

splendid example. No better method could be employed to enable broadcasters to develop a knowledge of the thoughts, temper and feeling of the public toward broadcasting, and the many other subjects and problems which affect the course of a station's operation. It ought to be "required reading."

Much has been accomplished through the district meetings which have been held all over the country. These meetings provide excellent opportunity for broadcasters to talk over common problems, elevate their viewpoint and enlarge their perspective. While Open House Week was perhaps primarily intended to make new and better friends for radio, it actually had a deeper effect, because it brought managers and owners in intimate contact with the public. No industry is better than the men who represent it. You can take it for granted that in the years to come more than a few of the future leaders of the industry will be able to say that they got their first ambition to be a broadcaster from an open house visit to a radio station during the week of April 17, 1939.

Let's take a quick look at the record of accomplishment of a purely service nature for the past year. Many vexing things happened suddenly that brought the industry into the spotlight and put it on the front pages of every newspaper in the country. It seems to be the consensus that the industry got a very favorable press through the quick and level-headed action of NAB headquarters acting as industry spokesman. Many difficult labor problems were handled expertly, as were numerous other difficult problems.

From the number of booklets published by the NAB you would almost think it is in the publishing business. Such booklets as *Radio in the Classroom*, *How to Use Radio*, and *The ABC of Radio* are representative of the fine work that is being done. They are splendidly written and edited, and are a distinct credit to the industry. They should accomplish much.

The NAB-RMA campaign is going great guns, and much has already been accomplished. The industry as a whole has been far too negligent in selling itself to the public, and it is good to see that it is at last going ahead in this direction at such a fast clip. The *Bureau of Radio Advertising* is another step in the right direction, and if its brochure, *Radio Reaches People*, is any indication of what it will do in the future, it ought to be a big success.

This little report has in no way tried to catalog all the things that the NAB has done and is doing. Rather, it has attempted to highlight only a few. If it sounds congratulatory and enthusiastic, that's the way it was intended to sound, but remember, it's just one man's opinion. What you think of the work of the new NAB, we don't know, but this we do know. You can't talk to Neville Miller and Ed Kirby long without becoming pretty darn enthusiastic yourself, and if both say, as they did, that "Next year is going to be even bigger and better," you can bank on it.

KDLR—Devil's Lake, North Dakota

Ask any farmer what he prizes most next to his crops and the chances are he will point to his radio. Up in the northern part of North Dakota, the heart of the greatest Durum wheat area in the country, these men of the fields simply say, "KDLR." Those call letters not only stand for entertainment but they also symbolize education and better business in the minds of the wheat growers.

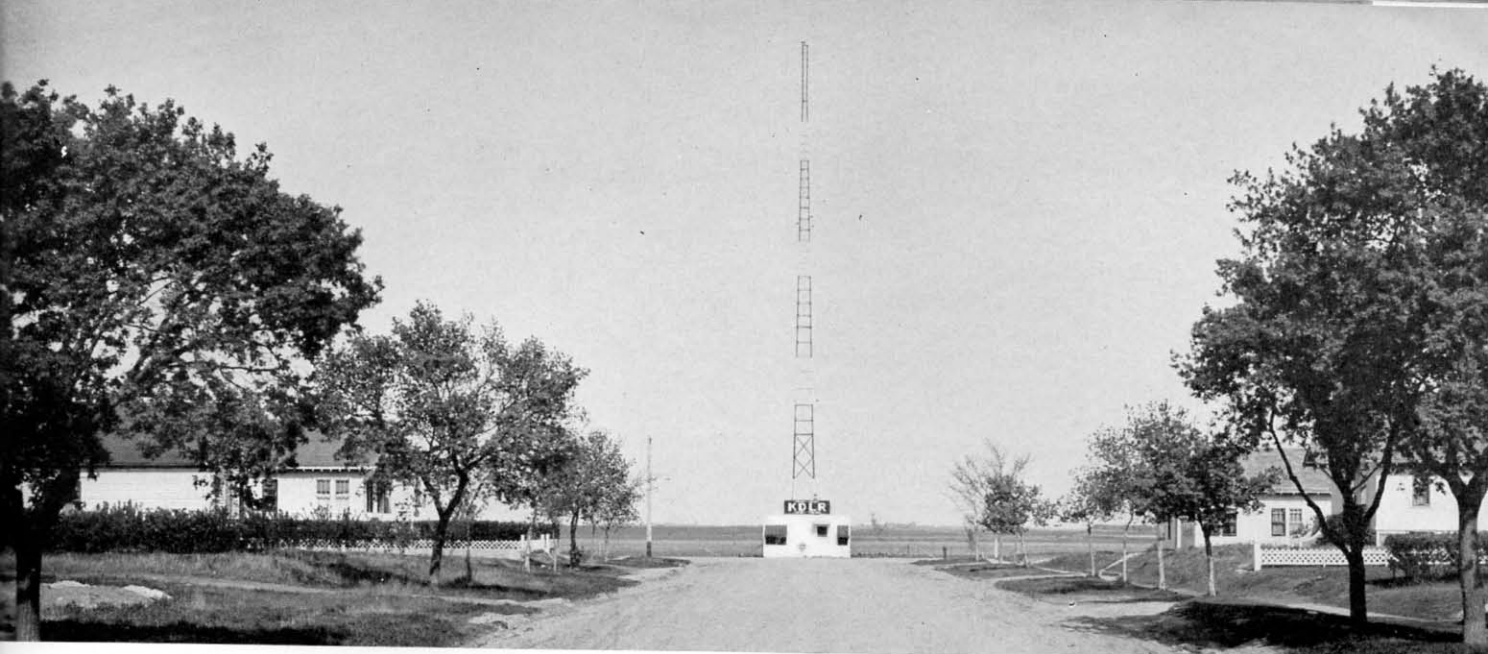
Located at Devil's Lake, this 100 watt station takes pride in the fact that it belongs to the old timers of broadcasting and that it has remained under the same management since its inception in 1925. During the first few years of operation the station was forced to eke out a living by renting Western Electric public address equipment to road shows and county fairs.

By degrees KDLR won its way into the hearts of Devil's Lake merchants who found it profitable to buy more and more time on the air. Business naturally took an upward trend for the station and to reciprocate the generous support given, the management decided to improve its service to the community by completely rebuilding the transmitting plant. KDLR's new voice includes a Western Electric 310B transmitter, new Western Electric eight ball microphones, vertical transcription equipment and a 199 foot Blow-Knox shunt-excited tower.

Realizing the important role broadcasting can play along educational lines, KDLR inaugurated a series of school programs which are broadcast five times a week direct from Devils Lake Central high school. The Western Electric equipment which was donated to the school consists of double turn tables, a public address amplifier, and microphones. The same equipment is used to broadcast basketball games and various school entertainment programs. Eight other remote lines to various points in the city are maintained.

Other popular features scheduled by the station are farm bulletins, grain market and livestock market reports, road conditions and weather forecasts. All of these are of vital interest to the rural listeners who comprise the greater part of KDLR's audience. The territory served by this busy little station is a typical American melting pot — its inhabitants consisting mostly of Scandinavian, German, Russian and Bohemian farmers.

Bert Wick, general manager, who has directed the station's activities since it first went on the air, also steps into the role of announcer, handling many of the news and sports broadcasts. On his staff are: Hildur Marie Wick, treasurer; Metle Bjork and Wesley Jones, announcers; Richard Moritz, chief engineer; Quentin Prochaska, press operator and assistant engineer; Kermit Myhre, music director.



KDLR

Devil's Lake,
North Dakota

The peaceful rural scene above is a fitting site for KDLR's transmitter structure as the station serves a large rural audience. Base of the tower stands 18 feet below the house.

Manager Bert Wick steps into the role of announcer handling important news broadcasts.

Quentin Prochaska doubles up on jobs too, hopping back and forth from press operator to assistant transmitter engineer.

Broadcasting's progress nicely pictured in the display of old and new transmitters. Richard Moritz, chief engineer, checks the new 100 wattor which bears the signature "Western Electric."

