Dear Friend:

Twenty-one years ago when WSAN was born, radio was an infant industry. Today it has become a giant—the most effective means of bringing to all people alike education, entertainment, news, and the advancement of the arts. We are proud to be a part of such a vital instrument.

Through WSAN, the people of the Lehigh Valley have been served with the best of all that is good in radio from the four corners of the earth.

Radio and radio's people have gone to war, on the battlefields and at home in a thorough manner that few people looking on may realize. This book is intended to picture for you some of the ways in which we are helping to prosecute the war.

WSAN has visions of tomorrow—and VICTORY. To that end, we are planning—and, we dedicate ourselves to a greater service to America and to you, our loyal listeners.

Sincerely yours,

LEHIGH VALLEY BROADCASTING COMPANY

B. Bryan Musselman
Managing Director
... Behind our war effort is a vast organization known as "Our Government". This government is composed of many federal agencies and officials reflecting the policies of the President and Congress. These various agencies and individuals have important missions to accomplish which require widespread understanding and cooperation.

... In a Democracy - even at war - there is a limit to the effectiveness of regulations. In most instances, public acceptance must be secured. To reach our large population of 130,000,000, no medium is more effective than radio.

... And radio, alert to its vital role in this part of the war effort, is generously contributing its facilities, its time, and its trained personnel to serve the government and our people.

### HOW RADIO HELPS

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**NOTE:** Fill in below

COMPLIMENTS OF

151 scores of list,

CHARLES METZGER
323 9th St.
(Firm Where Blank Was Obtained)
Orders from headquarters by radio as troops leave bivouac area.

Marine uses portable radio in landing operation.

Sergeant in foreground is tank crew member plotting attack on basis of information radioed from outpost.

Report on enemy aircraft is radioed to concealed artillery at rear.

Portable Army radio outfit operates on maneuvers. Note hand generator.

Reporting by radio from concealed command car. Note transmitter key on radio operator's thigh.
OUR fighting forces throughout the world are linked to Command Headquarters in Washington by a vast network of military communication. Messages are necessarily sent in code -- for in them are the secrets of our future military operations. Our system of radio stations in the United States has been a reservoir which provided our Army and Navy with thousands of skilled specialists who now maintain our important lines of military radio communication. Meanwhile, the services are training thousands of additional men for radio duty on land, on the sea, and in the air. Today, radio is the nerve system of our military might. Crackling messages over the airways will carry the signal of the last great offensive and the first news of the final defeat of our enemies.
Coast patrol radio man keeps tabs on weather and directs surface ships to scene of disasters; keeps wary eye for enemy aircraft signals.

"Blind flying" by radio in ground school trainer.

Every one a radio operator.

Radio operator on Navy patrol blimp on anti-submarine duty.

Duty officer checking flight board after flight.

Radio operator on Navy bomber.
RADIO INSTRUCTION

School dismissed. The "desks" in a radio classroom.

Recruits receive instructions at Signal Corps Training School.

Diagram on wall aids Army Radio instruction.

Aviation cadets and student officers attend "buzzer" class.

Another class explores intricacies of radio code.

Flight instructor corrects students' errors after formation flying.
Pack radio. Can be removed and operated on ground.

General View Field Transmitter, Power Unit and Antenna.

Battery of code keys at message center.

Radio-equipped Army Command Car.

Close-up of Army Field Transmitter.

Motorcycle and side-car equipped with Radio.
The figures presented on this page show American women in the uniforms authorized for their various types of war work. Never before in the history of the country have women played such important parts on the warfront and the homefront and enlisted in such numbers as today. This wholesale volunteering for war work releases large numbers of men for the actual business of fighting.
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When they are not too busy learning the methods of warfare, the Army, Navy and Marine Corps can present radio programs with a professional flavor, designed to entertain and inform the folks back home. Hundreds of radio entertainers, musicians, writers, announcers, production men and specialists are in the service, and they welcome the opportunity to resume association with their former civilian pursuits. Meanwhile, radio listeners, they make it possible for friends and relatives to visit camps and training stations, without moving away from the loud-speaker. Through this medium, radio can claim special distinction for building and maintaining our strong morale.
A portable organ, makeshift stage and soldiers entertain during maneuvers.

Sailors compete in a quiz broadcast while buddies listen in audience.

Microphone catches formal guard mount at West Point.

Trained Army Public Relations officers proved they could operate a radio station they "captured" during a 1941 maneuver.

Hawaiian soldiers file time for broadcast.

Sailors compete in a quiz broadcast while buddies listen in audience.

West Point Band plays for radio in Cullum Hall.

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Tyrone Power, of screen and radio, is sworn in as a private in the Marine Corps by Maj. Wm. Howard, U.S.M.C.

Wayne Morris, called to active duty with the Naval Aviation Cadet Selection Board, interviews flying cadet applicants.

Clark Gable is now serving with the United States Army Air Forces.

Rudy Vallee, of the Coast Guard, reporting to Lieut. M. A. Sturges.

After his driving chores, Robert Young joins the chow lines and loads up his plate.

This Army Air Corps looks on as Sgt. (honorary) McCarthy greets his friend James Stewart (right). Behind Charley is Edgar Bergen.

Becoming an army officer doesn’t keep Glenn Miller from being a favorite with autograph seekers.
serving one of the richest valleys in Eastern Pennsylvania effectively covers such enterprises as mining, quarrying, manufacturing of almost every description and farming.

The reason this coverage is so effective is the strategic location of the WSAN transmitter plus the use of the finest equipment.

The combination of these two facts gives YOU better listening by setting your dial at 1470 KC.
Today's Best Programs

THE ALDRICH FAMILY
Thursday - 8:30 p.m.

BOB CROSBY
Sundays - 10:30 p.m.

RED SKELTON
Tuesday - 10:30 p.m.

THE SEALTEST PROGRAM with Joan Davis
Thursday - 9:30 p.m.

COFFEE TIME
Baby Snooks and Frank Morgan
Thursday - 8:00 p.m.

JACK BENNY & I
Sunday
WSAN

Pleasure Time with Fred Waring
Monday thru Friday - 7:00 p.m.

Abie's Irish Rose
Saturday - 8:00 p.m.

Phil Spitalny of "The Hour of Charm"
Sunday - 10:00 p.m.

Can You Top This?
Saturday - 9:30 p.m.

Donald Voorhees
Cavalcade of America - Monday 8 p.m.
Telephone Hour - Monday - 9:00 p.m.
NEWS

DAILY

7:25 a.m. - A.P. & U.P. News
8:00 a.m. - W.W. Chaplin (NBC)
8:55 a.m. - A.P. & U.P. News
10:55 a.m. - A.P. & U. P. News
12:00 noon A.P. & U.P. News
1:45 p.m. - Morgan Beatty (NBC)
6:15 p.m. - Call Chronicle News

7:15 p.m. - John W. Vandercook (NBC)
7:45 p.m. - H.V. Kaltenborn
11:00 p.m. - Call-Chronicle News
12:00 Mid. - News Round-Up (NBC)
12:55 a.m. - News Round-Up (NBC)

WSAN
1470 KC.

RICHARD HARKNESS

MORGAN BEATTY

UPTON CLOSE

Gene Autry (second from left) finds time to entertain his buddies while training for the Air Corps.

Robert Allen (left) gives Drew Pearson the real inside information on army life.

Wayne King now directs army activities instead of "The Waltz You Saved For Me".

Dave Breger (left) creator of the "Private Breger" cartoons, cuts a piece of birthday cake for his buddy, Ezra Stone ("Henry Aldrich").

Charles (Buddy) Rogers (right) reports to Lt. Comdr. C.C. McCauley prior to taking up his flying duties.

Jimmy Fidler looks on as Joan Davis (heard with Rudy Vallee) bids goodbye to Jimmy H sublicense, Fidler's ace reporter.

Walter Winchell of the United States Naval Reserve is "back in a flash with a flash".
Naval cadets and sailors sing and play for radio audience.

A corner of the barracks serves as rehearsal room for this "jive" group.

All sergeants are not "hard-boiled". This one burlesques a "home-makers" hour, discussing a topic of child apparel that doesn't seem to impress the young admirers.

Soldiers fresh from field duty accompany Service Club worker in broadcast.

Radio network correspondents, wearing prescribed uniforms, report from maneuver areas.

Aviation cadets at Randolph Field have organized this Glee club for radio appearances.

Soldiers on duty in Washington, D.C. boast this Glee club.
Buddies gather 'round to enjoy some boogie woogie on a Service Club piano.

Maj. General Hugh Drum faces a battery of microphones.

No spot is too tough for radio special events men. Here's one following the Army engineers during a river crossing.

Entertainment aboard ship enroute to Australia.

Sailors at Pensacola rehearse before broadcast.

A soldier audience at an open air broadcast as seen by performing artists.

The Famous U. S. Marine Corps Band heard on many broadcasts.
In far away Iceland, U. S. doughboys express pleasure over a short-wave program.
The world at the finger-tips of two soldiers in a short-wave listening post.

Time out in the lounge of a railroad car headquarters to hear an important broadcast.

Concentrated listening by Army men at a railroad siding.

Short-wave listening at an outpost in Puerto Rico.

KEEPING IN TOUCH
Wherever they are, in training or in action, U. S. fighting forces look to radio to maintain their association with "home" -- it may be the voice of a friend, word from the home town or news from the good, old U.S.A. It all serves the same purpose for the service men who have no intentions of losing contact with things that were familiar before the war interrupted their lives. Radio does this job, too.

Winter-clad soldiers anchor cable for antenna in far northern base.

Radio and games in the barracks at a Naval Air Station.
Each service stripe, worn on the left sleeve below the elbow, indicates completion of a four-year enlistment. After serving 12 years with good conduct, gold stripes are worn. Enlisted men's rating insignia become gold after completing three enlistments with good conduct. Red rating marks are worn on blue uniforms, blue marks are worn on white.

Petty Officers' Rating Marks

Chief Petty Officers and Petty Officers

The rating badges are worn on the sleeves between shoulder and elbow. Petty officers, seaman branch, wear rating badges on the right arm, other petty officers wear them on the left arm.
AMERICAN WOMEN IN UNIFORM

The figures presented on this page show American women in the uniforms authorized for their various types of war work. Never before in the history of the country have women played such important parts on the war front and the home front and enlisted in such numbers as today. This wholesale volunteering for war work releases large numbers of men for the actual business of fighting.
Every able-bodied citizen has a part in the national defense of the United States. Any attack upon this country must find each citizen assigned to his or her place, trained in the duties involved, and resolute to carry out those duties, regardless of the danger to be faced.

Thousands of United States communities have organized and trained efficient Civilian Defense units and have conducted tests, drills and exhibitions to determine that each cog in the vital machinery of wardens, police, firemen, nurses, etc., will be capable of meeting any emergency.

Only with the complete cooperation and support of those whom Civilian Defense is designed to serve and protect, can it operate smoothly and efficiently. You will recognize the Civilian Defense Workers by these insignia.

1. DECONTAMINATION CORPS
2. FIRE WATCHER
3. AUXILIARY POLICE
4. RESCUE SQUAD
5. NURSES’ AIDE CORPS
6. DEMOLITION AND CLEARANCE CREW
7. AIR RAID WARDEN
8. MEDICAL CORPS
9. BOMB SQUAD
10. DRIVERS CORPS
11. AUXILIARY FIREMAN
12. ROAD REPAIR CREW
13. EMERGENCY FOOD AND HOUSING CORPS
14. MESSENGER
15. STAFF CORPS
1. When flags of states or cities or pennants of societies are flown on the same halyard with the flag of the United States of America, the latter should always be at the peak. When flown from adjacent staffs the flag of the United States should be hoisted first and lowered last.

2. When displayed with another flag against a wall from crossed staffs, the Flag of the United States should be on the right (the flag's own right), and its staff should be in front of the staff of the other flag.

3. When used on a speaker's platform, whether indoors or out, the flag should never be reduced to the role of a mere decoration by being tied into knots or draped over the stand. For this purpose bunting should be used. The flag, if displayed, should be either on a staff or secured to the wall or back curtain behind the speaker with the union to the flag's right.

4. When flags of two or more nations are displayed together they should be flown from separate staffs of the same height and the flags should be of approximately equal size.

5. When the flag is displayed in the body of the church, it should be from a staff placed in the position of honor at the congregation's right as they face the clergyman. The service flag, the state flag or other flags should be at the left of the congregation. If in the chancel or on the platform, the flag of the United States should be placed on the clergyman's right as he faces the congregation and the other flags at his left.

6. When the flag is displayed in a manner other than by being flown from a staff, it should be displayed flat, whether indoors or out. When displayed either horizontally or vertically against a wall, the union should be uppermost and to the flag's own right, that is, to the observer's left.

7. Whenever a number of flags of states or cities or pennants of societies are to be arranged in a group and displayed from staffs with the flag of the United States, the latter should be placed at the center of that group and on a staff slightly higher than any of the others.

8. When the flag is displayed from a staff projecting horizontally or at an angle from the window sill, balcony or front of a building, the union of the flag should go to the peak of the staff (unless the flag is to be displayed at half-staff).

9. Whenever the flag of the United States is carried in a procession in company with other flags, it should occupy a position in front of the center of the line of flags or on the right of the marching line.
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*Army, Navy and Marine Photos in this book were released for publication by the War and Navy Departments.*

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Additional copies of this book may be obtained by sending 25¢ to the publishers, Peoria, Illinois.