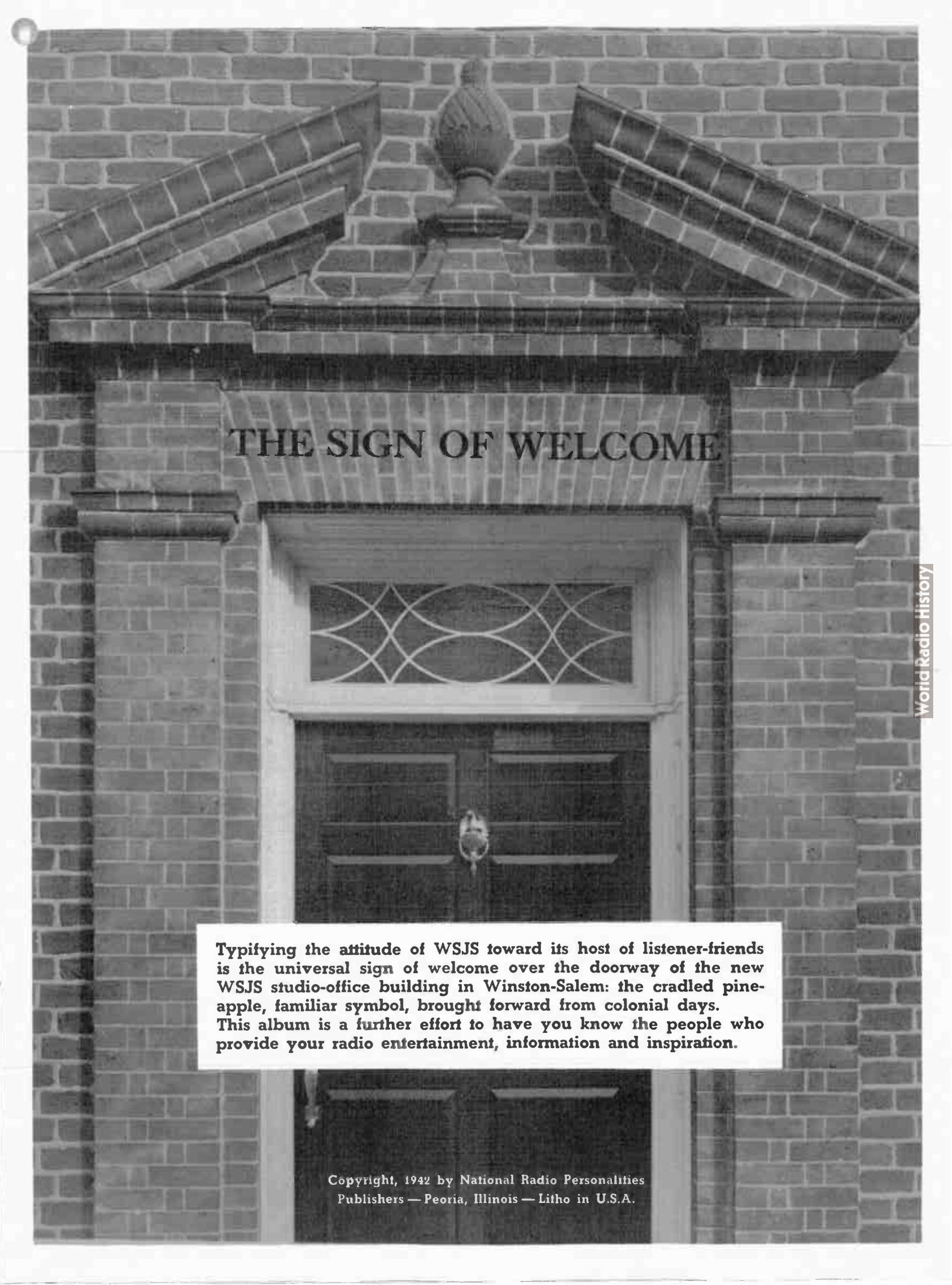


RADIO STATION  
WSJS  
WINSTON-SALEM  
*The Journal-Sentinel Station*  
N.B.C. RED NETWORK



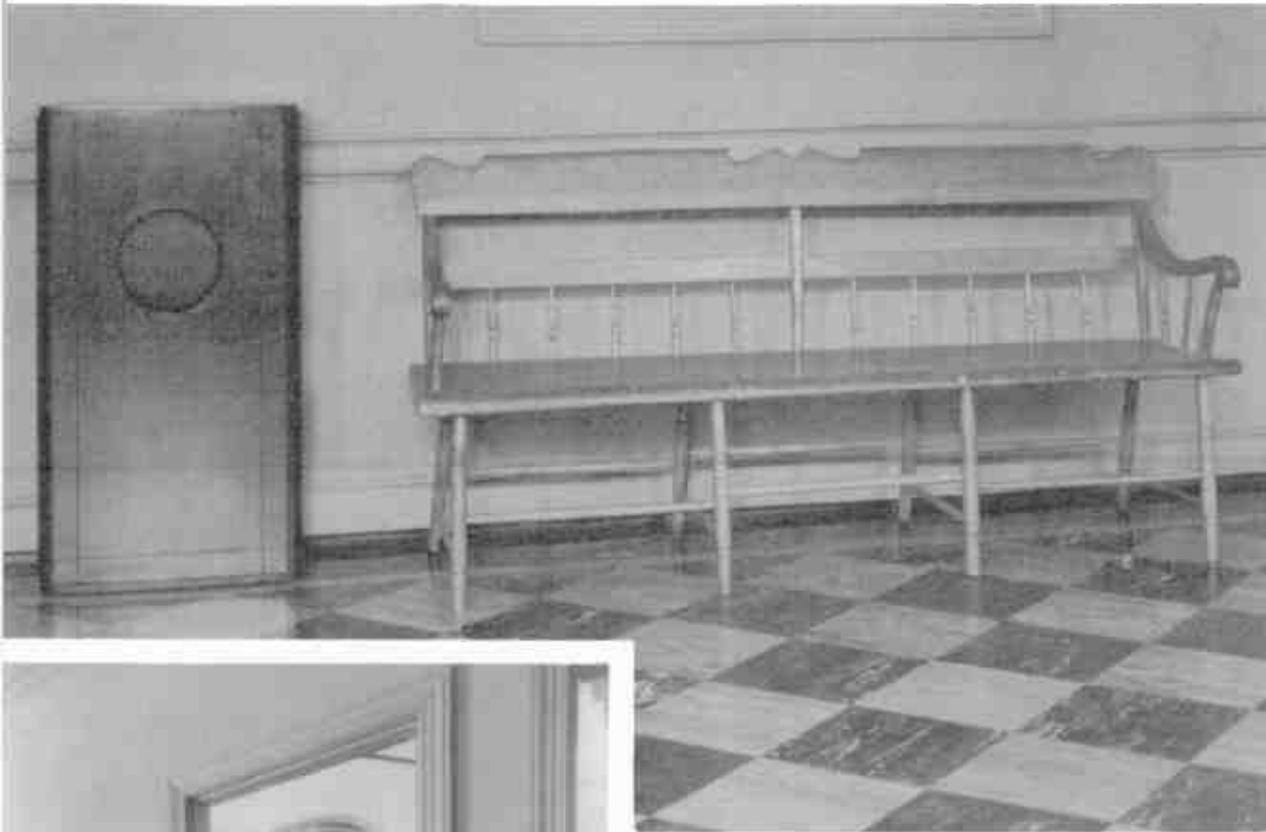


**THE SIGN OF WELCOME**

**Typifying the attitude of WSJS toward its host of listener-friends is the universal sign of welcome over the doorway of the new WSJS studio-office building in Winston-Salem: the cradled pineapple, familiar symbol, brought forward from colonial days. This album is a further effort to have you know the people who provide your radio entertainment, information and inspiration.**

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# WHERE WSJS IS "AT HOME"



Old hand-made settle in the WSJS reception lobby as it appears in contrast to the streamlining of a modern radio speaker, at the left.



In the design of the new WSJS studios and offices an effort has been made to retain the architectural simplicity of the days of "Old Salem", and to embody with that charm the functional efficiency of modern advances in lighting, air-conditioning, technical equipment, and the marvels of sound-proof "floating" studios. These pictures show portions of the building in which WSJS works to offer the finest radio broadcasting service available.

Above left — Looking into the Client's Lounge, a friendly room in which the gracious colonial styling blends with modern design.



Left — The deep corridor leading to the production, music, news and engineering departments.

Right — Across the reception counter from the lobby are the traffic, bookkeeping and business manager's offices.



Studio "A": Hammond organ at rear center, sound-effects cabinet at rear left, air-conditioning and high-fidelity microphones adjustable to any requirement.



Studio "A" looking toward the audience room behind the double plate-glass windows in background, control-room window at the right with announcer's table beneath.



Below — Smaller Studio "B" as it is seen from the control-room.



Right — The Master Control-Room, the traffic center for all programs heard from WSJS. The mixing panels are for each of the studios with the master panel in the center, from the large turn-tables in foreground all recorded and transcribed features originate.





## THE WSJS STAFF VOICES

**CLAY DANIEL**, Chief Announcer and Night Manager for WSJS, had to choose between a deft, artistic hand and a fine singing and speaking voice as a career background; he chose the stage, sang, emceed, acted. Radio offered more, so Clay came aboard in 1934, arrived at WSJS May 1, 1941. Vital statistics: Georgia-born, Duke-educated, son of a retired U. S. Army Brigadier General, married and 26 years old.

Early bitten by the Thespian bug, Announcer and Special Eventer **ROBERT ESTES** studied voice for three years and went in generously for high school and Cornell University drama, later "carried a spear" in some Philadelphia productions. Fitted by that experience, Bob tried radio in 1937 and liked it. His grandfather was a circuit-riding Methodist minister. Bob is married and from Asheville.





Announcer-News-caster **GRADY EDNEY, JR.** inherited a bent for writing from his father, a biographer. While at Western Carolina Teachers College, Grady wrote campus news for state papers, came to radio and WSJS in 1941, he's 21 and married.



His hobby of amateur radio introduced Announcer **HOWARD TURNER** to radio engineering and thence to announcing in 1938. While at New York University Howard did substantial stage work. His sister, a renowned portrait artist, has painted world notables. Howard is 23, married.

For her years, pretty and youthful **PRISCILLA LAMBETH**, WSJS Director of Women's Activities, has set a high pace. As she stepped out of her 'teens, she stepped into radio to do social news, then newspaper columning and editing before she joined WSJS in 1941 in her present capacity. Native of North Carolina, she was educated at Salem Academy and Bradford Junior College in Massachusetts.



# VARIETY IS THE WSJS SPICE OF LIFE



Favorite with WSJS listeners is the brain-bouncing "DR. I. Q." show from NBC, conducted by young, Texan, Jimmy McClain.



A genial morning tonic is Bob Estes' "EYE OPENER" show, one that avoids all formality in filling requests for music and in general waking up the Heart of the Piedmont. This popular program has been on WSJS for six years.



One of the oldest public health features in the south is that conducted for the past 12 years by DR. R. L. CARLTON, City Health Officer of Winston-Salem. Straight-forward, interesting and easily understood, Dr. Carlton's Health Talks have benefitted greatly thousands of listeners.



"DOLLARS FOR SENSE" is conducted by Clay Daniel for WSJS dialers three times a week.



The four fabulous funsters of "INFORMATION, PLEASE": witty John Keiran and dry-humored Franklyn P. Adams, impish Oscar Levant and quizzer Clifton

Fadiman. Milton J. Cross, dean of NBC announcers, completes the cast.



The recipe for one of radio's greatest amusements includes these title character-comedians **GEORGE BURNS AND GRACIE ALLEN**, plus Paul Whiteman and his orchestra, Jimmy Cash, tenor, and chief stooge Senor Lee — a WSJS-NBC creation.

**MRS. B. L. WATKINS**, Radio Chairman of the Winston-Salem Parent-Teachers Association, is heard on the WSJS program "P-T A On The Air."



One of the strangest radio pairs occurs in the **RUDY VALLEE** show: perennially newsworthy **JOHN BARRYMORE** and romantic songster **RUDY VALLEE** team for hilarity on this WSJS-NBC hook-up feature.

Telephones are jammed with calls when Johnny Miller asks WSJS dialers the answer to riddles on his thrice-weekly "RIDDLEMAN" show. A cash award goes to the first correct response.



Left — Out of character, the top-flight comedians of the air look more like just "Mr. and Mrs.," which they are, than the fast-quipping "FIBBER MCGEE AND MOLLY," heard on WSJS from NBC.



Above — The formulator and "father-confessor" for hypothetical domestic travails on the WSJS-NBC "UNCLE WALTER'S DOGHOUSE" is prank-loving TOM WALLACE.



EVERETT MITCHELL, ace NBC announcer and master-of-ceremonies on the WSJS-aired "NATIONAL FARM AND HOME HOUR." A favorite with millions of listeners, Mitchell made his "It's a bee-utiful day in Chicago" famous on the nation's greatest farm-home program.



A bit of "doctoring" was necessary to show "Whitey" Ford as himself (at left of microphone) and as his "Duke of Paducah" (left foreground) with the whole cast of "PLANTATION PARTY."

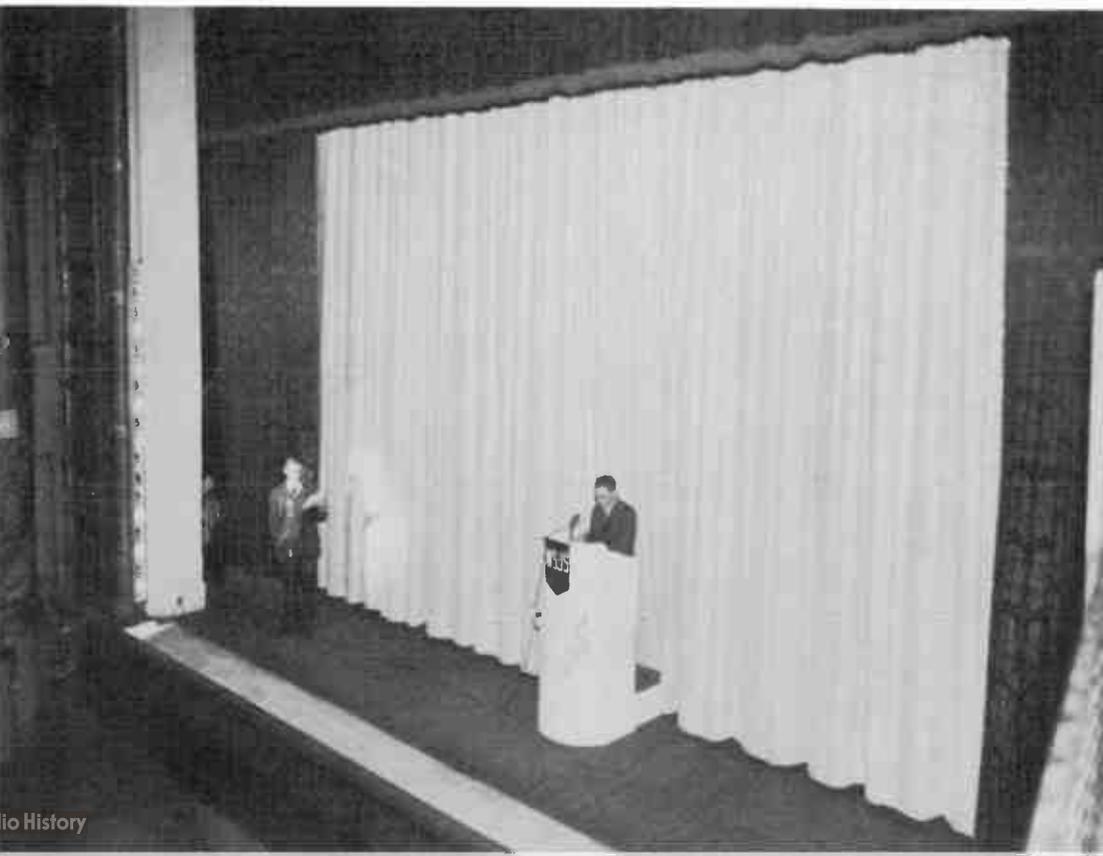
A young fan corners stout-lunged Johnny, the page boy whose clarion call beckons WSJS-NBC listeners to the weekly musical and dramatic treat of "JOHNNY PRESENTS."



Handsome Dick Foran, of the movies, and charming Martha Mears (Pretty Peggy Pepper) are the stars of one of the newest WSJS features — "The 10-2-4 Ranch."



Left — Flame-thatched comicharacter **RED SKELTON** has placed his ace gag writer under a permanent contract—he married her, so here pretty blonde Edna works out laughs that will make the WSJS-NBC "**RED SKELTON AND COMPANY**" show another success.



Originating from the stage of Winston-Salem's State Theater, the WSJS "**QUICKSILVER**" program has proved a happy means of entertainment plus remuneration. Johnny Miller asks questions from his podium on the stage while announcers take the answer on portable mikes in the audience; cash awards go for correct answers. Sales chief Harold Essex handles commercial narration from his microphone at the left.



"What Do You Think?" street broadcast.



The "Downtown Jackpot" show.

## WHEREVER IT MAY BE

Whatever of importance or civic interest that may occur within our community, WSJS is there to give a first-hand account of it. It may be the regularly scheduled "WHAT DO YOU THINK" street query, in which Bob Estes garners serious opinions on current subjects or Johnny Miller's down town "JACK-POT," offering cash awards for correct answers and a cumulative "jack-pot" for special questions. When the 17th Bombardment Group of army planes came to the Twin City's Municipal Airport from Augusta, Georgia, Bob Estes was there to relay the remarks of officers to you; when OPM declared a "black-out" of show windows close to the Christmas season, WSJS lighted a store downtown with its own generated power, talked to shoppers and gave gifts from the sponsor; and of course, when tobacco growers come to town as guests of Winston-Salem's merchants, WSJS meets them with a microphone and broadcasts their comments for the benefit of all their friends back home.

All these events are available to WSJS dialers because thousands of dollars of equipment is ready for instant and specialized use, including the WSJS Mobile Unit with its 100 watt short-wave transmitter, that can go anywhere within 25 miles of the station and send back a broadcast on only a moment's notice.



Tobacco growers in Winston-Salem for the annual Christmas party staged for them by the city's merchants.

"Black-out" by OPM; illumination and entertainment by WSJS.

The 17th Bombardment Group, U.S. Army Air Corps, comes to Winston-Salem.



# WATCHING THE WORLD WITH WSJS NEWS

The finest facilities available to any radio station are those employed by WSJS for the collection, evaluation and dissemination of news. List to Under reports of every important occurrence right next door, within the state, throughout the United States, or in any corner of the war-torn world.

Affiliation with Winston-Salem's two newspapers makes it possible for WSJS to report local news events immediately and accurately.

National and international events are reported by the extensive organizations of expert newsmen; the great AP network with representatives in every corner of the globe ready to describe military-moving events by short wave radio; and with the nation's most authoritative commentators and analysts; and the various world wide news service - the United Press Association - with thousands of correspondents collecting stories that travel to central editing bureaus and are distributed in continuous stream by special leased wire to the WSJS broadcast. There, automatic teletype printers transcribe the news copy on unending strips of paper to be carried and broadcast by WSJS newsmen.

The handling of news has attained a speed that is breath-taking, for news from the most distant point must reach the public sooner today than that from the neighboring town last yesterday. WSJS is supplied with the most modern of all means to accomplish this task, and listeners are assured of complete and correct news coverage when they leave their dial set at 670 kilocycles.



**CARL GOERCH**, editor of "The State" magazine, whose "Carolina Chats" brings WSJS audiences authoritative news of the Tar Heel State.



**JOHN W. VANDERCOOK**, youthful and natty moderator of the "NBC Newsroom" broadcasts, which bring in foreign reporters by short wave radio.



Comparatively new to the roster of radio commentators, but steeped in journalistic experience throughout the world is astute NBC-WSJS analyst **UPTON CLOSE**.



Another NBC ace is Washington-wise **EARL GODWIN**, long familiar to and with the nation's capital. His broadcasts heard on WSJS present a summation of important developments as they effect and are acted upon by our government.

# NEWS EXPERTS



Erstwhile NBC foreign correspondent **HELEN HIETT** has her own broadcast from American soil on WSJS-NBC. Comely, feminine Miss Hiett proved her brass as NBC Southern Europe reporter.



Dean of all radio news analysts is veteran **H. V. KALTENBORN**. Former European news correspondent, tested during World War I, Kaltenborn's evaluations are uncannily correct.



The job of correlating world shaking events and presenting a digestive interpretation of what is happening is the job of NBC commentator **H. R. BAUKAGE**, who broadcasts news WSJS dialers hear from Washington, D. C.



A portion of the WSJS teletype room, showing (at left) the kind of machine on which United Press news is automatically written from a leased wire for 19 continuous hours each day. The copy paper is drawn from the lower rack behind the machine and deposited in the upper shelf, then sorted by WSJS news men into the rear cabinet.



The Girl of **"WHEN A GIRL MARRIES"** is honey-haired Mary Jane Higby who plays Joan Davis in this NBC serial.

Portia Blake (Lucille Wall) and Walter Manning (Myron McCormick) of the dramatic **"PORTIA FACES LIFE"** — NBC-WSJS.

Cute, ain't he? This is the title character of the WSJS play, **"THE HERMIT'S CAVE."** Originating in the lofty studios of WJR, Detroit, the story is electrically transcribed for our audience.

## LAUGHTER, TEARS, BOOS

The Winston-Salem **LITTLE THEATER GROUP** is heard in frequent dramatic presentations from the WSJS studios.





Two outstanding juveniles, Audrey Egan and Cliff Carpenter, brighten "WE, THE ABBOTTS" as twins Barbara and Jack.



Ann Thomas as Mabel, Ted de Corsia as Joe and Walter Kinsella as Mike in the NBCComic-serial "JOE AND MABEL."



## AND

Right — Enticing Arlene Francis plays the role of Linda Harper in the NBC drama "HELPMATE" on WSJS.

## CHEERS

Below — Not the cast . . . but the first winner of the NBC-WSJS "WINGS OF DESTINY" competition. This Piper Cub airplane was presented to R. D. Rush (at right with Mrs. Rush) by Robert W. Gorrell, president of the Winston-Salem Chamber of Commerce, (with microphone) on behalf of the Brown & Williamson Tobacco Corporation. The winner from Burlington is shown accepting his award at Miller Airport on December 14, 1941, as the ceremonies are broadcast over WSJS.



# DIRECTING WSJS

## POLICIES AND ACTIVITIES



His round-trip from North Carolina to Illinois netted WSJS Sales Manager **HAROLD ESSEX** prominence in the fields of promotion and sales. As Managing Editor and General Manager of the Greensboro Record for four years, he developed the ability that made possible an outstanding nine-year term as promotion manager of the Chicago (Ill) Daily Times. He joined WSJS in 1939. Harold Essex was educated at the University of North Carolina.

Virginia-born **JOHNNY MILLER**, WSJS Program Director, came to our organization just one year after graduation from the University of North Carolina — 1933, he has remained with the growing station ever since. Married, father of two children, Johnny relaxes by gardening at home.



One of the youngest radio station operators and newspaper publishers in the nation is WSJS President **GORDON GRAY**. Obtaining his AB degree at the University of North Carolina in 1930, Mr. Gray was president of the university chapter of Phi Beta Kappa, national honorary scholastic fraternity. At Yale Law School, he was editor on the staff of the Yale Law Journal. In 1935 after law practice in New York, he returned to Winston-Salem to join the law firm of Manly, Hendren & Womble. With associates, Mr. Gray purchased Radio Station WSJS, and the Journal-Sentinel Newspapers in 1937. Mr. Gray is serving his second term as state senator from his district. On June 11, 1938, he was married to Miss Jane Boyden Craige of Winston-Salem, and they have two sons. Gordon Gray, Jr., and Burton Craige Gray.



WSJS Business Manager **NORRIS O'NEIL** is one of the station's two remaining "charter members." In 1930 O'Neil was transferred from the credit department of the Journal-Sentinel newspapers to the staff of the newly-formed WSJS organization. A native of New Jersey, O'Neil has been a North Carolinian since 1920.

Seventeen years of radio service and engineering comprises the experience of **PHIL HEDRICK**, WSJS Chief Engineer. Born in Swansea, South Carolina, some 32 years ago, and educated at N. C. State College, Phil was knee-deep in technical radio before it was much more than knee-high. He joined WSJS in 1930.





## SALES

## REPRESENTATIVES

Assistant Sales Manager **HARRY B. SHAW** is active in many civic, fraternal, religious and other organizations in the city. Before starting to sell radio for WSJS in 1936, Harry worked for a civil engineer, and as a private tutor. He attended N. C. State College.



**R. M. "Bob" LAMBE, JR.**, has edited a weekly newspaper in North Carolina and headed the sports department of a daily in Georgia. Having always wanted to write, Bob went to journalism as an honor graduate of North Georgia College, saw better possibilities in radio. His father's family was original Winston-Salem stock.



As one of a family of nine boys and two girls, Salesman **R. W. YATES** developed the self-reliance that has made his sales career in several fields successful. He left Wake Forest College after three years for business training; sold for an oil company, did accounting work for a milling firm, joined WSJS in the middle of 1941.

# WSJSCIENCE



Absolutely "up to the minute" is the WSJS technical equipment; and we mean UP, for the "vertical radiator"—the transmission antenna shown here—streaks 375 feet into the sky with its 12 tons of steel, anchored by 160 tons of reinforced concrete. This, the loftiest man-made structure in Winston-Salem, radiates broadcast waves from every span and support, instead of from a wire up the center. This tower and twelve miles of copper wire imbedded radially in the ground about the  $17\frac{1}{2}$  foot square base, are the springboards for the impulses from the WSJS transmitter that beat steadily at 600,000 cycles and which have not deviated from that frequency by more than 3 600,000ths since it was installed.

Many have asked: "What d'ya mean, 'F.M.'?" Current commercial broadcasting methods are called "A.M." — not meaning "morning" but "amplitude modulation;" "F.M." is "frequency modulation" and works like this: Visualize a radio "carrier wave," the means of transportation of the wave you hear as programs, as an unending metal ribbon. An "A.M." broadcast imprints its impulses on the edges of the ribbon, like the milling on the edges of a coin. Thus, it is exposed to the wear of interference which makes scars in the pattern and we hear static. But by "Frequency Modulation" the program impulse is etched in the center of the ribbon where outside interference cannot distort it and the programs you hear are crystal-clear and sound as though they originated in your own living room.

Certain stations through the country are pioneering in the new super-perfect "Frequency Modulation" process, and Gordon Gray and his associates are in that select group.

With the top of its transmitter tower 6,885 feet above sea level —200 feet higher than Mt. Mitchell—on the rocky ridge between Stepps Gap and Clingman's Peak in western North Carolina stands the near-completed "F.M." station W4IMM. In the spring of 1942 WSJS becomes affiliated with this station to broadcast its programs (still maintaining its regular "A.M." dial spot, as well) over its 50,000 watt transmitter; into seven states, covering 69,400 square miles and reaching 5,000,000 people.

Beginning with less power, W4IMM will attain its full strength the summer of 1942, and become, by virtue of its coverage, possibly the largest "Frequency Modulation" station in the world. The men supporting this stupendous project are truly real radio pioneers of the nation's south.

**FRED BENNETT**, Assistant Engineer, at one of the WSJS instantaneous transcribing tables, used to record programs for delayed broadcast. He has been with WSJS since 1938.



The building that houses the WSJS transmitter equipment. The antenna tower that seems to rise out of the roof is actually several hundred feet beyond the building and towers its 12 tons of steel 375 feet into the air.

## WSJS TECHN



The interior of the WSJS transmitter operations room in the building at Liberia and Adler Streets in Winston-Salem.



Operator **LEVIS (Buddy) SUGG**, racking up the circuit board on the amplifier panels in the WSJS Master Control Room. Just before this album went to press, "Buddy" enlisted in the U. S. Navy. He has been replaced by Charles Vannoy. Another WSJS operator now serving with the armed forces is Harold Boger, in the 30th Signal Company, U. S. Army.

Operator **R. C. BURRUS, JR.**, at the WSJS transmitter control desk.

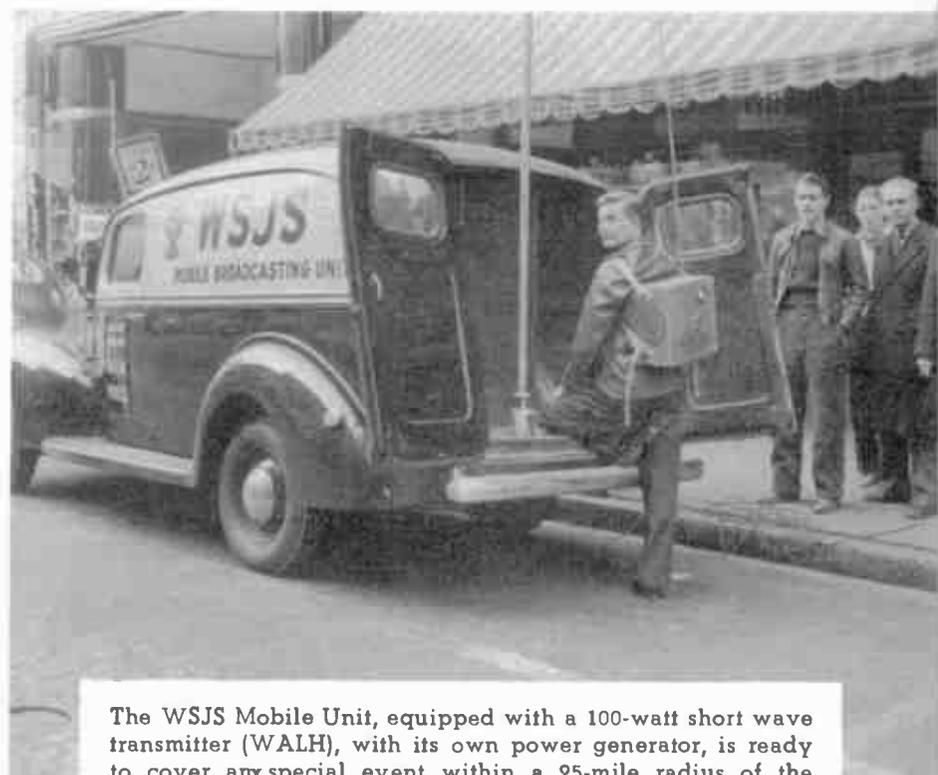


Operator **L. C. DAVIS** adjusting the modern RCA transmitter.

## ICAL STAFF



Operator **WILLIAM ALFORD** checking the meters that indicate the modulation and output of the WSJS transmitter.



The WSJS Mobile Unit, equipped with a 100-watt short wave transmitter (WALH), with its own power generator, is ready to cover any special event within a 25-mile radius of the WSJS studios and send back an eye-witness account to a special receiver and thence to you over the regular WSJS frequency of 600 kilocycles.

The apparatus strapped to the back of engineer Levis Sugg is the WSJS 2-watt portable, or "pack," transmitter, which broadcasts short wave while it is being carried, and affords an even greater access to eventful scenes.

Portable recording equipment is also installed in the Mobile Unit truck to transcribe events too far from Winston-Salem for shortwave reception and for future broadcasts.



## ADMINISTRATION

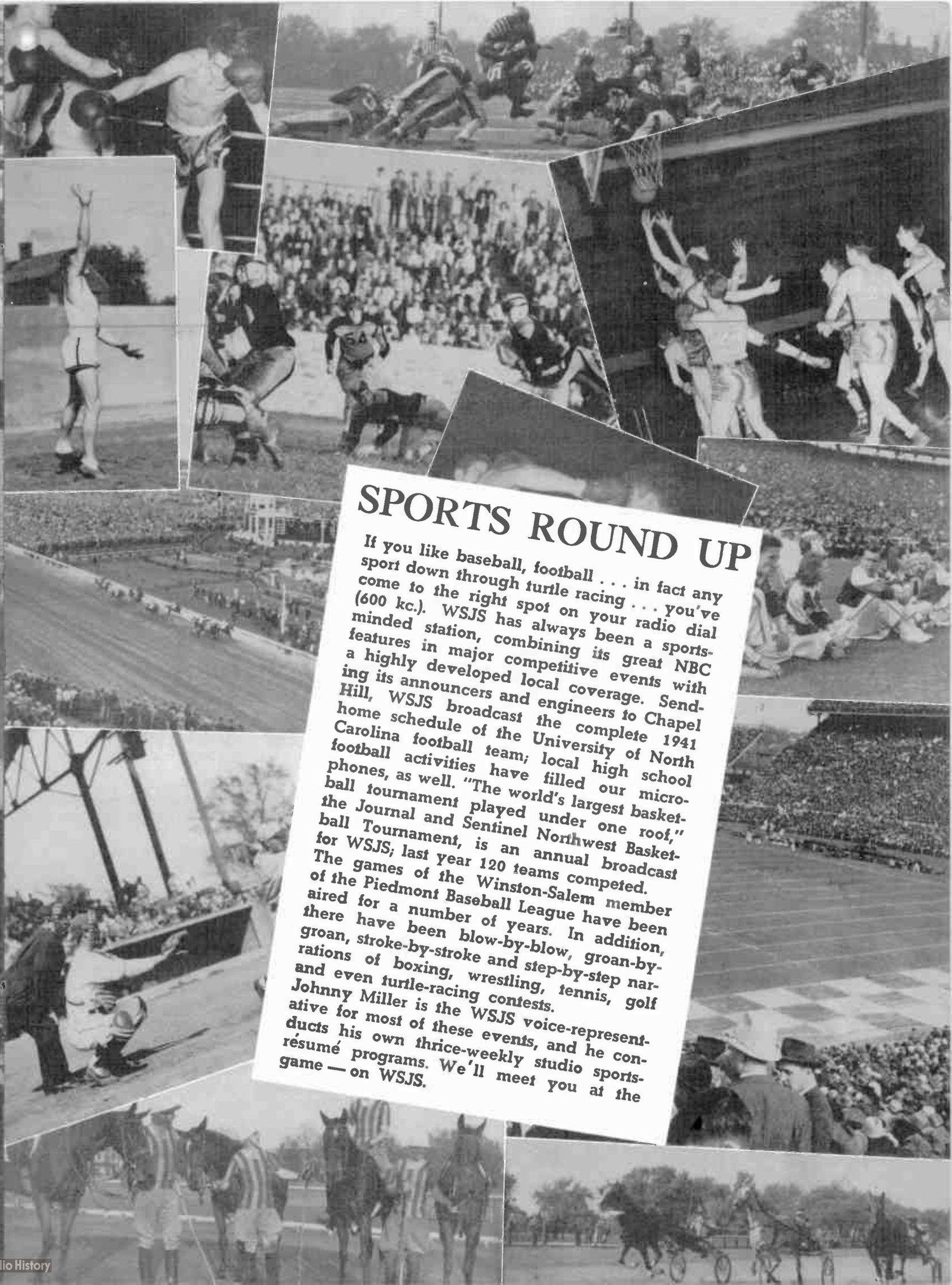
1—Traffic Manager **J. H. DAY, JR.**, graduated from Baltimore City College, learned radio as an announcer, schedules all WSJS programs and announcements, is married and builds model railroads.

2—One-time research editor, booking agent and advertising writer **CLAUDE DUNNAGAN** is WSJS Continuity Editor, educated at Guilford College and U. of N. C. Joined WSJS in March, 1941.

3—**ANNIE LEE SPRINKLE** is secretary in the Sales Department at WSJS, started work after finishing high school and arrived at WSJS in the spring of 1941, plays a good game of tennis and thinks radio business is tops.

4—"Charter member" of the WSJS staff is **MRS. E. S. RUTLEDGE** who started as Mr. O'Neil's secretary in 1930. A native of Winston-Salem, she studied music at Salem College, used to write radio copy under name of "Jane Snow."

5—Hostess **FRANCES TUCKER** is more familiar to listeners as a vocal soloist of popular songs. Young, beauty-prize winner Frances "doubles in brass" at WSJS and does a good job of greeting people both in person and on the air.



## SPORTS ROUND UP

If you like baseball, football . . . in fact any sport down through turtle racing . . . you've come to the right spot on your radio dial (600 kc.). WSJS has always been a sports-minded station, combining its great NBC features in major competitive events with a highly developed local coverage. Sending its announcers and engineers to Chapel Hill, WSJS broadcast the complete 1941 home schedule of the University of North Carolina football team; local high school football activities have filled our microphone, as well. "The world's largest basketball tournament played under one roof," the Journal and Sentinel Northwest Basketball Tournament, is an annual broadcast for WSJS; last year 120 teams competed. The games of the Winston-Salem member of the Piedmont Baseball League have been aired for a number of years. In addition, there have been blow-by-blow, groan-by-groan, stroke-by-stroke and step-by-step narrations of boxing, wrestling, tennis, golf and even turtle-racing contests. Johnny Miller is the WSJS voice-representative for most of these events, and he conducts his own thrice-weekly sports-résumé programs. We'll meet you at the game — on WSJS.

# "MUSIC HATH



WSJS Musical Director, **B. C. DUNFORD, JR.**, started studying piano when he was nine, clung to classics until 17, studied for his degree under Dr. Charles G. Vardell of Salem College for four years, joined WSJS early in 1941. Mr. Dunford likes both popular and classical music . . . arranges and composes both. Just as this album was going to press, he was called into Uncle Sam's armed forces.



**FERN FITZGERALD**, Assistant Musical Director and organist at WSJS, studied at Greensboro and Elon Colleges to perfect her musical ability, came to our staff late in 1941.

# POWERS . . .



- 1 — **ROGER SMITH** plays violin with the "Swingbillies."
- 2 — **WHEELER WYATT**, electric guitarist with the "Swingbillies."
- 3 — **ARTHUR "SKIPPER" GOODMAN**, staff accordianist, studied music at New England Conservatory and National Academy.
- 4 — Banjoist-guitarist **GEORGE HENRY BRIDGES** of "Swingbillies."
- 5 — "Swingbilly" **MILES CALLOWAY**, bass fiddle.



Left—**SAMMY KAYE** and his "Swing and Sway" band is a dance favorite for his NBC-sent "Serenade" on WSJS.



Right—Veteran entertainer of the air waves is barrel-tone "**SING-IN' SAM,**" a WSJS-transcribed feature.



Left—One never knows what famed band will play, but there will always be **TOBE REED** to guide the WSJS-NBC "**BAND-WAGON**" show.



Right—**FRANCIS TUCKER** unfolds her "blue velvet" voice for her WSJS-originated "Moods Moderne."

Below—"SUNDAY IN RED RIVER VALLEY" brings together a chorus of fifteen voices, instrumental and vocal soloists, string groups and great crowds of spectators for the show written by Clay Daniel and produced by Johnny Miller.





Above—One of the newest on the WSJ Staff, **JANE DURDEN** is making a hit with her contralto versions of popular ballads.



Above—"Professah" **KAY KYSER** and his "undergradu-wackies" heard on NBC from WSJS as "The College of Musical Knowledge."



Right—**AL PEARCE**, radio's "Elmer Blurp," recently brought his "Al Pearce and His Gang" to NBC and WSJS dialers. Pearce celebrates his 13th radio year in 1942.

Below — Featuring **HORACE HEIDT'S MUSICAL KNIGHTS**, the NBC built "Treasure Chest" program is a favorite with WSJS listeners.





FRED WARING and his "PLEASURE TIME" crew from NBC.

REVIELLE ROUNDUP is the WSJS-NBC "waker-upper" featuring Louise Massey and the Westerners. Shown here, they are: (left to right) Allen Massey, Milt Mabey, Louise, Curt Massey, Larry Wellington.



Metropolitan Opera stars EZIO PINZA, great basso, and soprano ELIZABETH RETHBERG are among the renowned musicians heard on WSJS with the airing of the opera season by NBC.

# NEGRO FEATURES

One of the newer WSJS features, **SOUTHLAND SINGERS** comprises a male quartet, woman's trio and mixed chorus under the direction of Garfield Wilson, right foreground.



Above—**WILLIAM "CLARENCE" SANDERS** is a favorite at the WSJS studios and offices. Described as anything from "utility man" to "minister-without - portfolio," "Clarence" maintains neatness and is indispensable when anyone runs out of cigarettes.

Carl Russell, one of Winston-Salem's leading negro citizens, brought the **GOSPEL HARMONIZERS** to WSJS. This group of singers is kept busy with personal appearances, besides radio work.

One of the finest negro choral groups in the state is heard on "**CAMP MEETIN' TIME**" from WSJS. This feature, and Southland Singers, is conducted by music-loving young negro business-man, Garfield Wilson (right foreground). A. A. Mayfield (left), editor of negro news for the Winston-Salem Journal and Sentinel, is the group's business manager.



# FOR INSPIRATION ON WSJS AND NBC



The broadcast of **DR. HOWARD RONDTHALER'S BIBLE CLASS**, direct from the Salem College campus, is as old as this station. Dr. Rondthaler, president of Salem College, one of the oldest women's colleges in the country, is a man of varied and colorful experience.

Right—This is the scene of the traditional **EASTER SUNRISE SERVICE** of the Moravian church, which WSJS broadcasts each year. The Winston-Salem service, one of the many like services held by the church throughout the country, is one of the oldest. Attendance usually approximates some 30,000 people.



The **CENTENARY METHODIST CHURCH SERVICE**, currently conducted by Dr. W. A. Stanbury has been broadcast by WSJS since 1933. The church is, by size of both congregation and edifice, the largest in Winston-Salem, and Dr. Stanbury is one of the foremost ministers in the North Carolina Methodist Conference.



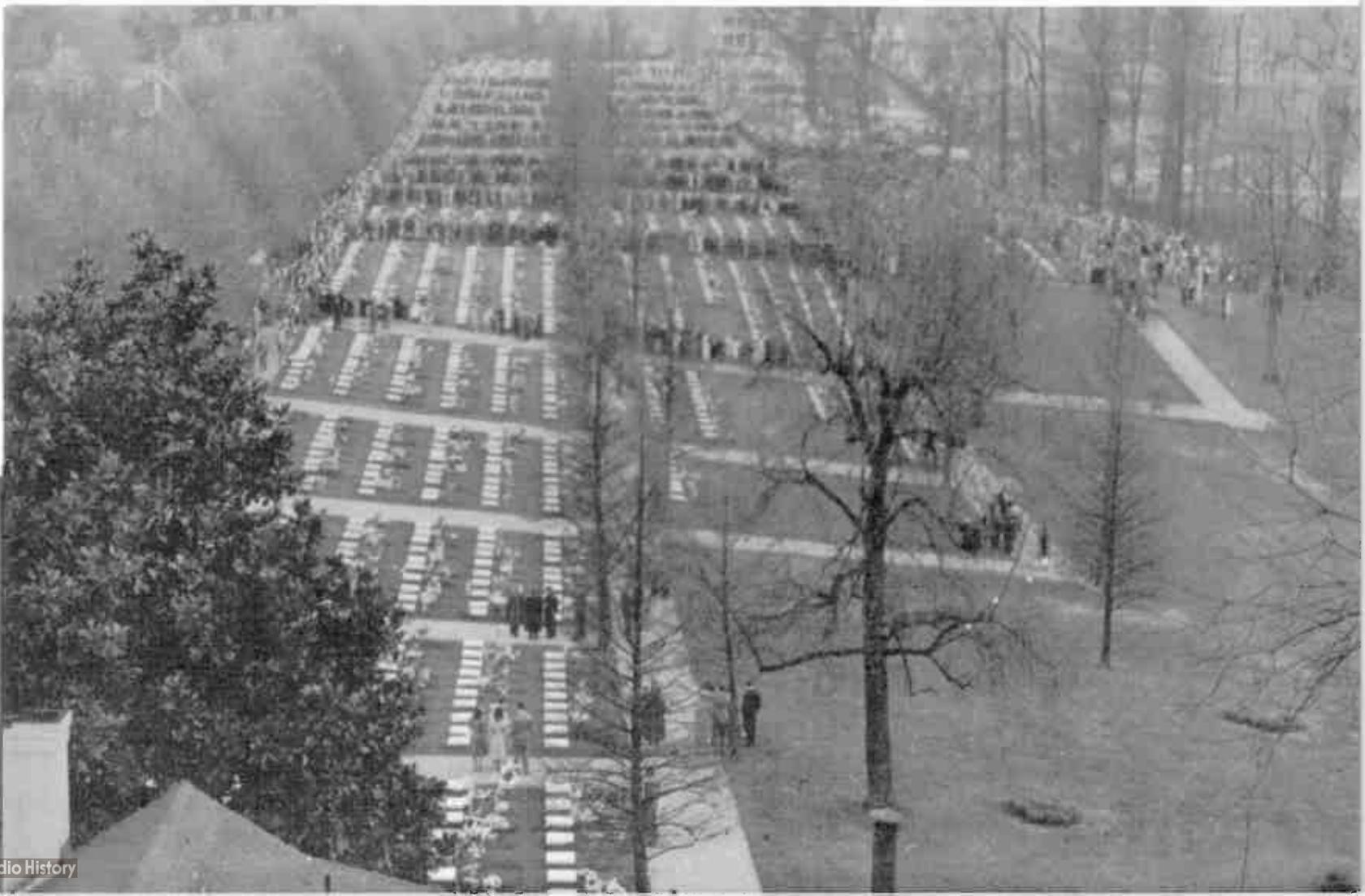
Above—To Catholics throughout the nation NBC broadcasts the finest feature of its kind on the air, **THE CATHOLIC HOUR** with Mnsgr. Fulton J. Sheen. This is another portion of the well-rounded WSJS religious program.

Top, center—Consistently favored on the nation's networks is the NBC inspirational singer, **EDWARD MACHUGH**, "**THE GOSPEL SINGER**." This is one of the WSJS religious features.



Above—Six times a week since 1931 WSJS has presented its "**MORNING PRAYER**" program. The minister of a different denomination has charge of the series each week. "Morning Prayer" is conducted by the Winston-Salem Ministers Association, of which Rev. S. W. Hahn (shown here) is president.

Left—A feature that gains inspiration from its performer as well as its performance is the hymn program by **ELIZABETH BUMGARNER**. Blind since youth, Elizabeth has learned to play her own accompaniment on either organ or piano as she sings her songs in a beautiful soprano voice.





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# YOUR STATION WSJS

Just as this album is dedicated to you, the WSJS Listeners, so are all the programs and activities devoted to the greater welfare and enjoyment of The Heart of the Piedmont — freedom of speech, the liberties of worship and thought, accurate information and authoritative instruction, the highest standard of entertainment and the perpetration of the American Way of Life.

Photographs by Moore Studios, Winston-Salem, and the NBC Publicity Bureau. Material planned by the staff of WSJS and National Radio Personalities, Hal J. Hubert, Editor.





RADIO STATION  
W S J S  
WINSTON-SALEM  
*The Journal-Sentinel Station*  
N.B.C. RED NETWORK

*Covering the Heart of the Piedmont*