neighbors". It is produced by "mike-man" TED VERNASCO and may be heard daily, Monday through Saturday, at 7:15 in the morning.

The finest programs for yo



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ur enjoyment via WHOT



"The Northernaires", popular lo-cal members of the S.P.E.B.S. Q.S.A., heard every Thursday night at 9:30 o'clock. (left to derson, Harry Ivins and Stan Kazmirski.

Alan Young, personable young radio comedian, keeps his audience in stitches on his current or rogram, "The Alan Young Show" heard over WHOT-ABC Friday night at eight o'clock.

"Harding — Counterspy calling Washington." That's the familiar call you may hear every Sunday at 4:30 p. m. over WHOT-ABC when David Harding, fictional by Don McLaughlin, is heard in down swindlers and racketeers.

 $WHOT \dots$ very dial it's 1490!



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Religious Programs for



The "Negro Hour" is broadcast in the afternoon from 4:00 to 4:30 p. m. from WHOT studios.

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all Denominations WHOT



www.americanradiohistory.com



Special Events



ABC

Raymond Swing is to be heard every evening over WHOT-ABC at 6:15 p. m. Mr. Swing's opinions of the developments of world events are based on his background of spondent, newspaper man, and commentator.



Frances Langford and Jerry Colonna broadcast from the Union Station when they stopped at South Bend last May during the Seventh War Loan drive.



An interview with the younger set.

"WHOT—American Broa



deasting Company -ABC"

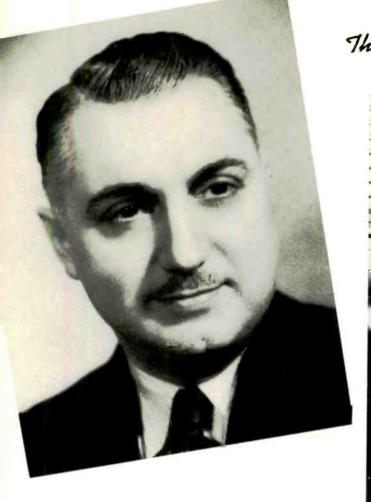
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C. Bruce McConnell,

President of
The South Bend Broadcasting Co.



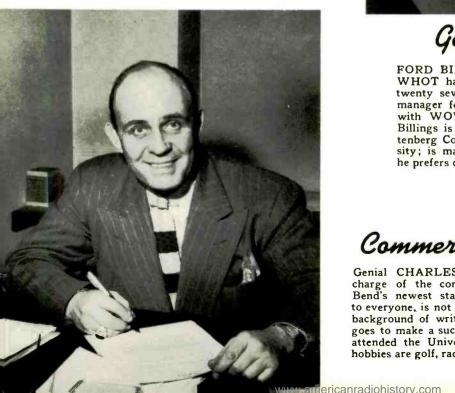


General Manager

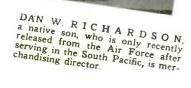
FORD BILLINGS, energetic general manager of WHOT has been in the radio game for the past twenty seven years. He was recently West Coast manager for Hearst Radio and has been affiliated with WOWO, WGL, WCAE, and KSTP. Mr. Billings is a graduate of Wayland Academy, Wittenberg College, Iowa State, and Columbia University; is married; has a daughter; and for hobbies he prefers deep sea fishing and cruising.

Commercial Manager

Genial CHARLES W. (Charlie) HINES is in charge of the commercial department of South Bend's newest station. Charlie, as he is known to everyone, is not new to radio and has that broad background of writing, producing and selling that goes to make a successful commercial manager. He attended the University of Pennsylvania; and his hobbies are golf, radio, and auto racing.







Announcing Staff, reading left to right: Jimmy Richardson, Boh Jashbrook. Ted Varnasco, "Cash" Pajakowski, Frank Crosair, Arty Kay.

Handling the station's continuity and publicity is WILLIAM (Bill) KELLEY who hails from Jersey City. Bill is the "Joe Kelley" of the "Spelling Contest" and the traffic cop in charge during the program. He is just out of the army, takes photographs, and likes to fish.



MAXINE WITWER of Mishawaka is auditor and bookkeeper for tion since it first opened and her hobbies include reading, sewing, swimming, and photography.





Engineer IRA D. KEALY of Litchfield, Michigan of Litchfield, Michigan takes readings for the

Chief engineer JACK E. WILLSON of Flint, WILLSON of Flint, WILLSON of Flint, Michigan, with over-all removes the clear, multiple switch signal and multiple essential ing which are so continuto WHOT's 18½ continuous hours of daily schedule.

C.m.m. JONES GRANT, another of the engineering staff, sets up the "patch" board for a remote program.

uul

Custodian of WHOT's building is hard working JESSEE MALLETT.

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THE FULLIVE IS BRIGHT FOR THE POSTWAR MID-WEST

With the same abundant energy and realistic viewpoint, criticoles of the Mid-West have set their sights to postwar. Public works—roads, bridges, earthwork, airports and building programs costing millions of dollars, are getting under way. Private enterprise and government have already allocated the money.

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

.. Mid-Western 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 Mid-West to the ports of the world to exchange for raw materials for the new industrial empire.

.. The Mid-West faced a multiude of problems in gearing itself to the production achievements of war-time. It rolled up its collective sleeves 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 saddled already.





RADAR

THE SILENT WEAPON OF WORLD
WARII... 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.

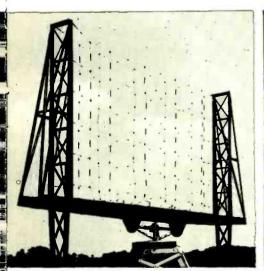
.. Scientists have made great strides in converting the principles of radar to peacetime uses—with the extent limited only by the field of imagination.



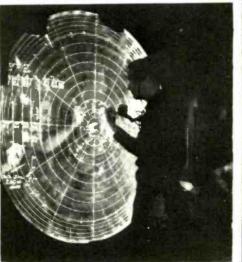
Five-man Army radar crew in Italy track approach of enemy planes.



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 allow for around-the-compass search.



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 incoming information.



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 antennae outlined against the sky.

If there is no Veterans' Administration Office write to the nearest Field Station. Address, "Manager, Veterans"

Administration"—

The VETERANS'

RIGHTS AND BENEFITS * *

MUSTERING-OUT PAY . . \$100 for less than 60 days service; \$200 for 60 days MUSTERING-UUT PAY ... \$100 for less than ou days service; \$200 for 60 days or more plus foreign service.

Or more but no foreign service; \$300 for 60 days or more plus foreign service. or more put no toreign service; \$300 tor ou days or more plus toreign service. Payable to all with base pay less than \$200 monthly at time of discharge; payable to all with base pay less than \$200 monthly at time of discharge;

OLD JOBS . . Permanent jobs abandoned to enter service after May 1, 1940, ments to be made in three installments. may be recovered by application within 90 days after discharge. In case of difficulty contact local Resonant Committee and Commi may be recovered by apprication within 30 days are culty, contact local Reemployment Committeeman.

NEW JOBS . . Register with nearest U. S. Employment Service office as soon NEW JUBS . . Register with nearest U. S. Employment Service office as soon as possible after discharge. GI Bill provides vocational training with government allotments of from \$50 to \$75 monthly while learning Veterans are on the analysis of from \$50 to \$75 monthly while learning veterans are on the analysis. as possible after discharge. GI Bill provides vocational training with government allotments of from \$50 to \$75 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 provides year's refresher course; plus education equal to actual time in service, up to four years. Veterans' Administration pays son per school year toward tuition. Supplies etc. also provides subsistence simply by reason of military service. equal to actual time in service, up to four years. Veterans Administration pays \$500 per school year toward tuition, supplies, etc.; also provides subsistence \$660 monthly for single veterans \$000 monthly for with dependence \$500 per school year toward tuition, supplies, etc.; also provides subsistence supplies, etc.; also provides subsistence with dependents. \$65 monthly for single veterans, \$90 monthly for veteran with dependents. No subsistence allowance for those taking correspondence courses.

READJUSTMENT PAY . . Federal unemployment-compensation program READJUSTMENT FAY . . Rederat unemployment-compensation program grants veterans four weeks unemployment pay for every month of active service for Sect. 16, 1040 up to 50 weeks. If veteran is completely unemployed he grants veterans tour weeks unemployment pay for every month of active service after Sept. 16, 1940 up to 52 weeks. If veteran is completely unemployed, he after Sept. 16, 1940 up to 52 weeks. If veteran is completely unemployed, ne receives \$20 a week. Contact local USES on state unemployment compensation

LOANS. Veterans' Administration will guarantee loans for a home or farm UAND veterans Administration will guarantee loans for a home or tarm up to \$4,000, and for a business up to \$2,000 anytime within five years after discharge. Real setate loans must be revaid in 25 years form realty loans in up to \$4,000, and for a pusiness up to \$2,000 anytime within five years after discharge. Real estate loans must be repaid in 25 years, farm realty loans in benefits. 40 years, and non-real estate loans in 10 years.

PRIVATE ENTERPRISE . . Preference given veterans in obtaining surplus PRIVATE ENTERPRISE. . Freierence given veterans in outaining surpus government property for business purposes but not for resale. Veterans given priority in purposes of row materials and equipment from Smaller War Plante government property for business purposes but not for resale. Veterans given Plants of raw materials and equipment from Smaller War Plants priority in purchase of raw materials and equipment from Board and Office of Corp., the Farm Security Administration, War Production Board and Office of Defense Transportation

MEDICAL CARE . Through Veterans Administration, hospitalization pro-WEDICAL CARE. . Inrough Veterans Administration, nospitalization provided for veteran for any ailment as long as he lives, without cost. Medical vided for veteran for any ailment as long as he lives, without cost. Medical vided for veteran for any ailment as long as he lives, without cost. Medical vided for veteran for any ailment as long as he lives, without cost. Medical vided for veteran for any ailment as long as he lives, without cost. Medical vided for veteran for any ailment as long as he lives, without cost. Medical vided for veteran for any ailment as long as he lives, without cost. Medical vided for veteran for any ailment as long as he lives, without cost. Medical vided for veteran for any ailment as long as he lives, without cost. Medical vided for veteran for any ailment as long as he lives, without cost. Medical vided for veteran for any ailment as long as he lives, without cost. We consider the veteran for any ailment as long as he lives, without cost. We consider the veteran for any ailment as long as he lives, without cost. Defense Transportation.

INSURANCE . . Veteran may keep his national service life insurance in force dition was caused or aggravated in line of duty. INDUKANCE.. veteran may keep his national service me hisurance 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 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 these sole of property for taxes discussed in the collection of these sole of property for taxes discussed in the collection of these sole of property for taxes discussed in the collection of these sole of property for taxes discussed in the collection of these sole of property for taxes discussed in the collection of exemption under Soldiers and Sallors Civil Relief Act of 1940, from lawsuits for collection of debts, collection of taxes, sale of property for taxes, dispossession of dependents for collection of taxes, and collection of incurance and collection of incu confection of depts, confection 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 DIDABILITY PENSIONS. Free vocational renamination provided for disabled vets, plus \$105 monthly if single; \$115 if married, plus \$10 monthly for for each additional child and \$15 for each dependent for for such additional child and \$15 for each dependent usabled vets, plus \$103 monthly it single; \$113 it married, 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 for arst child and \$\frac{1}{2}\$ for each additional child, and \$\partial 10\$ for each disability due to service, veteran may be entitled with disability due to service, veteran may be entitled. parent. It 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.

WHOT HIGHLITES

Daytime

MONDAY THRU FRIDAY	1:30 pm Bride & Groom	12:00 n Bulletin Board
FIGO and Association Time	2:00 pm Al Pearce	12:45 pm World News
5:30 am Assembly Line	2:30 pm Ladies Be Seated	1:00 pm Metropolitan Opera
6:00 am Polonia	3:00 pm Jack Berch	5:00 pm World News
6:30 am Early Birds	3:15 pm Fitzgeralds	6:00 pm Sports Roundup
7:00 am Martin Agronsky News	3:45 pm Mrs. Riley	6:15 pm Correspondents
7:15 am Hi Neighbor	4:15 pm News	6:30 pm Green Hornet
7:30 am Cliff Edwards	4:20 pm Requests	
7:45 am Gospel Melodies	4:45 pm Hop Harrigan	SUNDAY
7:55 am Breakfast News	5:00 pm Terry & Pirates.	8:00 am Holy Catholic Hour
8:00 am Breakfast Club	5:15 pm Tennessee Jed	9:00 am Message of Israel
9:00 am True Story	5:30 pm Jack Armstrong	10:00 am 1st Methodist Church
9:25 am Betty Crocker	5:45 pm John de Young News	10:45 am 1st U. B. Church
9:30 am Hymns All Churches	6:00 pm Sports Roundup	
9:45 am Listening Post	6:15 pm Raymond Swing News	
10:00 am Breakfast in Hollywood	6:45 pm Concert Miniature	1:00 pm Moments to Remember
10:30 am Home Edition		1:3) pm National Vespers
10:45 am Ted Malone	SATURDAY	2:00 pm Sunday Polonia
11:00 am Glamour Manor		2:30 pm Miniatures by Foster
11:30 am Moments to Remember	5:30-8:00 am Same as Monday	3:00 pm Darts for Dough
12:00 n Baukage News	8:00 am Wake Up & Smile	4:00 pm Negro Hour
12:15 pm Club Matinee	9:00 am Red Cross	4:30 pm Counterspy
12:30 pm Man on the Street	9:30 am Teen Town	5:00 pm Hall of Fame
12:45 pm Whot's Cooking	10:00 am String Ensemble	5:30 pm Sunday Eve Party
1:00 pm Mishawaka Review	10:30 am Betty Moore	6:00 pm Drew Pearson
1:15 pm John B. Kennedy News	11:30 am American Farmer	6:30 pm Quiz Kids
	Early Evening	
MONDAY	TUESDAY	WEDNESDAY
7:00 pm Indiana News	Spelling Contest	Spelling Contest
7:15 pm Hedda Hopper		
7:30 pm Fat Man	Dark Venture	Hunting & Fishing
8:00 pm I Deal In Crime		Pages of Melody
8:30 pm Paul Whiteman	Doctors Talk	Want Lead a Band
9:00 pm Bill Thompson	Concert Orchestra	Ralph Norman
-		C A MAID DAY
THURSDAY	FRIDAY	SATURDAY
7:00 pm Indiana News	Woody Herman	
7.00 pm malana 110110	•	

Your F B I

Alan Young

The Sheriff

Fights

Late Evening Monday thru Saturday

7:30 pm America Town Meeting

7:15 pm Earl Godwin

8:30 pm Detect & Collect 9:00 pm Curtain Time

8:00 pm

7		,
10:00	pm	News of Tomorrow
10:15	pm	Cal Tinney
10:30	pm	Club Lido
10:45	pm	Strikes & Spares
11:00	pm	World News
11:05	pm	Variety Hour
11:55	pm	World News

7:00	pm	Sunday Hour
8:00	pm	Walter Winchell
8:15	pm	Louelle Parsons
8:30	pm	LaGuardia Speaks
8:45	pm	Jimmie Fidler
9:00	pm	Theatre Guild
10:00	pm	Church of Nazarene
		Rosary Hour

First Five

Sunday Evening

Gangbusters

Boston Symphony

