

GOING FORWARD



WITH RADIO

As Presented by:

*STUDIOS
WUP
OFFICES*



MANCHESTER, N. H.

A Message from
HERVEY CARTER,
Manager of WMUR.



The RADIO VOICE OF NEW HAMPSHIRE, INC.

WMUR

970 KILOGYCLES

W. H. P. BUILDING
MANCHESTER, N. H.

THE
STATE
STATION
MANCHESTER

FRANCIS P. MURPHY

Dear Friend:

We here at WMUR wish that we might know you personally. Because you listen to the programs we all have a part in broadcasting, you seem like a neighbor who welcomes us into your home daily.

This Album will give you some visual idea of what we look like and what our studios and offices look like. If you've never paid us a visit, we hope this book will encourage you to want to do so. Our studios are open every weekday from 9:00 A.M. to 8:00 P.M. and you're welcome anytime you can come.

May your radio bring you untold hours of pleasure in the years ahead. We're all of us looking forward to serving you through those years.

Cordially yours,
Hervey Carter
Hervey Carter
Manager

The Radio America Network Station for New Hampshire

Compliments of:

A Quarter of a Century of Broadcasting

in

America

The completion of the first 25 years of the American system of broadcasting has now been marked. 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 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.

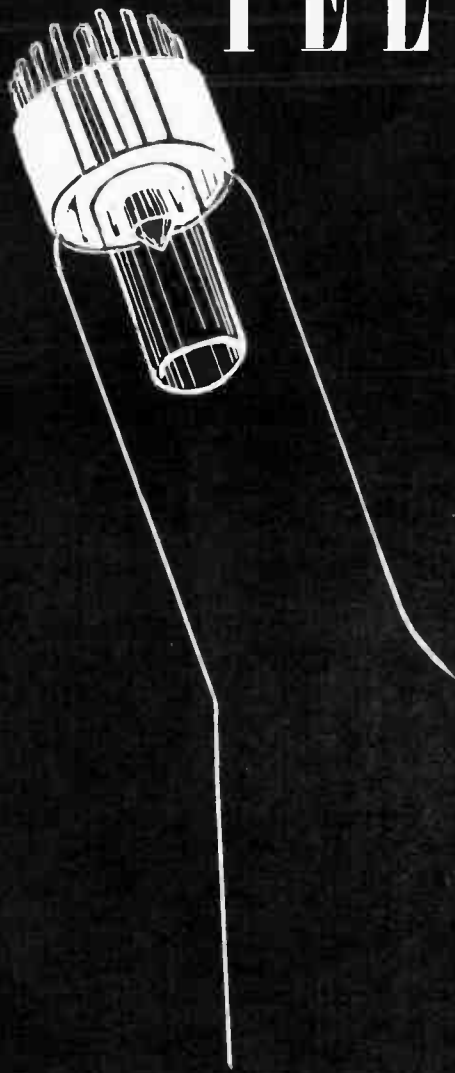
.. Assured of economic support by the free enterprise system of America and acclaimed by the public, radio will expand its service into many fields. New types of broadcasting—facsimile—television—all may flourish after the war.

.. 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.

*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 before this system produced a picture. Philo T. Farnsworth invented the "image disector" and Vladimir Zworykin invented the Iconoscope. These two inventions became the eyes of television cameras.

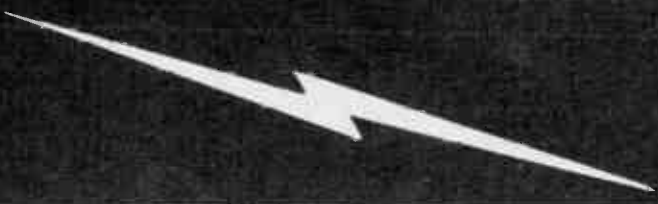
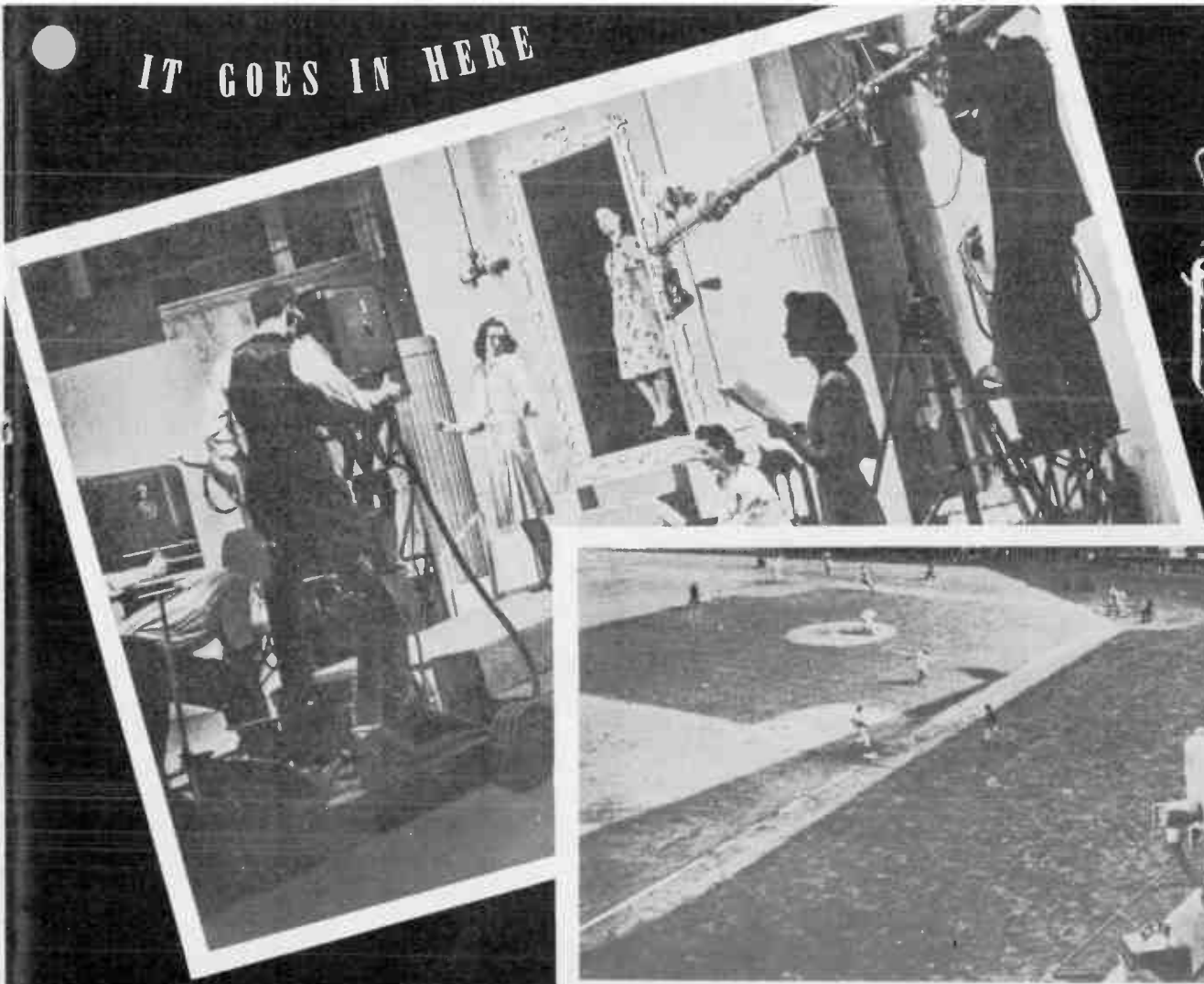
In the early 1920's, experiments by John Baird in England and C. Francis Jenkins in this country, brought successful transmission of low definition pictures. RCA erected a television transmitter in 1928 and on January 16, 1930 showed television pictures on a 6 foot screen, as transmitted from the studio.

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 200 others. On the East Coast, over 10,000 television receiving sets are now in use, and thousands of others have been ordered by an enthusiastic public.



IT GOES IN HERE

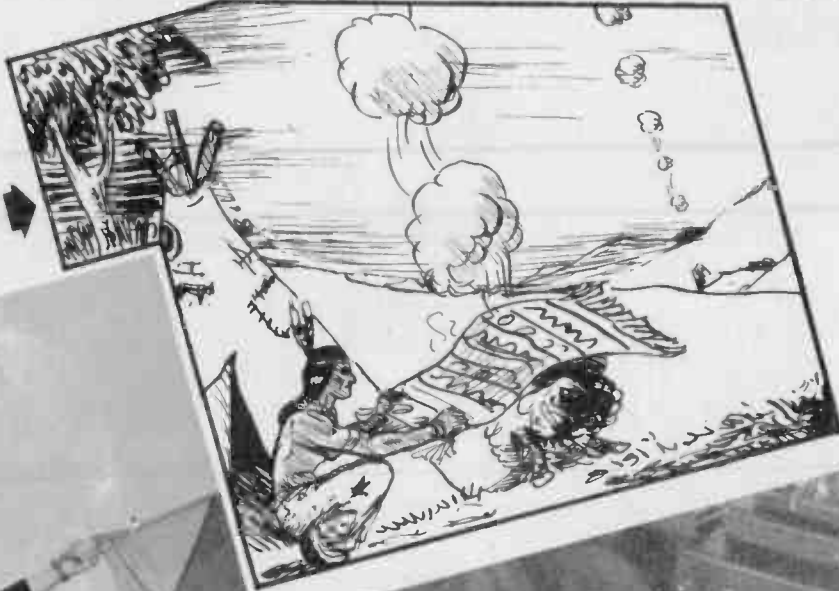


AND COMES OUT HERE



"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 Manchester"



An artist's view of the entire city of Manchester in 1876.



An artist's view of the Manchester Print Works in 1850.



A view of Manchester during the big flood in 1936.



Concord Common and a view of the city looking Northeast in 1920.



Elm Street at night. This is Manchester as it looks today!

Manchester - the Queen



An aerial view of Manchester is shown in the circle. Here we are looking North down Elm Street.

Above: Manchester is an industrial city. Here we are looking West toward Uncanoonic Mountain from the Mill District. Manchester is also a city of culture. At right is shown the Currier Gallery of Art.



Above: The Manchester Institute of Arts and Sciences.



Above: The United States Post Office in downtown Manchester.

City of New Hampshire . . .



Circle: In the heart of Manchester, we find the City Hall, the Amoskeag Building and Franklin Church.



Above: Another excellent view of the city also looking down historic Elm Street. At left is the popular Manchester Athletic Field.



The Weston Observatory.



In the foreground above is Manchester's new housing district, a project which might well be imitated by other cities of comparable size.

WMUR - The Voice

OUR STUDIOS

If you were to stroll out Elm Street until you came to the number 1819, you would be just outside the large and beautiful home of Radio Station WMUR. Inside this building you would find our studios and offices from which we are daily sending programs into the homes of our many listeners and friends--programs which we sincerely hope you find both interesting and entertaining. And, for now, we hope you will enjoy this pictorial tour through our studios



The first person we encounter upon entering 1819 Elm Street is our lovely receptionist, DORIS TARR, who, incidentally, likes to be called Lois. She is shown here in the reception room overlooking the street. Lois is a native of Grasmere and is strictly an outdoor girl who likes almost any sport. This makes her a rarity, too, since she attended McDowell, school of costume design and fashion.



of New Hampshire!

OUR PRESIDENT

GOVERNOR FRANCIS P. MURPHY has spent almost his entire life in the shoe manufacturing business, starting approximately forty years ago as a worker in a small factory in Newport, N. H. He gained much prominence through his perfection of efficiency methods and plans which made it possible for the J.F. McElwain Company to produce quality shoes at a low cost previously unknown. The entire output of that plant has for some years been sold through the Thom McAn chain, the largest chain of retail shoe stores in the United States. He served two terms as Governor of the State of New Hampshire, between 1936 and 1940 and established Radio Station WMUR in October, 1941.

Governor Murphy has now retired from active business but still retains many business interests throughout the State and is a member of the board of the J. F. McElwain Company. He has deep belief in the fact that if the average American is well informed on both sides of a subject the citizen will always make the correct decision. This conviction is one which led him to establish WMUR and has been carried out sternly in its policies. He is looking forward in the world of radio communications, of FM, Television and Facsimile Transmission and plans to be among the first offering these new services to the citizens of New Hampshire.



OUR MANAGER

After completing a College Course in Radio and Electrical Engineering HERVEY CARTER entered the broadcasting field in 1930 as a salesman for Station WBEN in Buffalo, New York. In 1937 he became Manager of Station WEBR, the second station in Buffalo owned by the Buffalo Evening News. The following year he came to the Yankee Network in Boston as assistant to Linus Travers, vice president in charge of sales and production. In 1941 Mr. Carter became Commercial Manager of WPRO in Providence and then came to WMUR in Manchester as General Manager in 1943. He is looking forward with much anticipation to the many new developments which appear to be heading our way in the very near future. Mr. Carter intends to have a part in developing all of these services so that Radio Station WMUR may retain its front rank standing in this field in the years to come.

We'd Like To Introduce



Pictured above is the Clerk of the Corporation here at WMUR. Her name is **MRS. ERMA MOORE** and she is also Secretary to Governor Murpny who, though retired from business, manages to keep her busy.



ROBERT J. COLLINS, above, holds a double position at WMUR. Aside from being one of our salesmen, he is in charge of all programming. A graduate of St. Anselm's College, Bob may be heard on some of our special events broadcasts. He is shown listening to a program prior to its release on the air.



BERT COLTER, left, is WMUR's Musical Director as well as our pianist-organist. He has been in the field of music for many years, beginning his radio career as director of music and arranger for the show "Spreading New England's Fame".



Shown above with the largest and the smallest tubes used by WMUR is Chief Engineer **VINCENT CHANDLER**. Chandler has been in radio since 1929 and with WMUR since 1940, another of our family who attended St. Anselm College.



Chief of our Copy Department is **JOHN CLAREY**, another veteran in the field of radio. A graduate of the University of New Hampshire, he is a native of Manchester and began his radio career as an announcer.

Our Staff To you . . .



PAUL SHELDON is WMUR's Promotion Director. His career began in 1928 when he had his own radio dramatic troupe and broadcast plays on all New Hampshire and many Massachusetts radio stations. And, if you listen carefully, you may still hear him on the air!



IRENE O'LOUGHLIN has been at WMUR since 1942. She started as an engineer and is now Secretary to the General Manager. She hobbies in most outdoor sports.

GORDON MOORE is Assistant Manager at WMUR and also helps to sell our time. He was born in Manchester and has been with us since 1943.



You might call **DORIS BROWN**, above, the woman behind the man behind the mike. As book-keeper she holds one of the most meticulous and thankless positions at WMUR. Before coming to this station she was with the John B. Varick Company and the Railway Express Company.



Shown interviewing a possible client is another of our Salesmen, **DEMERITT AYER**. For five years before coming to WMUR, he acted as Manager of the retail merchants' Credit Bureau.

These Are Our Announcers . . .



The announcer with the pleasant, easy-going personality and the voice to match is **EDDIE FITZGERALD**. He is shown here scanning a transcription disc before putting it on the air. Each of those discs contain about ten selections.



Emcee of the "Don Stevens Show" is **DON STEVENS** himself. He may be heard each week-day from 6:15 to 7:00 a.m. and each day from 8:15 - 8:30 a.m. playing the organ and the piano at the same time!



BERNIE MACK, may be heard regularly on "Radio Juke Box", "C. O. D.", "Famous Bands" and "Bernie Mack's Hot Wax". He evidently takes his work seriously since his number one hobby is a collection of Jazz records and data.



TOM POWER joined the WMUR announcing staff upon graduation from a Boston Veteran's Training School. His friendly Irish personality and serious application to his work has won him immediate popularity with New Hampshire listeners.



Announcer **GUS BERNIER** is a long way from his home town here in Manchester (He was born in Little Rock, Ark.). He's just starting his announcing career and is fast learning that the "old clock on the wall" is of more than average importance.



No, **HAROLD BRADLEY** isn't an announcer--not yet. But as the station's night receptionist, he's learning the ropes. He's shown here waiting for one of the evening shows to go off the air before allowing anyone to enter or leave the studio.

Our Writers and Engineers . . .



Up one more flight of stairs brings us to the Continuity Office where we find ERIC CASTLE and TERRY POWERS conferring over a piece of commercial copy. Terry is a graduate of the Leland Powers School of the Theater and Radio in Boston and Eric may be heard on such shows as "Castle Corner", "Air Ads", and "Profile Playhouse".



Let's take a quick trip over to our Concord office to meet MARGUERITE WINSLOW, assistant manager of the office and another of our continuity writers. Incidentally, that smile seems to be worth the trip.



One of WMUR's technicians is HARRY HANDFIELD, a native of Nashua. He is shown "riding gain" on one of the station's "live" shows.



Time for another trip--this time out to the WMUR transmitter. Two of the Engineers are on duty in this luxurious building. RALPH NADEAU is shown giving a few dial readings to ERNEST BINGLEY, Assistant Chief Engineer. Both men hail from the state of Maine.



Radio Technician WILBUR REMICK seems to be a busy man. He's shown in the midst of a record show, adjusting a transcription with one hand while he controls the volume with the other.



We're back at the studio control room again and this time we find Engineers LIONEL BLANCHETTE (sitting) and JOHN LANE. Blanchette has been on our staff since 1940, with time out for three years in the Army. Lane spent his war years between the Navy and the Marines. Both have several years of radio school behind them.

From Morning Till Night



SAMMY KAYE



BAUKAGE



LOUELLA PARSONS



MARTIN AGRONSKY



KENNY BAKER



WALTER WINCHELL

- Our Stars Are Shining!



HENRY MORGAN



BING CROSBY



TED MALONE



DON McNEIL

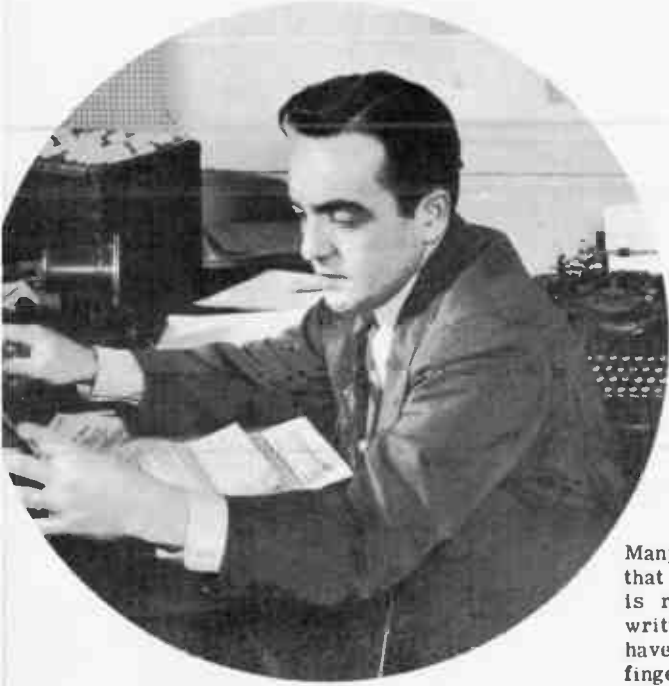


PAUL WHITEMAN



TOM BRENNEMAN

Complete News and Sports Coverage For The Granite State!



Many folks have the mistaken idea that all a news announcer must do is read what some one else has written. Actually however he must have the news of the world at his finger tips. He must know exactly what news is of current interest and then prepare all news of local, state and national interest for a concise and understandable newscast. TOM POWER is, left, gathering news from the Associated Press and, above, presenting the complete news over the air. At right above is JIM MAHONY, Managing Editor of the Evening Leader, who sends the local news to WMUR, where it is in turn sent in to the homes of its many listeners.



MARTIN AGRONSKY, whose radio broadcasts direct from the various theaters of operation during the war made him a world figure, is now heard direct from Washington over WMUR-ABC.



ABC Commentator BAUKAGE is noted for his clear and concise reports of the news of the world as it becomes news.



WALTER KIERNAN, columnist and commentator, is the likeable and tireless newshound you hear on "Kiernan's Corner". He presents the highlights of the day's news and in his witty, friendly way talks about the people in the news.



One of the world's most famous commentators is WALTER WINCHELL, now heard exclusively on WMUR and the American Broadcasting Company.



ABC commentator DREW PEARSON, noted for his accurate predictions of things to come, continues to broadcast news of world interest from the nation's capitol.



Each Monday through Saturday evening at 6:15, its time for "TONY ADAMS Sports Parade". Tony himself is one of the youngest sports commentators in the field of radio.

Exclusive Programs for

JULIE AND JOHN



Shown above are Julie and John of the next generation. A major portion of the Williams family, you've heard them both on the program many times. Jon (5) and Leslie (2½) seem fascinated by this whole business of radio broadcasting.



What's this?? Well, they say that turnabout is fair play and John is setting out to prove it.



It looks like a pretty average American family above as JULIE and JOHN relax just after their afternoon broadcast.



"JULIE and JOHN" may be heard broadcasting from their home each Monday through Saturday morning at 8:30 and each week-day afternoon at 1:15.

WMUR Listeners!

Yes, it's that "whimsical pixie"-- that "benevolent demon" of station WMUR--YOUR TOWN CRIER. At least, that's what his listeners call him. But that leaves him unmoved-- he doesn't care what they say as long as they say it to him. WMUR's oldest studio broadcast the Crier has been on the air without a let-up for nearly five years.



Put a nickel in the slot and listen to three minutes of your favorite tune. Yes, it's the "Radio Juke Box", heard daily on WMUR with your master of ceremonies, **BERNIE MACK**.



MAURICE HOFFMAN, Organist and Recording Engineer, has been a member of the WMUR staff ever since the station opened. You'll hear him regularly on "Castle Corner", and "Melody House".



WMUR presents "Melody House" for your Sunday afternoon listening pleasure. Pictured here, left to right, are: **BERT COLTER**, **DICK BAILEY**, **NORMA LAMOREY**, **DICK BERNIER** and **MAURICE HOFFMAN**. Dick has studied voice for 7½ years, is a native of Concord. Norma is well known for her singing ability in Manchester and vicinity, is often heard on other WMUR programs.

They're Yours To Enjoy



Here's BOB WEBSTER, WMUR's Farm Editor, who each day brings you important farm information as well as market news and reports from all over the country. Listen to "Bob Webster's New Hampshire Farm Digest".



Mr. ARCH ROSS of the Concord Weather Bureau brings the temperature and weather reports to WMUR listeners twice a day except Sunday.



Adding a little swing to the old American folk ballads is the secret to the success of DUKE and his SWING BILLIES, heard daily over WMUR. Pictured above, left to right: ROCKY, SPEEDY, DUKE and LITTLE RALPHIE.



BERNIE MACK is shown above in the middle of one of his many telephone calls. He talks directly to WMUR listeners as he emcees the popular show known as "C.O.D."

- on WMUR!

Your TOWN CRIER.



Announcer GUS BERNIER is the smiling emcee of the show, "Request Album". He accepts calls from listeners who want to request their favorite number, most of which are classical and semi-classical on this particular program.



And here is lovely PATTY FOY, young mistress of ceremonies on another of WMUR's special local programs known as "Patty's Party".



Popular among WMUR listeners, particularly those of the younger set is VIRGINIA RYAN, better known as the "Fairy Tale Lady". Many of the stories she tells are her own. She is pictured above with Organist BERT COLTER.



Pictured above is 12 year old ELAINE KAYE, heard regularly on the popular "Bon Ton Show" each Sunday afternoon at 5:15.

There's Music In the

DUKE ELLINGTON and his Orchestra join the parade of "Famous Bands" heard regularly as a recorded and transcribed feature of WMUR.



FRED JACKY, director, leads the General Mills Choir in another of their outstanding choral renditions on "Hymns of All Churches" over WMUR - ABC Monday-thru-Friday at 10:30 AM. Franklyn MacCormack, poet and narrator, stands by.



SAMMY KAYE, king of "swing and sway" brings listeners a program of popular melodies, old and new. Romantic crooners, the harmony of Kaye Choir, bits of poetry read by the "maestro himself, all blend effectively in "Sammy Kaye's Serenade," Sammy Kaye may also be heard as emcee of "So You Want To Lead a Band".



DINAH SHORE is one of the many famous vocalists heard by recording regularly on WMUR's "Songs of the Stars".



Air - On WMUR - ABC!

Wednesday became more than just another night on the calendar when BING CROSBY made his widely heralded return to the airwaves. On that big date, Wednesday - presto! - becomes BINGSDAY, the night most dial-twisters turn to WMUR - ABC.



Formerly a feature of the "Radio Hall of Fame" ABC's "Stairways to the Stars" is now heard as a regular Sunday series, again starring PAUL WHITEMAN and vocalist MARTHA TILTON.



Sunday, January 19, saw the inauguration of a new ABC series - the Detroit Symphony Orchestra of 95 men conducted by the eminent American conductor, KARL KRUEGER. The program title is "SUNDAY EVENING HOUR."



You're looking at the STARDUSTERS, famous quartette featured with Charlie Spivak's Orchestra. You'll hear them often over WMUR.



Popular among WMUR's many listeners is the Longines Symphonette program, pictured above.

If You're In the



FRANKLYN Mac CORMACK, announcer on the ABC's Jack Armstrong series, illustrates how a skyfighter overhead is putting his plane into a sharp U-bank. Listening intently are (l. to r.) Jack Armstrong and his staunch sidekicks, Billy Fairfield and Uncle Jim.



JACK SMART and AMZIE STRICKLAND are shown during a rehearsal of Dashiell Hammett's fascinating show, the "Fat Man". The program is heard each Friday evening over WMUR and the American network.



GEORGE HICKS, crack commentator who came through the war unscratched, had to take time out recently to undergo an operation. He is on the air as the Voice of U.S. Steel on the "Theatre Guild on the Air," Sundays over WMUR.

WILLIAM GARGAN, popular screen actor, portrays a hard-hitting super-sleuth when he takes the lead part in "I Deal In Crime", a new program presented over ABC and WMUR every Saturday evening.



JERRY DEVINE, producer-director of WMUR-ABC's "This Is Your FBI", also writes the factual dramatizations of actual cases. Careful research and editing, plus Devine's close attention to character delineation, make "This Is Your FBI" a faithful report of the activities and methods of the government's watchdog against crime.

Market For Drama . . .



Years ago Milton Caniff created a cartoon called "TERRY AND THE PIRATES". Today, that comic strip has been transformed into one of the most dramatic serials on the air. Pictured here is the famous DRAGON LADY.



BETTY MORAN, actress in ABC's Tuesday night "Dark Venture" thrillers, reads over the shoulder of Larry Marcus, author of these psychological mysteries, as he brushes up on some background material.



Every listeners' own true story would be greatly improved if it could include eye-catching YVONNE MANN who is heard over ABC's "My True Story".



ROY ENGEL is the star of another WMUR-ABC serial packed with dramatic thrills. You'll enjoy listening to "Sky King".

There's Always Good Listening . . .



TED MALONE, ABC's human interest storyteller, features interviews with ex-G.I.'s whom he had met overseas during his war correspondent days.



PROFESSOR QUIZ, the original quizmaster of radio, returns to the air over ABC every Saturday evening, in a lively quiz session during which valuable prizes were awarded.



KENNY BAKER, favorite of stage, screen and radio, brings a sparkling half hour of nighttime caliber comedy entertainment to the daytime airwaves when he takes over as star of "The Kenny Baker Show" daily over WMUR and ABC.

. . . On



No breakfast is served at "The Breakfast Club" but DON McNEILL, the program's genial emcee, takes time out for a good breakfast. Above we see Don as he attempts to break a piece of well-done toast.



JOHN NELSON looks somewhat perplexed as he interviews Mr. and Mrs. John Gilbert on the "Bride and Groom" show heard regularly over WMUR-ABC.



PEG LYNCH and ALAN BUNCE are shown in their microphone roles as "Ethel and Albert", a typical young American married couple whose humorous family interludes are heard daily over ABC and WMUR.



CARMEN MIRANDA has nothing on TOM BRENNEMAN when it comes to hats. Tom is famous for the sort of thing pictured above as you'll find out if you listen to "Breakfast In Hollywood" daily over WMUR.



VERA HOLLY, lovely songstress, is featured on the new "Pot O' Gold" program, now on the air Wednesday evenings over WMUR-ABC. Highlight of the program is a phone call and a gift of \$1000 to the person whose name has been selected from the nation's telephone books. If there is "no answer" the person receives \$100.

WMUR . . .



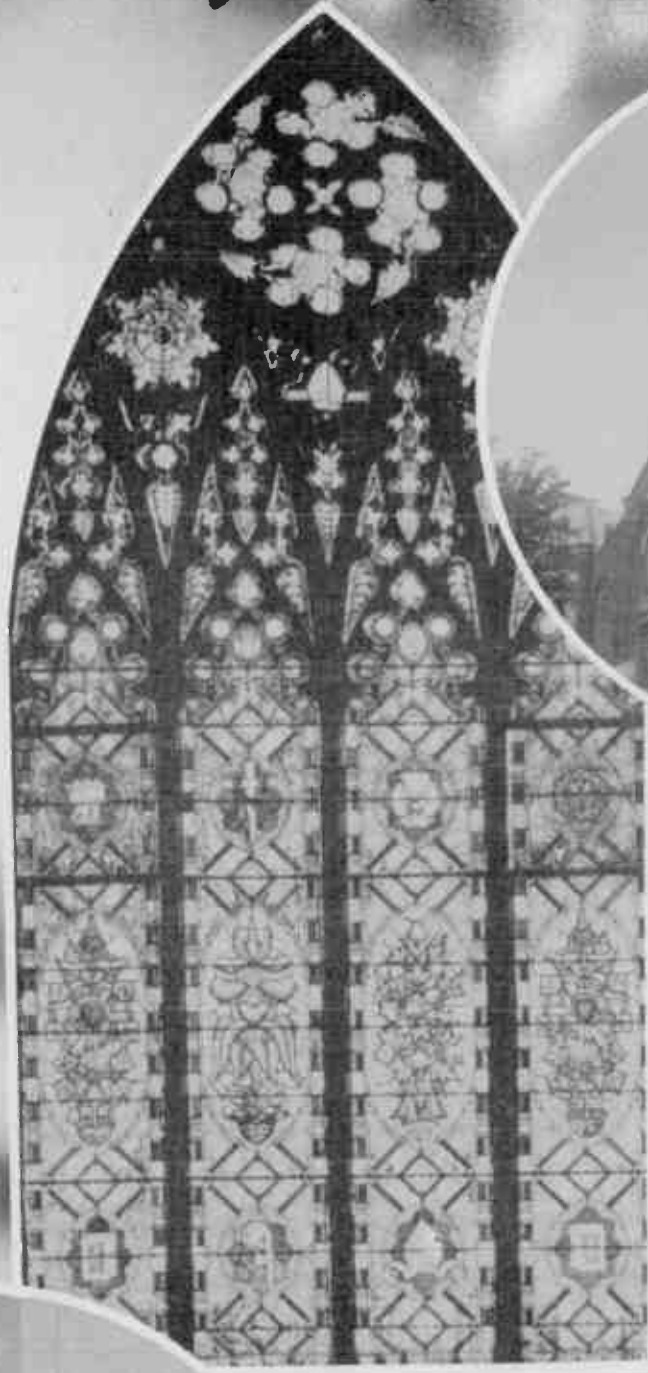
MR. and MRS. GEO. V. DENNY in the midst of last-minute preparations for a recent broadcast from Hollywood, of the popular ABC program, "America's Town Meeting of the Air". Mr. Denny is moderator of the debate and his wife the assistant producer.



The star of ABC's "THE HENRY MORGAN SHOW" gets some help on his script from a friend. Contrary to the proverbial behavior of his simian visitor, Morgan speaks evil of practically everyone.

And The American Broadcasting Company!

A Note of Inspiration . . .



WMUR is proud of the time which it devotes to the churches so that they may bring messages of their faiths to the listeners. It is proud, too, of the inspiring programs brought over the wires of the American Broadcasting Company. Pictured on this page is REV. MARK B. STRICKLAND, heard regularly in his own program called "Let's Talk It Over". Above is pictured the First Congregational Church of which Rev. Strickland is the minister.

THE *Future* IS BRIGHT FOR THE POSTWAR EAST

With the same abundant energy and realistic viewpoint that characterized their magnificent war effort, the citizens of New England have set their sights to post-war targets. Public works — roads, bridges, waterworks, airports and building programs costing millions of dollars soon will be under way. Private enterprise and government have already allocated the money.

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

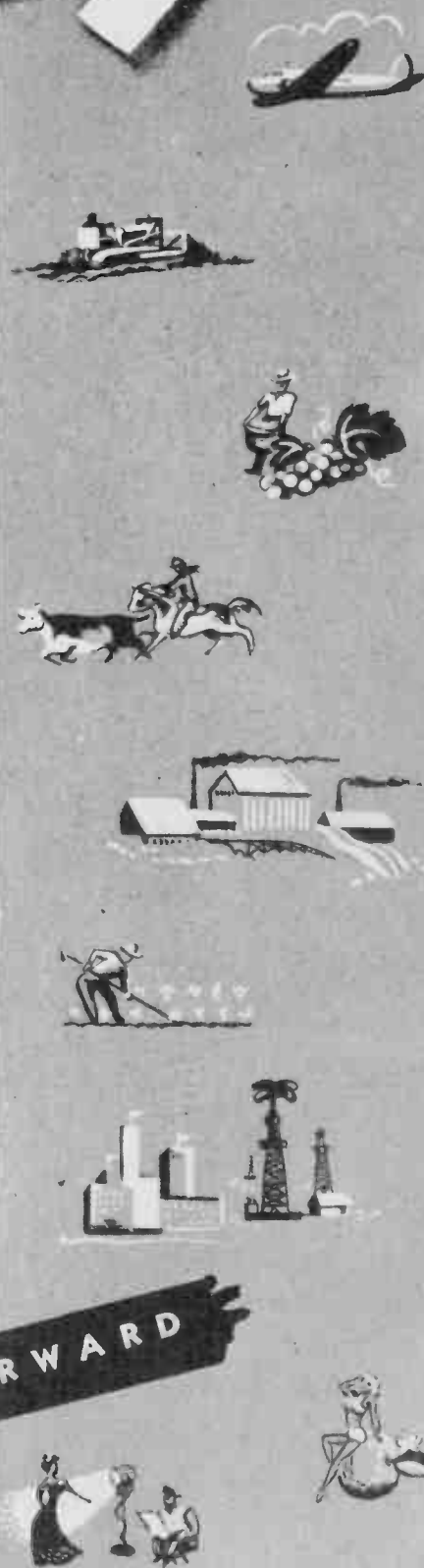
New England goods will flow through war-expanded transportation systems to wider markets at home and abroad. A war-born merchant fleet will carry foods and factory products to the ports of the world for exchange with raw materials for the new industrial empire.

New England faced a multitude of problems in gearing itself to the productive 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 are already at hand.



THE EAST IS GOING FORWARD





Status of FM

Never in history has the audience of American music-lovers been so great . . . the vast amount of music which goes out over the airways every day thrills an increasingly large number of listeners . . . and creates a demand for a special kind of radio broadcasting which will transmit every tone, every nuance of the music as it sounds in the studio.

Frequency Modulation (FM) will answer this demand! Many FM radio-stations are already on the air, and other hundreds have made application for licenses. Nearly a million FM receivers are already in use! Many schools throughout the country are using FM reception to introduce their students to the sounds of great music, transmitted as they are produced, pure and clear.

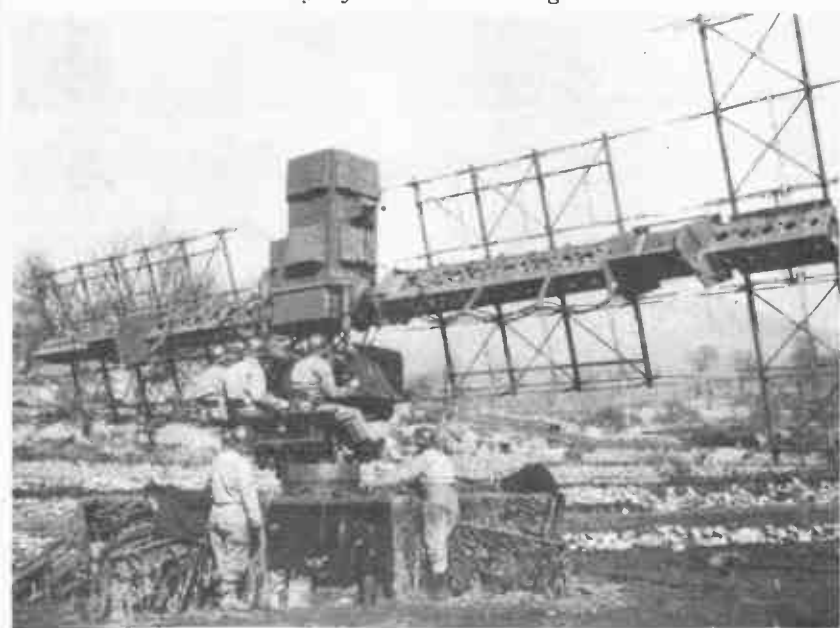
The ultra-high frequency radio waves used in FM will reproduce exactly the full rich tones of a symphony orchestra . . . the high fluid notes of the flute . . . the singing violins . . . the deep sonority of the pipe organ . . . the rippling cadenza of the piano. Program fading, interference between stations and static will be things of the past with FM.

R A D A R

THE SILENT WEAPON OF WORLD
WAR II . . . 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.

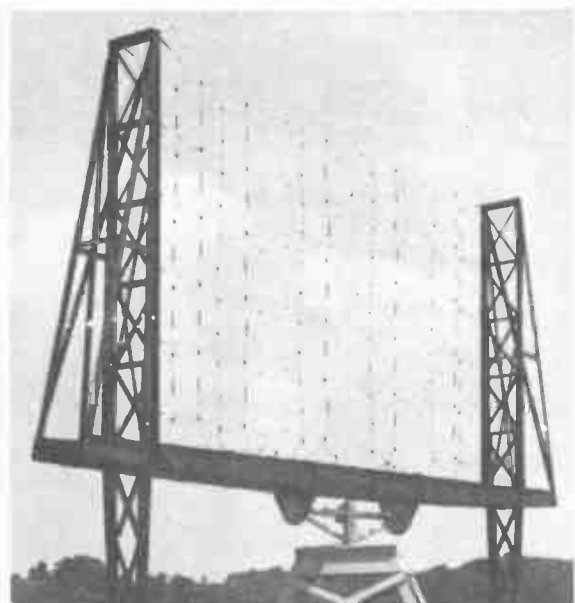
.. Scientists have made great strides in converting the principles of radar to peacetime uses—with the extent limited only by the field of imagination.



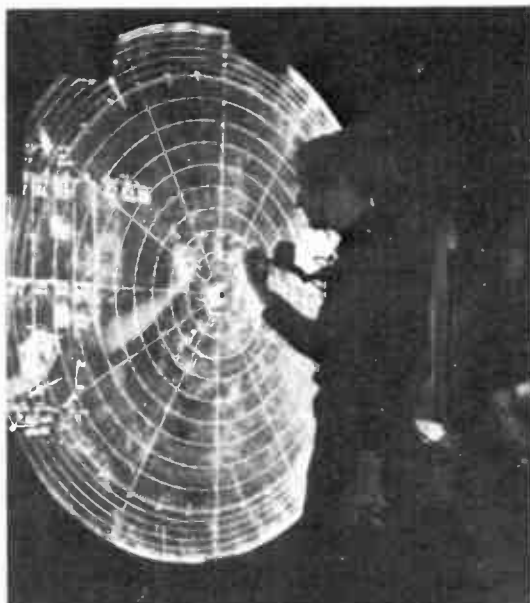
Five-man Army radar crew in Italy track approach of enemy planes.



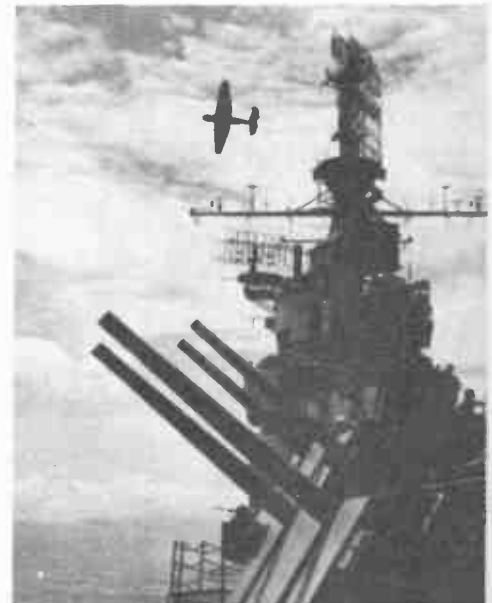
Prelude to the first test of radar, experimental work on the roof of the Naval Research Laboratory in Anacostia, D. C.



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 antenna outlined against the sky.

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 State 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 or night 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 State Employment Service 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 \$13.80 a month to \$138 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"—

All of us at WMUR have the single objective of serving you through your radio with the best in entertainment and information. Since radio listening has now become an essential in your daily life, it follows that we must "go forward" to every possible improvement and perfection. As we continue to keep WMUR in the forefront of New Hampshire radio, we are also preparing to bring you the new Frequency Modulation system of broadcasting to heighten still further the magic of "music in the air." And as more innovations come in the rapidly changing industry of radio communications, you may expect them to be expertly offered to you by — The Radio Voice of New Hampshire.

