

“THE DAYTON STATION”



THE 5000 WATT VOICE OF THE MIAMI VALLEY



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"Photo by Mayfield Aerial Surveys Dayton, Ohio"



# Dayton, the Thriving City

Dayton is the center of the great Miami Valley. Its population reading, according to 1940 census figures, shows the Greater Metropolitan Dayton area to contain 271,513 persons, an increase of 4.8% in the decade between 1930 and 1940. Even though already a rich metropolis, Dayton is intent upon the purpose of bettering herself even more. One of the finest and most complete educational systems of our modern day is to be found here. A total of sixty-four public and parochial schools form the nucleus of this system. In addition, there are the University of Dayton, bearing a total enrollment of 1287 students, the Bonebrake Theological Seminary, with over 1400 students, and four business and professional schools.

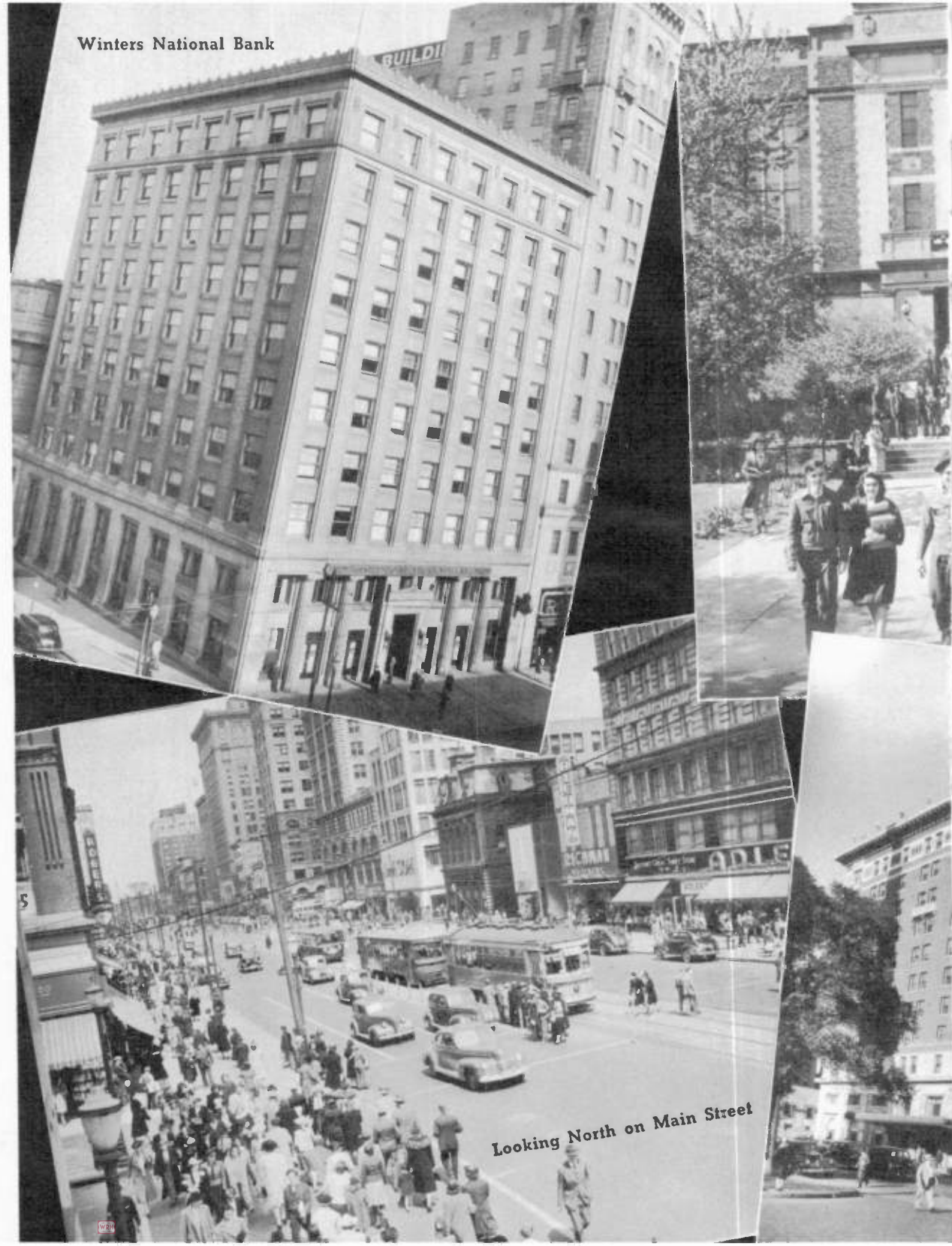
Religious facilities, always an important factor to any city's success, are included in the Dayton scheme of life. The city supports 175 churches, including all denominations, faiths and creeds. Twenty-six parks and ten recreational centers provide room for well-spent leisure hours. Also, there are two museums situated in this center of modern activity to preserve for posterity important milestones in present development.

The cultural side of living is well represented in the thirteen public libraries supported by the city, also, the well-known Dayton Philharmonic Orchestra, the Civic Band and the Civic Theatre.

Thirty-four hotels provide a well-remembered hospitality to Dayton's guests, while twenty-five theatres and a number of other amusement centers provide entertainment for the vast number of visitors to Dayton, as well as its own residents.

Dayton is, truly, the thriving city.

Winters National Bank

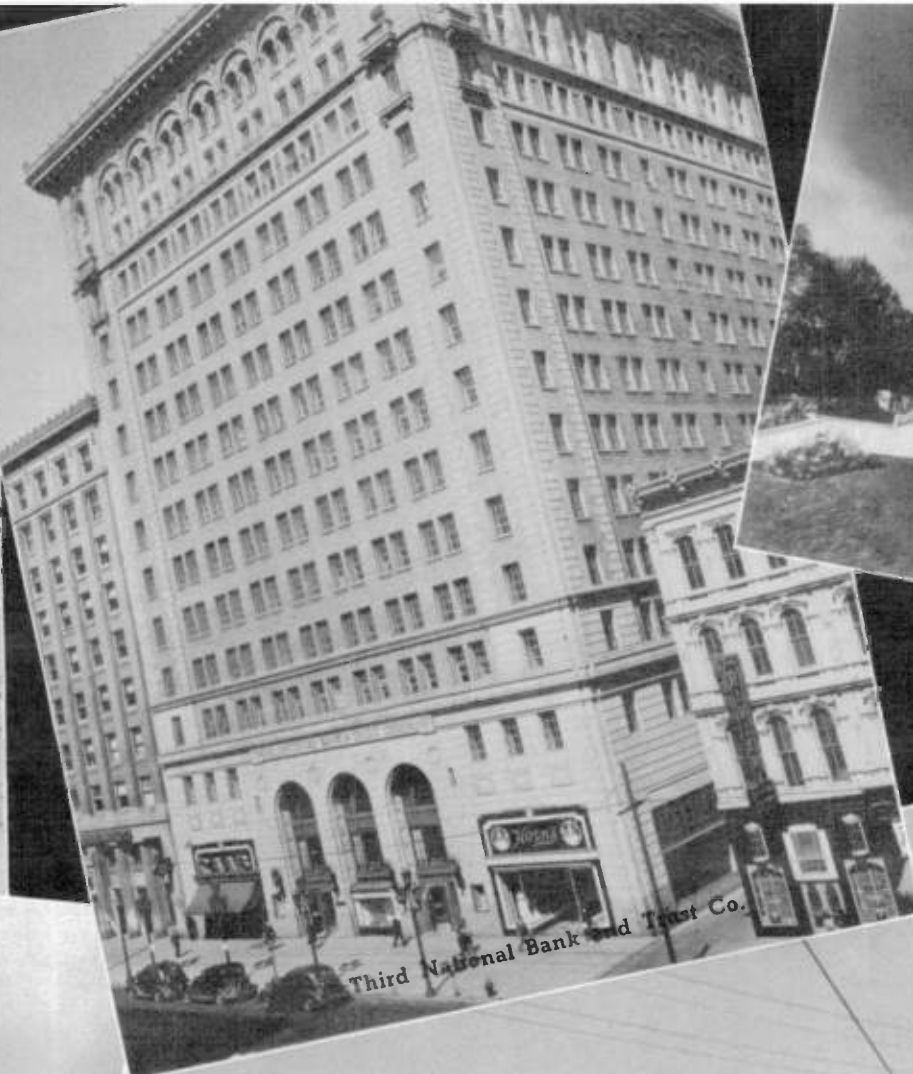


Looking North on Main Street

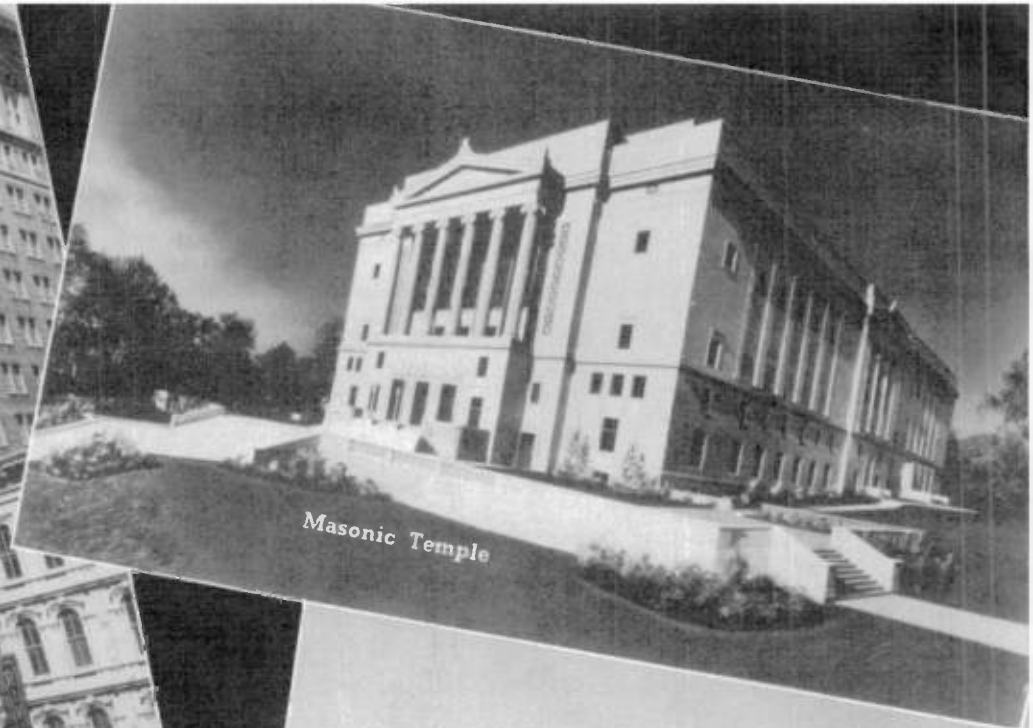




Roosevelt High School



Third National Bank and Trust Co.



Masonic Temple



Miami Hotel



Art Institute



Billmore Hotel



# . . of modern Activity

Nowadays, a city, in order to keep pace with the constantly changing panorama of human activity, must be modern . . . must take advantage of all new developments, scientific innovations, and the like. But in order to become a city of 'modern activity,' it must keep up with the commercial world of competition, with the rapid turnover of employment into new industries, 'greener pastures' for its citizens.

Such a modern, industrial city is Dayton. A total of 436 factories produces over 750 products to all sections of the world. These 436 industrial units employed 61,587 wage earners, exclusive of salaried employees, in 1940.

Transportational facilities in and out of Dayton are modern, up-to-the-minute. Two great airlines carry on daily schedules from Dayton's fine municipal airport. One of these companies shows seven daily flights scheduled through Dayton for New York. Four of the nation's largest railroads operate both passenger and freight service to and from Dayton. In addition, nine motor bus lines carry on regular passenger schedules, forty-four motor freight lines maintain connection between Dayton and other parts of the country.

Building, always a sign of increasing modern activity, was much in evidence in 1940. In Dayton and the adjacent suburb of Oakwood 1,456 new homes were erected during the year . . . and about one thousand others were remodeled.

All of these factors prove Dayton to be a moving city of modern activity.

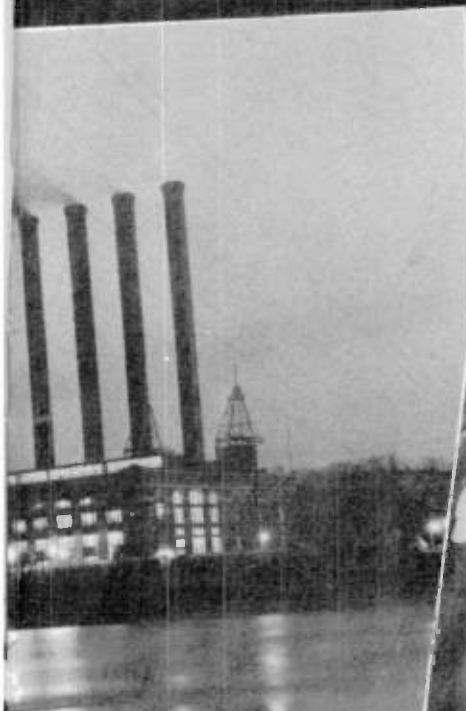


*Standard Register*



*National Cash Register*

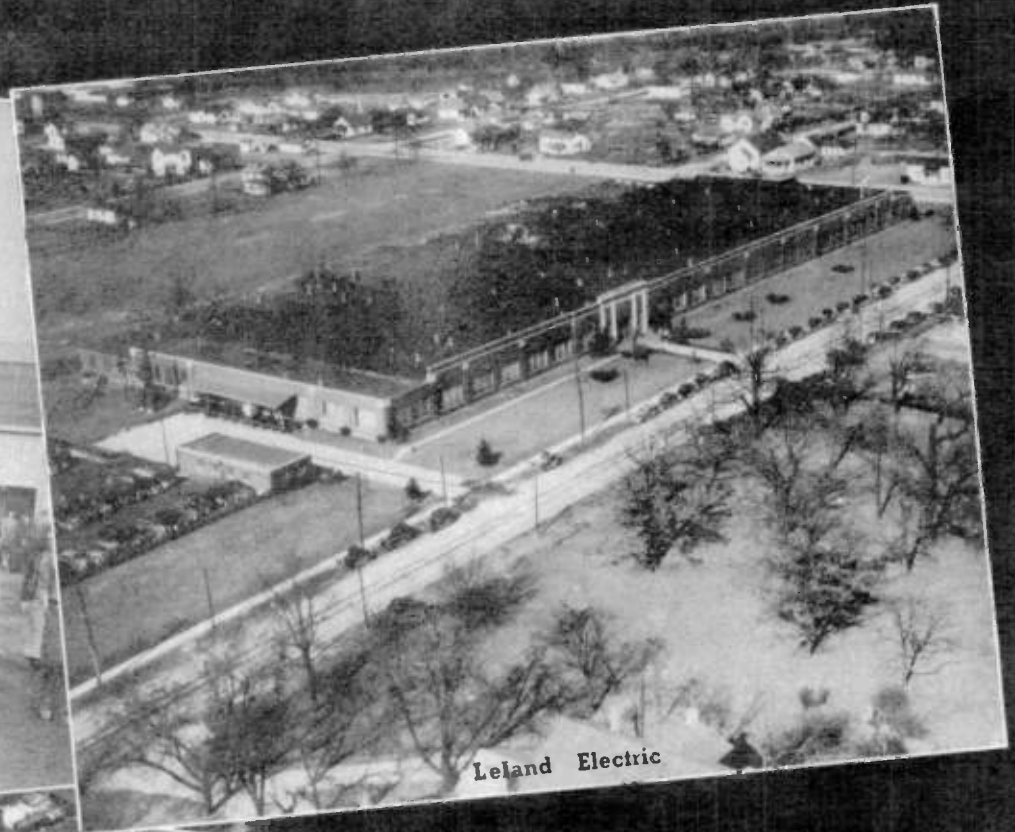




Dayton Power and Light Co.



Craftsmen Leave Moraine Plant



Leland Electric



They Go to Work at Frigidaire

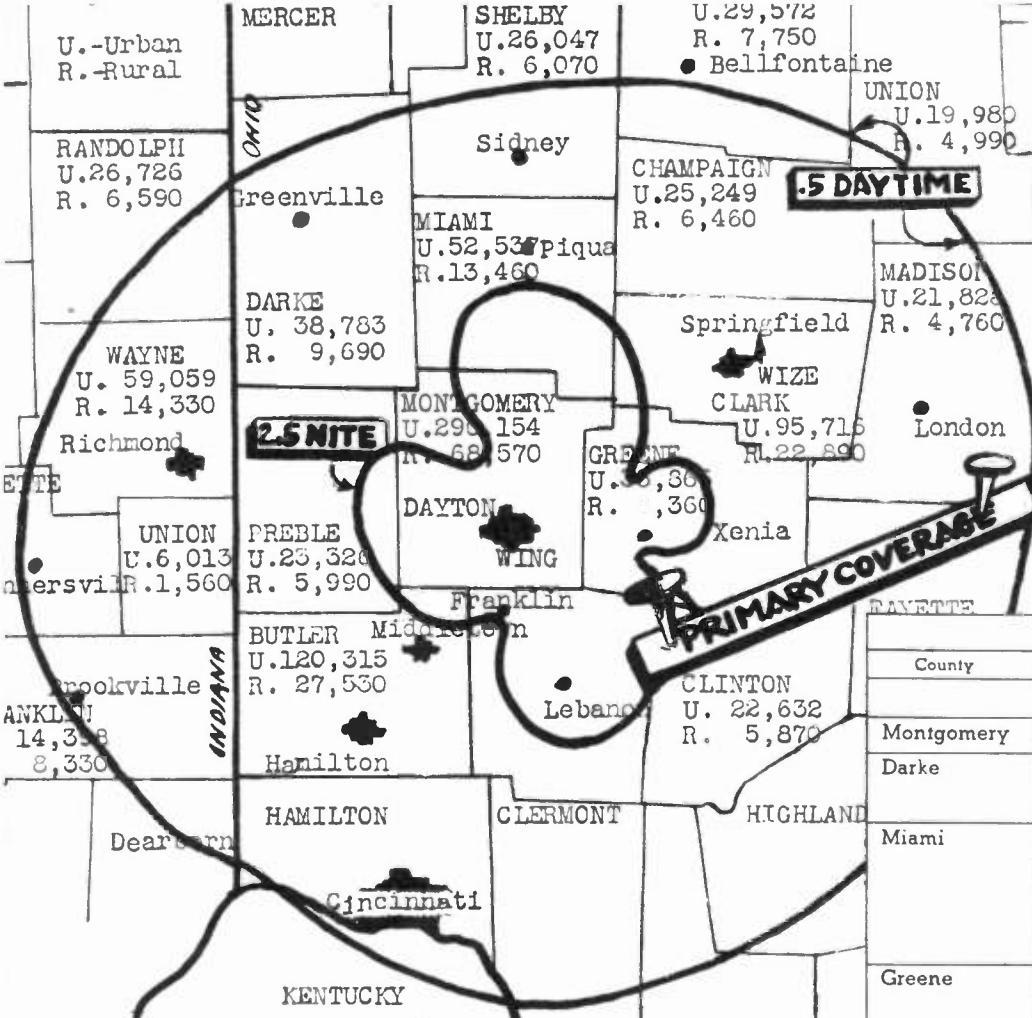


Moraine City - Frigidaire



Workers Take Time Out





# And the Gr WING

WING Market

These figures represent the Dayton Market Trading Area and do not indicate WING's full coverage.

County	City	POPULATION %			URBAN RADIO HOMES		RURAL RADIO HOMES		FARMS		INCOME TAX RETURN	
		Number	% Urban	% Rural	Number	% USA	Number	% USA	Number	% USA	Number	% USA
	Dayton	210,718									12,590	.271
Montgomery		295,480	78	22	54,620	.318	13,950	.147	4,587	.067	13,184	.284
Darke		38,831	22	78	2,430	.014	7,260	.077	5,123	.075	424	.009
	Greenville	7,745									265	.006
Miami		52,632	53	47	7,560	.044	5,900	.062	3,071	.045	1,143	.025
	Piqua	16,049									497	.011
	Troy	9,697									442	.010
	Tipp City	2,879									88	.002
Greene		35,863	32	68	2,850	.017	5,450	.058	2,338	.034	681	.015
	Xenia	10,633									363	.008
Shelby		26,071	37	63	2,480	.014	3,590	.038	2,500	.037	310	.007
	Sidney	9,790									280	.006
Preble		23,329	15	85	1,020	.006	4,970	.053	2,741	.040	203	.004
	Eaton	3,552									101	.002
Clark		95,647	76	24	17,720	.103	5,170	.054	2,625	.038	3,103	.066
	Springfield	70,662									2,970	.063
Clinton		22,574	25	75	1,510	.009	4,360	.046	2,230	.033	409	.009
	Wilmington	5,971									248	.003
Warren		29,894	28	72	2,010	.012	4,760	.050	2,575	.038	458	.010
	Franklin	4,511									196	.004
	Lebanon	3,890									136	.005
Butler		120,249	74	26	20,800	.121	6,730	.071	2,902	.043	4,214	.091
	Middletown	31,220									1,947	.042
Champaign		25,258	32	68	2,090	.012	4,370	.046	2,344	.034	345	.007
	Urbana	8,335									262	.003
Grand Total		766,009	43	57	133,090	.670	61,750	.702	33,036	.484	24,474	.495



# Great Miami Valley

## DAYTON, OHIO

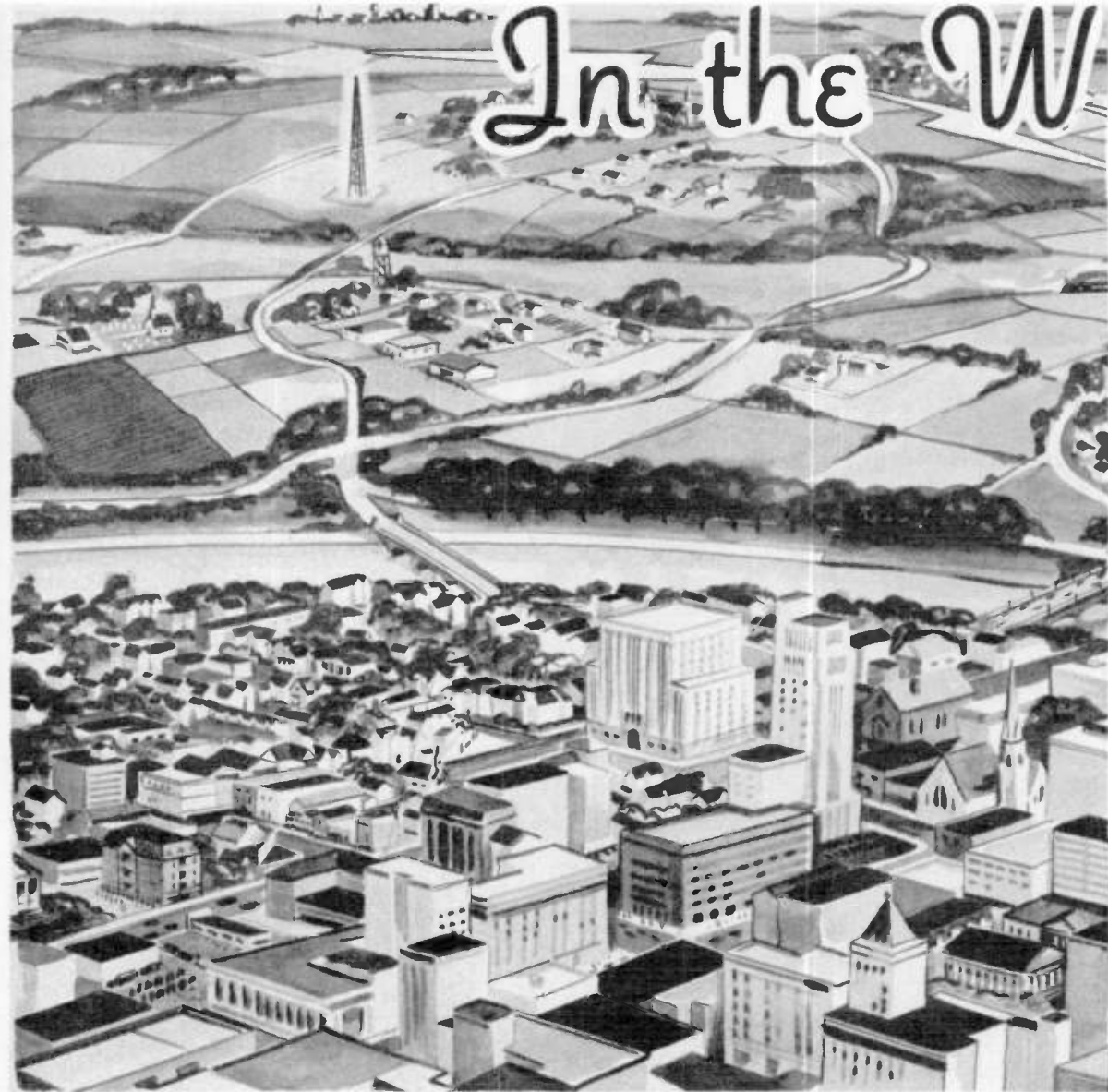
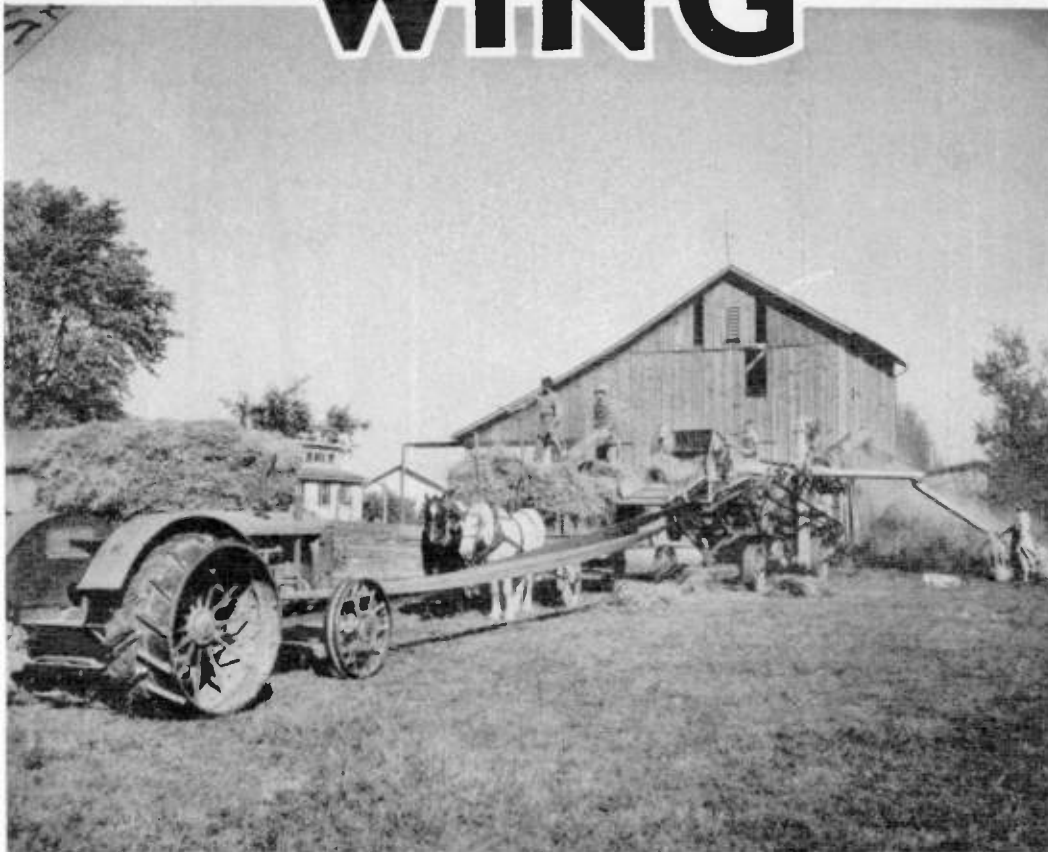
Trading Area

RETAIL DRUG STORES		RETAIL GROCERY		SERVICE ESTABLISHMENTS		RETAIL TRADE (Total)		WHOLESALE TRADE (Total)	
Outlets	Sales in ,000	Outlets	Sales in ,000	Outlets	Receipts in ,000	Outlets	Receipts in ,000	Outlets	Receipts in ,000
94	4,233	986	24,216	1,440	8,857	2,762	106,477	328	117,941
107	4,503	1,181	28,394	1,628	9,781	3,515	119,879	355	119,164
14	350	138	2,287	213	480	585	10,238	88	7,057
6	188	39	1,065	99	288	201	4,979	33	3,746
16	584	203	4,306	205	775	709	16,986	61	5,596
5	290	82	1,687	81	370	252	7,273	20	3,353
5	216	40	1,203	53	249	136	4,942	16	1,103
2		15	391	15	31	62	1,278		
11	307	115	2,441	97	427	405	8,950	34	6,891
5	189	58	1,247	48	259	203	5,446	24	5,856
10	188	120	1,840	118	290	355	6,822	45	8,642
6	172	65	1,286	80	252	198	5,136	17	6,182
8	107	91	1,456	131	316	399	6,008	41	1,935
2		20	527	37	143	112	2,526		
32	1,175	469	9,284	418	2,058	1,310	33,478	87	11,268
29	1,149	399	8,406	364	1,922	1,067	30,667	81	10,672
10	144	103	1,634	109	359	407	7,383	39	2,151
4	95	35	771	45	221	166	4,082	13	1,105
9	140	100	1,626	101	357	399	7,315	11	749
2		29	549	30	85	81	1,788		
3	62	17	381	29	184	104	2,967		
37	1,361	521	11,077	467	1,937	1,547	39,941	76	18,468
11	524	163	4,108	146	573	451	14,617	21	7,940
12	200	105	1,621	109	237	373	6,731	42	5,177
5	146	57	950	42	107	182	4,253	18	2,653
266	5,059	3,146	65,966	3,495	16,860	10,407	263,731	559	187,098





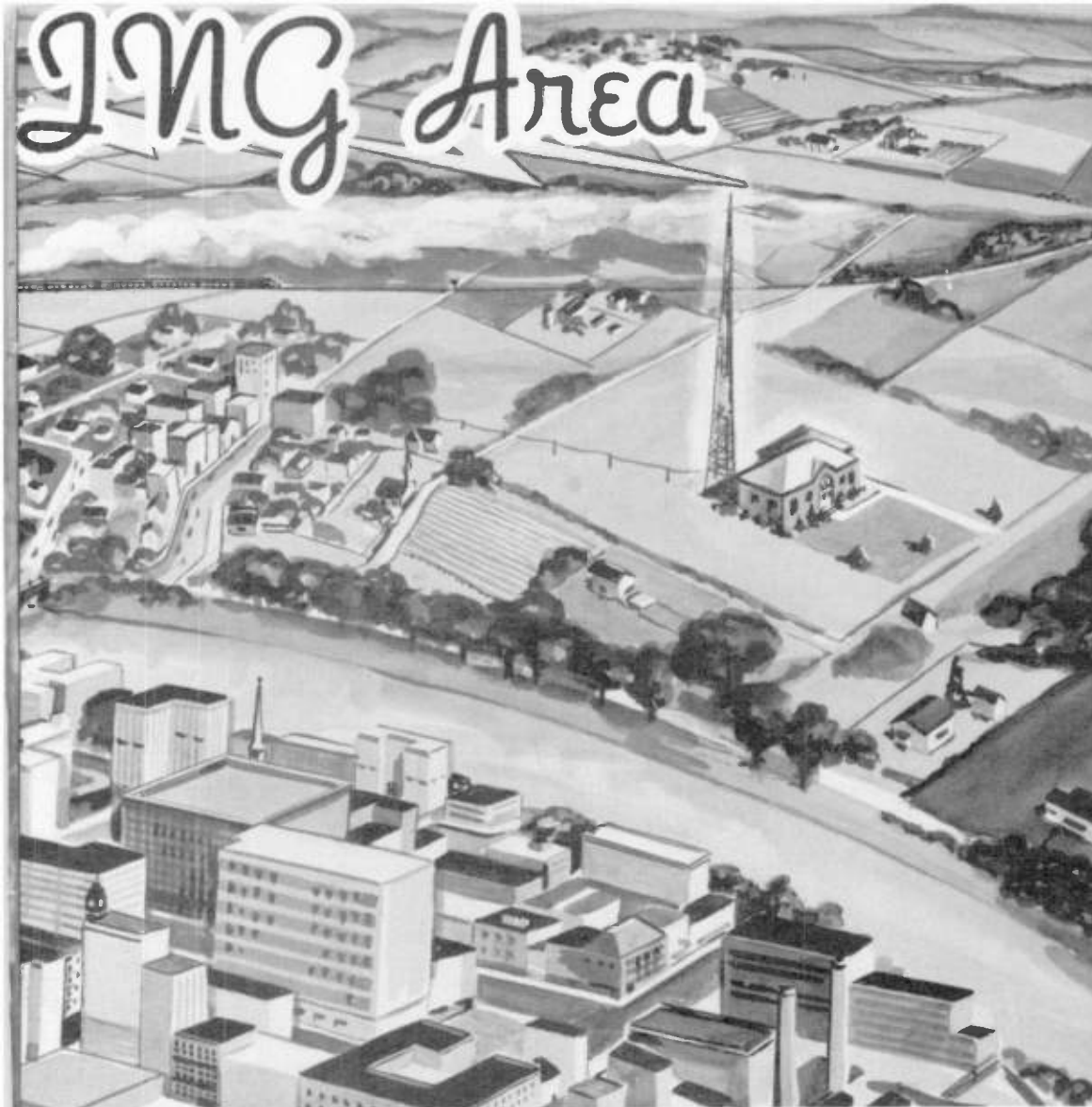
# WING



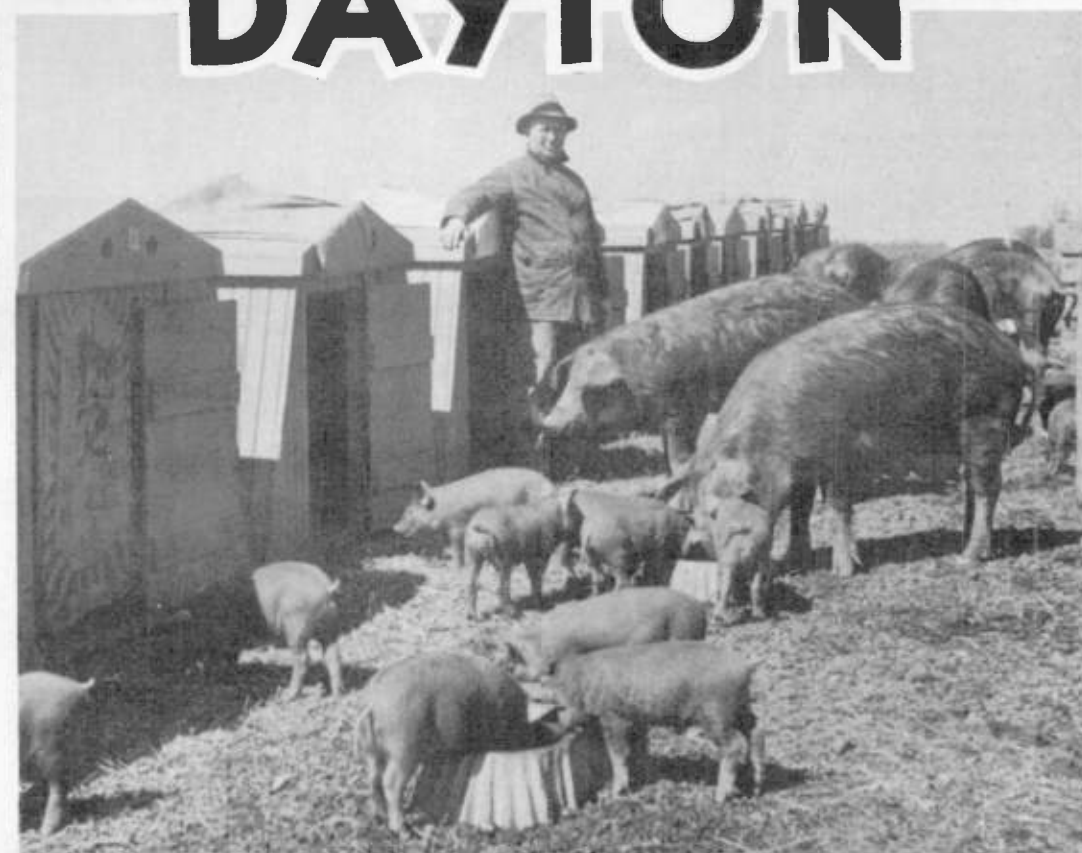
From the table on the previous page, it becomes evident that the Dayton Station serves a vast amount of both urban and rural listeners. In the Miami Valley, itself, there are 766,009 persons, 43% of which is urban and the remaining 57% comprising the rural population. There are 133,090 urban radio homes and 67,750 rural radio homes. On the basis of government census figures for the year 1940, it is found that WING reaches .7% of the radio listeners in the entire country.

The Miami Valley is one of the richest territories of comparable size in the state. Trade receipts for the year 1940 in the counties represented totalled \$187,098,000. This figure is representative of Wholesale Outlets only, of which there are 559. In the Retail Trade division, the 1940 figures show a total receipt of \$263,731,000 from 10,407 Retail Trade outlets.





# DAYTON



Retail drug stores, grocery stores and service establishments compiled during the year 1940 a grand total of \$91,885,000. The breakdown of this figure shows the following results:

Retail Drug receipts	\$ 9,059,000
Retail Grocery receipts	65,966,000
Service Establishments receipts	16,860,000
Total	\$91,885,000

In the Miami Valley in 1940, 24,474 income tax returns were recorded, five tenths of one per cent of the entire nation. These returns, compiled for residents of the representative counties in the Miami Valley are indicative of the vast income and potential market throughout the area.



. . Make



Industrial income in Dayton during 1940 reached a grand total of \$100,736,242.33. This payroll, exclusive of salaried employees, topped all records in the city's history, according to Dayton Clearing House officials.

The 1939 total showed a payroll of \$86,823,663.84, making the 1940 figure an increase of \$13,912,578.49. The largest yearly totals prior to 1940 were in 1929 and 1937, when the figures reached approximately \$94,000.000.

The Dayton Chamber of Commerce conservatively predicts an income exceeding \$130,000,000 for 1941. Already this year, payrolls for the first two months showed an increase of 25.29% over the corresponding period in 1940. And should the ratio of increase continue throughout the remaining ten months of 1941, the year's total payroll will exceed the 1940 figure by at least \$25,000,000.

The following table is constructed to enable you to get a statistical estimate of Dayton business. Figures are stated in the form of comparison with cities of similar size and are compiled from government census figures and Chamber of Commerce quotations.



# Money . .

Pop. Rank in 1940	Comparable Cities 1	City Population 2	Number of Stores 3	Retail Sales per Thousand 4	Retail Sales per Capita 5	Receipt from Service Establishments 6	Receipts from Service Estab. per Capita 7	Receipts from Hotels 8
31	Dallas	294,934	4,294	172,904	586	16,161	547	2,874
32	Memphis	291,312	3,363	135,486	465	12,558	437	1,995
33	St. Paul	288,023	3,824	167,691	578	11,787	406	1,917
34	Toledo	281,096	3,549	131,629	468	11,093	394	1,301
35	Birmingham	264,151	2,651	100,136	378	7,610	288	1,092
36	Providence	253,214	4,010	131,159	518	13,539	534	1,153
37	San Antonio	253,143	4,107	78,744	311	9,461	373	1,176
38	Akron	243,130	3,130	108,487	445	8,176	377	879
39	Omaha	223,185	3,024	105,453	472	10,527	471	348
40	<u>Dayton</u>	<u>210,718</u>	<u>2,880</u>	<u>109,390</u>	<u>517</u>	<u>8,857</u>	<u>420</u>	<u>1,162</u>
41	Syracuse	205,967	2,714	106,030	466	7,540	366	1,678
42	Oklahoma City	204,517	2,966	91,844	448	8,850	432	2,127
43	San Diego	202,038	3,230	95,555	472	8,585	424	222
44	Worcester	193,402	2,389	92,834	480	6,093	309	755
45	Richmond	190,341	2,751	108,306	567	9,742	511	
46	Fort Worth	177,748	2,441	64,503	362	8,113	456	974
47	Jacksonville	174,336	2,185	73,951	423	6,641	380	1,258
48	Miami	170,877	3,030	103,215	604	10,702	567	1,386
49	Youngstown	167,426	1,975	79,848	476	5,311	317	348
50	Nashville	167,415	2,474	80,389	480	8,113	484	1,253
51	Hartford	166,329	2,615	108,613	653	8,070	485	923
52	Grand Rapids	164,292	2,354	80,751	491	7,219	439	945
Relative Dayton Position		10th	11th	6th	7th	10th	13th	8th

WING







## And Spent

From the figures stated on the previous pages, it is a logical deduction that a city of Dayton's size with the vast industrial income of \$100,736,242 for the year of 1940 would require a like proportion of money expenditure to acquire the economic stability that Dayton shows. As a city, Dayton stands 40th in population ranking in the United States. Yet it ranks far above cities of comparable size in retail sales. Figures show that during 1940 retail sales in Dayton reached a total of \$517 per capita. Total retail sales jumped to \$109,390,000 in 1940... a rise of over \$20,000,000 in half a decade. New factories in Dayton during the year added another \$500,000 to the city's spendable income.

In 1940, automobile ownership reached a peak of approximately 70,000 cars, an exact average of  $3\frac{1}{2}$  persons per automobile. This figure shows a marked advance over the 1936 total of 66,243 cars owned.

Building expenditure in Dayton during the past year boomed to new highs. Dodge Report figures show that 1,456 new homes were erected during the year and around

# WI



# d Money

1,000 others remodeled. In January of this year, the combined total of all construction contracts awarded in the metropolitan area was \$1,002,000. For the same period of 1940, this shows an increase over \$317,000. Non-residential building, which includes all the industrial and manufacturing projects in this area, moved to \$425,000 in January, a long rise over \$104,000, the corresponding 1940 valuation.

The increase of 216% in building operations so far this year, as contrasted against the same period of 1940, far exceeds the average increase of 56% recorded for the 37 states east of the Rocky Mountains.

Adding to these statistical figures, the available computations on home ownership in Dayton, which amounts to 67%, and the number of families paying a rental charge of over \$30 per month, a figure which has reached 15,763, plus the fact that there are more than 28,200 selective market families in Dayton and surrounding environs, a pretty fair picture becomes apparent concerning the money expenditure and the money buying power in Dayton and the Miami Valley.



# NG





## They Like WING

The Dayton Station is proud of the way in which its programs have been received by listeners in Metropolitan Dayton and in the Miami Valley. Comments received by mail and by telephone show a wide listening area and a varied choice of programs. In Montgomery County, there are 70,500 families. Of these possible and potential radio listening groups, 68,570 own radio sets. This makes a percentage total of 97.2% of the families in Montgomery County. Such a listening audience insures the advertiser a wide market for his product.

In the entire Miami Valley, covered by WING, there are 200,840 radio homes . . . all enjoying the pleasure brought by WING programs. The coverage of the Dayton Station and the wealth and proximity of its market are important factors in the growth of this station.



# Listeners Informed

WING is making use of the movie trailer as a new promotional field for further assurance that the sponsor will have a wider listening audience when his program is on the air.

The persons who see these trailers each week are more than just new listeners. They are the consuming public who reacts to the sponsor's sales message on the air.

		House Capacity	Approx. Weekly Audience
Federation	Dayton, O.	650	9,100
Park	Dayton, O.	300	4,000
Sigma	Dayton, O.	480	6,020
Wayne	Dayton, O.	330	4,620
Peoples	Dayton, O.	700	9,800
Columbia	Dayton, O.	650	10,100
Salem	Dayton, O.	600	8,400
Mecca	Dayton, O.	500	7,000
Far Hills	Dayton, O.	600	8,400
Town Hall	Lebanon, O.	800	11,200
Ohio	Franklin, O.	450	6,300
Ohio	Xenia, O.	700	9,800
New Tipp	Tipp City, O.	850	11,900
State	Greenville, O.	630	8,820
Murphy	Wilmington, O.	1,000	14,000
Cove	Covington, O.	750	10,500
State	Washington C. H., O.	650	9,100
Cliftonia	Circleville, O.	750	10,500
Liberty	Lancaster, O.	750	10,500
Majestic	Camden, O.	300	4,200
Total		12,440	174,260

Approximately 170,060 persons weekly see the WING movie trailers flashed on the screens of these theatres. Another WING merchandising feature.



**THE SALEM THEATRE . . .**  
one of the twenty theatres  
in which WING has movie  
trailers.





**MR. CHARLES SAWYER** is President of the Great Trails Broadcasting Corporation, operating station WING, Radio Voice of Springfield, Incorporated, operating station WIZE in Springfield, Ohio, Fairfield Broadcasting Corp. and the Lake Shore Broadcasting Corp. He has been, for many years, a leading attorney of Cincinnati, his firm being one of the most active and successful in that city. As a successful lawyer, he has represented Business and Labor, and has been active in political circles, in the State of Ohio and the nation.

In 1917, Mr. Sawyer enlisted in the United States Army, serving as Commanding Captain of Infantry, and after fighting overseas with the A.E.F. in 1918 and 1919, he received his honorable discharge with the rank of Major.

During his long and successful political career, Mr. Sawyer has held such responsible positions as Lieutenant-Governor of the State of Ohio, 1933-1934, and a member of the City Council of Cincinnati, 1911-1915, in addition to the prominence he has attained as Democratic National Committeeman from Ohio.

Being a graduate of their institution, Oberlin College now proudly claims him as trustee. He is a member of the American and Ohio State Bar Associations and belongs to the Masonic Order.

Mr. Sawyer's business affiliations carry him into many diversified fields of endeavor. He holds executive positions in three large corporations, and is the Vice President of the Cincinnati Baseball Club, and the Crosley Corp.





PAUL BRADEN, Chief Engineer.



CHARLES REEDER, Musical Director.



JACK SNOW, Continuity Editor and Publicity Director.



C. T. WEBER, Auditor.



JIM VINCENT CERNEY, Promotion and Merchandising Manager.



JACK ZEIGIN, Assistant Production Director.



JO FISHER, Traffic Department.

WING Sales Staff: (left to right . . . standing) George Lenning, Gene Willoughby, Betty Kern . . . (seated) Chester Hinkle, Jack Thornquest, Sales Manager, and Milo Roberts.

## WING's Personnel



ROBERT CORY, Engineer.



ANTHONY RUFFALO, Engineer.



MILO GILKERSON, Engineer



VIOLA BOWERSOX, Bookkeeper.



NANCY OHMER, Receptionist.



MARY ELIZABETH AMOS, Secretary to Mr. Woodyard.







**DOUGLAS FLEMING,**  
Announcer



**HAL MULLIGAN** announces  
local news from the Journal-  
Herald.



**C. J. Thornquest, National Sales Manager.**  
WING

## WING Views the News

Unusual and extreme occurrences in all parts of the world make it imperative that we keep abreast of the latest developments in the day's news. WING, through the services of a far-reaching press bureau with correspondents in every corner of the world, is equipped to bring you the latest news as it occurs. Regular news-casts, spaced strategically in the daily schedule, present the newest happenings in the world, national, and local news picture.

WING-NBC Foreign News  
Commentators.

Through the facilities of WING-NBC and through the miracle that is modern radio, you are able to hear first hand from experienced reporters on-the-spot news from the various capitols of the world. Noted commentators are employed to interpret the news and inform you as to what its occurrence may imply. News of Dayton and the Miami Valley is brought to WING's listeners through the cooperation of the Dayton Journal-Herald, so that people in this area might become informed of happenings in our own locale as well as those of the world.



**BEN GRAUER** with WING-  
NBC NEWS DRAMAS.



**Ronald B. Woodyard, Vice President  
and General Manager, Great Trails  
Broadcasting Corp., Radio Voice of  
Springfield, Inc., Fairfield Broadcasting  
Corp., and the Lake Shore Broadcast-  
ing Corp.**



**Ranny Daly, Production Director.**  
WING

**WING**

**WING**





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WING

**WING**



**WING**



# WING on the Sports Front

In the American way of living, sports play an important part in the building of individual personalities. WING is proud of its part in upholding the traditions of the various sports through the facilities of its station. John Hackett, ace sports commentator, maintains a vigilance over the entire sporting world so that you, the listener, may receive the latest developments in your favorite sport.

WING carries a complete sports schedule including the important national fights.



Above—Keeping close contact with Major League baseball is **JOHN HACKETT**. With him are members of the Detroit Tigers . . . (left to right) (back row) John Hackett and Buck Newsom, (front row) Ducky Holmes, of the Dayton Ducks team, Del Baker, and Steve O'Neill.

Right—Sportscaster **JOHN HACKETT** with some of the roller-skating champions who appeared recently in an interview on the regular sports review.

Below — NBC Commentators **BILL STERN** (right) and **SAM TAUB** (left) are the blow-by-blow team to describe the 'main-stem' prize fight events for the WING NBC audience.





# WING'S Audience

## In Dayton

Through the medium of audience participation programs, the people of WING are able to meet personally their many listeners and friends. Personal contact

Below — Ranny Daly expounds on the old adage that 'MONEY TALKS' on one of WING's many audience participation shows.

Above — Audiences crowd into Loews' Theatre every Monday night to witness and participate in the QUIZ-MASTER program.  
Left — Ranny Daly, your Quiz-master.  
Right — Bill Leyden 'pays off' an intelligent listener who answered his question correctly.

Left — Excited travelers talk daily with Ronald B. Woodyard at the Union Depot on the Train Reporter program.  
Right — John Hackett at the C. & L. E. Bus Terminal conducts the Bus Reporter program.





# nce Participates

## And Miami Valley

is important and WING takes advantage of all its opportunities to get better acquainted with its many friends throughout the broadcasting area.



Ranny Daly talks with two of the cast of the **MID-TOWN TALENT HUNT** on the stage of the Paramount theatre in Middletown, Ohio.



# For Farm Facts

For its vast army of farm and rural listeners, WING presents a wide and varied program to inform the farmer both of latest happenings on the agricultural front, and of scientific innovations in the farm industry. Farmer Jim Miles, well known to Miami Valley rural listeners, keeps personal contact with the farmer through the Miami Valley Farm and Home Hour. For this program, Jim Miles takes WING's modern transcription equipment to various farms throughout the Valley, interviewing agriculturalists. Through this radio medium, WING enables its farm listeners to exchange opinions and get better acquainted with each other. An important feature of this program is the late market reports broadcast by Jim Miles as soon as they are received.

Each morning at 5:00 A.M. WING's "Farmer Jim," for an hour and a half, with music and market reports, entertains his large farm audience.

In addition to these two features, WING and Jim Miles bring you the latest stock reports, grain reports, and other news of interest to the farmer as soon as it is received. Agricultural Associations and Farm Bureaus form an integral part of WING's farm program.





# Special Smile Show

Here are some of the performers who brighten up your mornings and afternoons. To the left is featured **THE BREAKFAST CLUB** and to the right, **CLUB MATINEE**.



**DON McNEILL**, versatile MC of the **BREAKFAST CLUB**.

**GARRY 'MORFIT' MOORE**, Sherman's rival on the **CLUB MATINEE** series.



**RANSOM SHERMAN, CLUB MATINEE MC**, investigates floral arts in keeping with the advent of the Spring season.

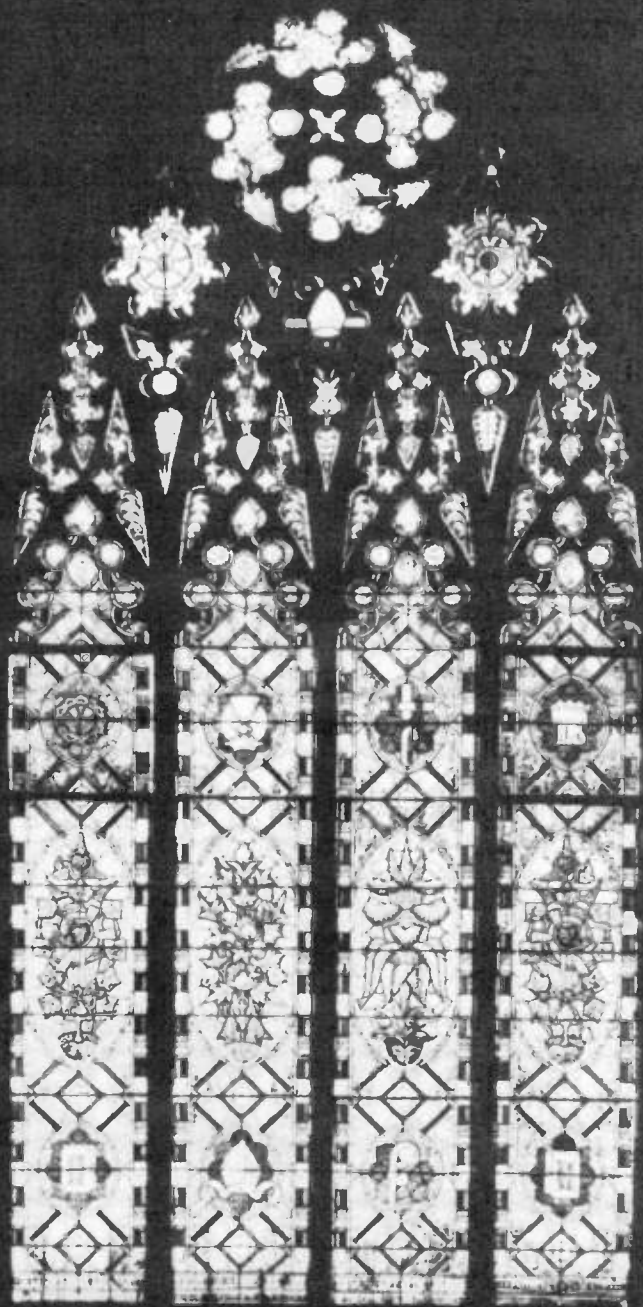


**LOVELY NANCY MARTIN** chanteuse extraordinaire, heard on **CLUB MATINEE**.

**EVELYN LYNNE**, whose charming voice brightens your morning.





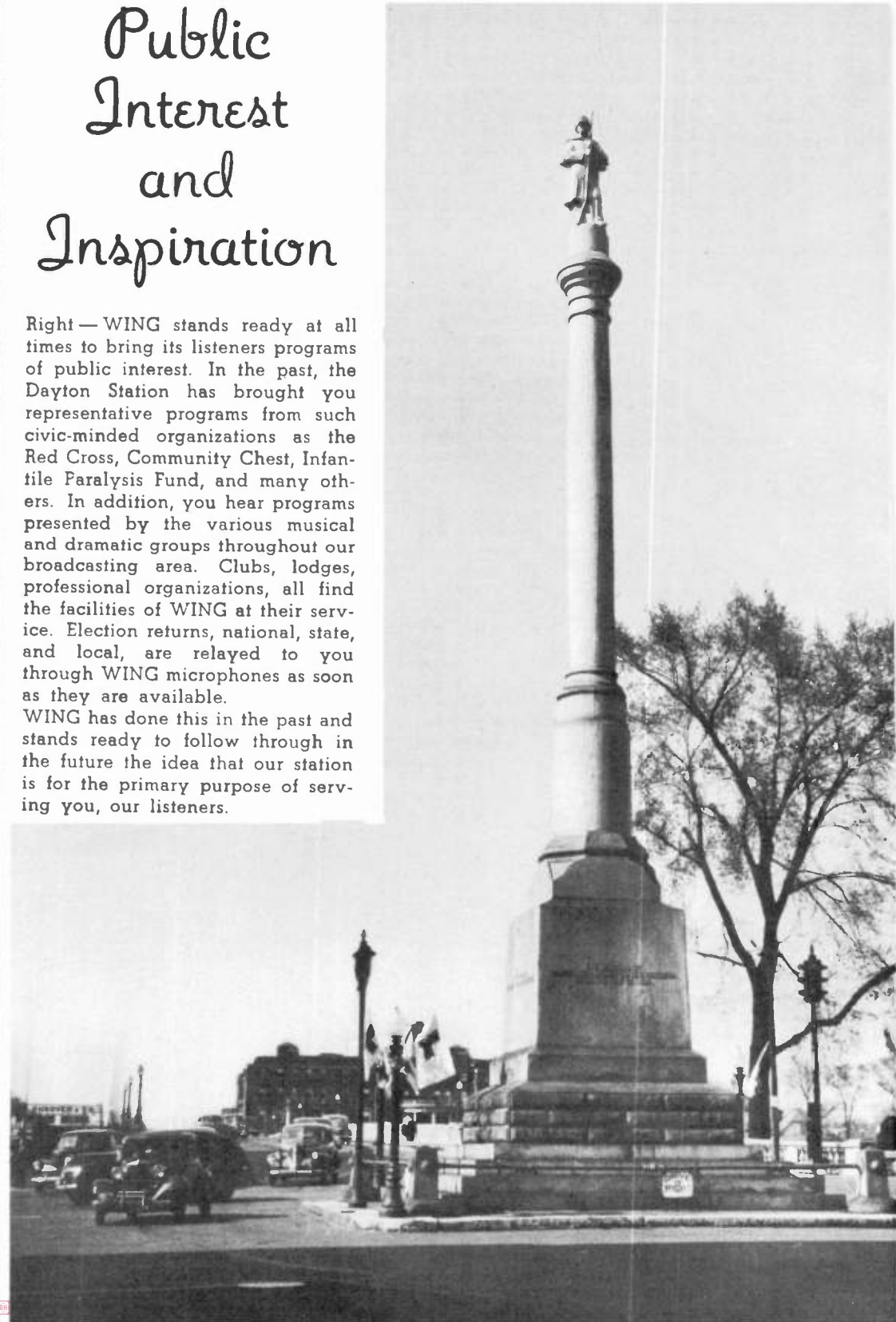


Through the facilities of WING, the Dayton Station, listeners throughout the entire Miami Valley are offered the very finest in inspirational programs. Representatives of all denominations appear before our microphones to assure the widest possible expression of religious thought. The facilities of this station are available at all times to any church or religious gathering, no matter how large or small, for the purpose of presenting its ideas and beliefs to the listening public.

# Public Interest and Inspiration

Right — WING stands ready at all times to bring its listeners programs of public interest. In the past, the Dayton Station has brought you representative programs from such civic-minded organizations as the Red Cross, Community Chest, Infantile Paralysis Fund, and many others. In addition, you hear programs presented by the various musical and dramatic groups throughout our broadcasting area. Clubs, lodges, professional organizations, all find the facilities of WING at their service. Election returns, national, state, and local, are relayed to you through WING microphones as soon as they are available.

WING has done this in the past and stands ready to follow through in the future the idea that our station is for the primary purpose of serving you, our listeners.





# WING-ed Music



On these pages are represented some of your favorite maestros and their various programs. We hope that the presentation of their pictures will make you as happy as it does them to entertain you.

**SAMMY KAYE** and **JAMES CHRISTY** conduct one of WING-NBC's popular shows.



**CONRAD THIBAUT** is the baritone soloist of 'Manhattan Merry-Go-Round.'

The scintillating music of **JERRY SEARS** and his orchestra comes to you via WING-NBC.







**BOB CROSBY** and his popular orchestra, another WING-NBC music feature.

Piano styles by **VINCENT LOPEZ** form an important addition to your radio listening pleasure.



The bewigged cast of the **BASIN STREET CHAMBER MUSIC SOCIETY**.

Music by **RICHARD HIMBER**, heard over WING-NBC.







The popular **FITCH BANDWAGON** with a few of the maestros on board.

**AL ROTH** conducts his orchestra in rehearsal for a regular WING-NBC broadcast.



**BENNY GOODMAN'S** orchestra is a popular feature over WING-NBC.

Trombonist **TOMMY DORSEY** and his orchestra are a regular feature of the WING-NBC light music program.

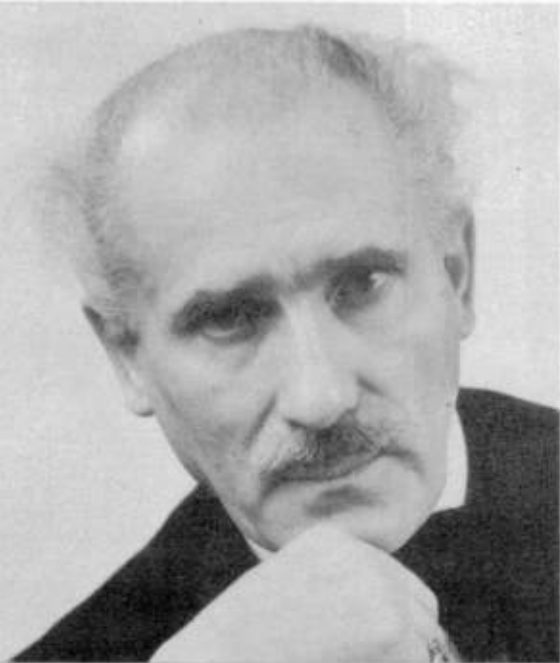




# Serious Music

For its listeners who prefer the more serious type of music . . . music of the classical and semi-classical variety, WING presents a varied program schedule. The great NBC Symphony Orchestra is heard in weekly concerts, conducted by the world's greatest maestros. In addition, WING presents its own musical programs featuring serious music.

**ARTURO TOSCANINI**, world famous conductor, directs the NBC Symphony Orchestra in its weekly concerts.





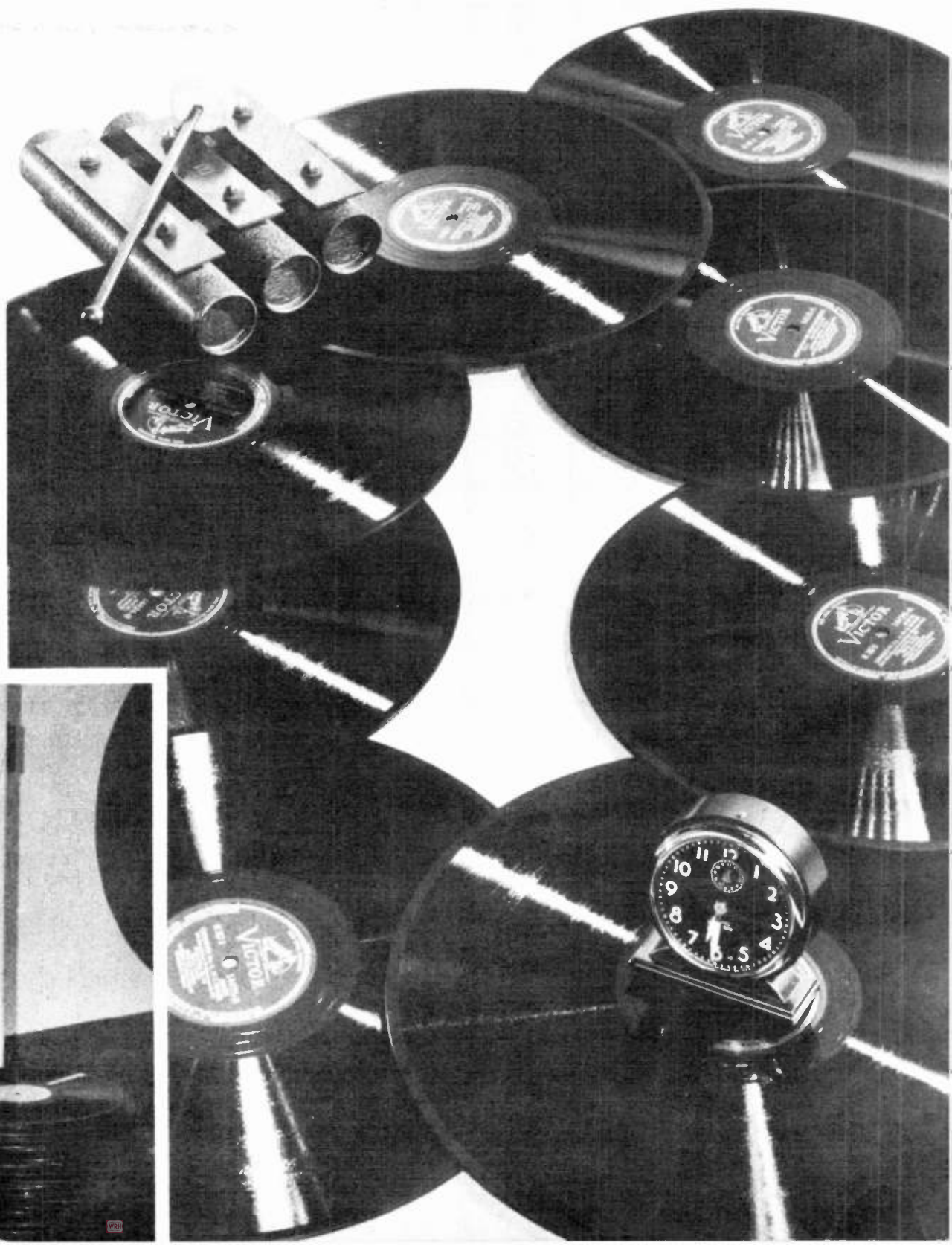
# Music Made to Order

A complete dance orchestra cannot, of course, rise in the early morning hours to bring you your favorite music . . . especially if it has played the night before. Nor can a dance band compete with a symphony orchestra in bringing classical music through your radio. To get around these difficulties, engineers and sound technicians have mastered the art of reproduction of music to such a marked degree that it is impossible to tell that the selection you might even now be listening to is a record or transcription, and not a remote broadcast from your favorite dancing rendezvous.

Through the miracle of recorded music you are privileged to hear the New York Philharmonic Symphony Orchestra at any hour of the day or night simply by twisting your dial . . . you can hear your favorite dance-band with your breakfast, instead of having to wait for the band's working hours. And above all, a wider variety may be brought you on one program through the medium of recorded music, when, if live talent were a necessity, you would have to listen to many different programs.

WING maintains a complete library of transcribed and recorded music. In this manner, your Dayton station brings you the music you want . . . when you want it.

Heard as a regular feature of WING is the **MAKE-BELIEVE DANCELAND**, conducted by Bill Leyden. So real is the simulation of dance music with the background of ballroom noises and applause that one is almost forced to believe he is actually in a ballroom, listening to the music and watching the swirling couples dance past.







Left—**John Hackett** gets up early in the morning to bring listeners the **1410 CLUB**.

Right—**Graham McNamee** with the Sultan of Swat, Babe Ruth, conducting the **BEHIND THE MIKE** program.



Left—**Allen Prescott** is the imperturbable **WIFE SAVER . . .** heard daily over WING-NBC.

Right—**Paul Ackerman** serves motorists of the Miami Valley with his **ROAD REPORTER** program.





# in Variety



Left—Another service feature of WING is the **RETAIL DRUGGISTS** show . . . serving the druggists of Dayton and the Miami Valley.

Right—Bill Leyden interviews two Ziegfeld Follies girls on the Man-On - The - Street broadcast under the Loew Theatre marquee.



Left—Irene Wicker and Robertson White cook up' a situation in the popular WING-NBC program **DEADLINE DRAMAS**.

Right—Serving the merchants of the Miami Valley is the **RETAIL GROCER** program which enables the various merchants to become better acquainted.







★  
★

Left — **Ben Bernie** with the Bailey Sisters conducts for WING-NBC audiences the old **ARMY GAME**.

Right — **Horace Heidt**, popular young director of the **POT O' GOLD** program...a WINC NBC feature.



Left — Clustered around the piano is the cast of the **KID-DIE THEATRE**. **Charles Reeder** accompanies with **Jim Miles** as emcee.

Right — The cast of the popular **INFORMATION PLEASE** program in action. (Left to right) **Alton Cook**, **John Kieran**, **Alice Duer Miller**, **Franklin P. Adams**, **Dan Golenpaul**, **Inquisitor Clifton Fadiman**, and **Joseph Bell**.





# WING

## "Dayton's Radio City"

The LOEW THEATRE BUILDING IN WHICH **WING** STUDIOS ARE SITUATED. In this building **WING** maintains studios, general offices, receptions rooms and its modern engineering facilities. The entire station includes the two top floors of the building and is in continuous operation 20 hours per day between 5:00 A.M. until 1:00 the following morning.



THIS IS **WING'S** MODERN, 5000 WATT TRANSMITTER just erected. The very latest in radio equipment assures **WING** listeners only the best technical refinements in radio broadcasting. This transmitter projects **WING** programs in excess of a radius of seventy-five miles.

# WING







Entrance to WIZE building.

# WIZE ... The Spr

This is WIZE

WIZE, Springfield . . . a bright spot on your dial . . . operates on a frequency of 1340 kilocycles with a transmitting power of 250 watts, day and night. It maintains three studios, using only the very latest and most modern engineering equipment available today.

In relation to the Dayton Station, WIZE is known as the 'BONUS STATION' for NBC advertisers, who, when buying the services of WING, also receive the facilities of WIZE at no extra cost to the advertiser . . . not even line charges.



WIZE' spacious reception room. One of the main studios in Springfield.





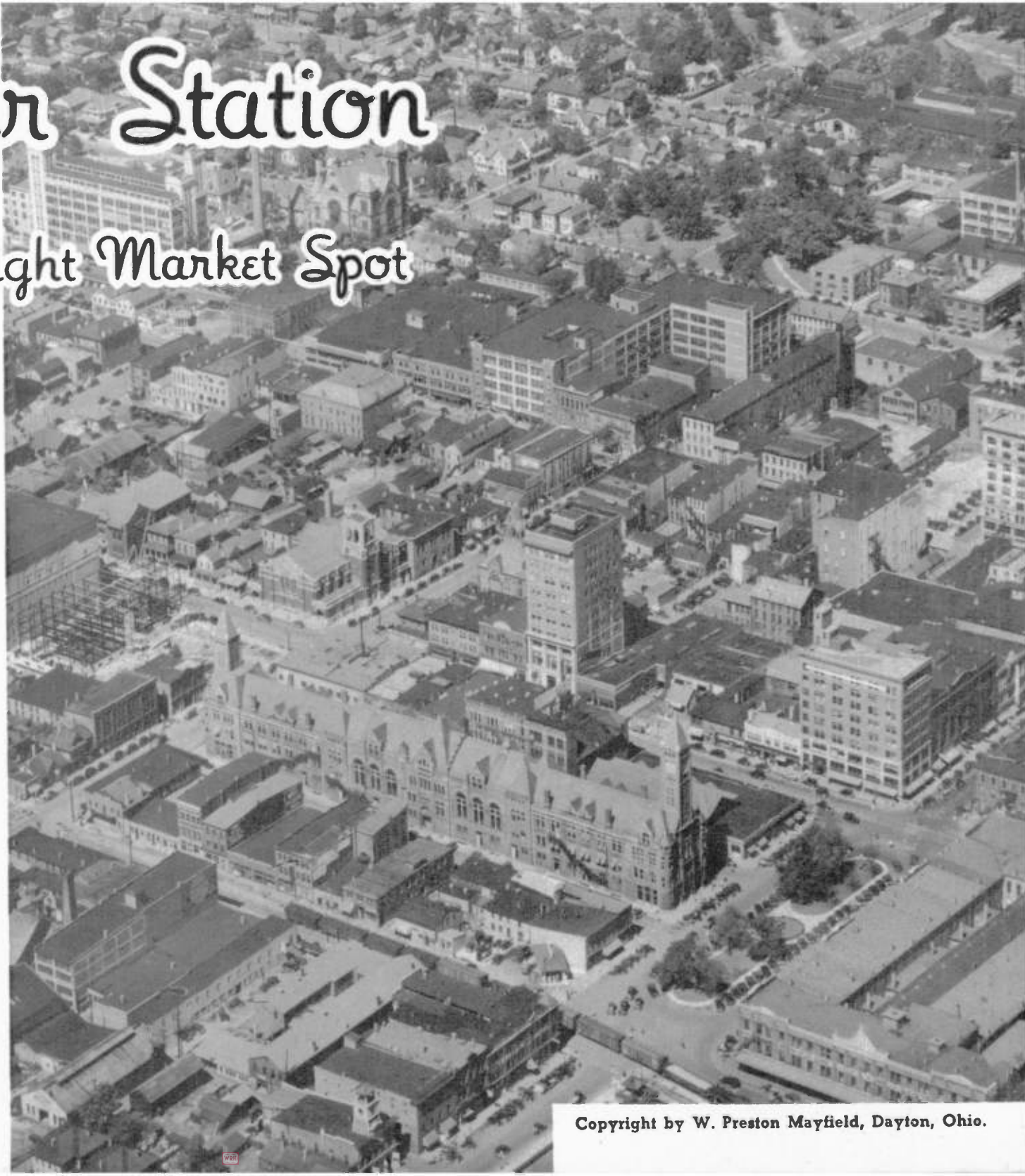
# Springfield Sister Station

## Springfield . . . A Bright Market Spot

The population of Springfield, according to 1940 census figures, is 70,662. Industrial employment last year reached a total of 13,642, excluding salaried employees. The total number of dollars earned by these industrial workers reached \$3,564,000. Springfield supports 1,067 retail stores, whose total sales during 1940 were \$30,667,000. The sale market has been broken down into the following groups and their various sale markets:

Food Group .....	\$8,406,000
General Merchandise .....	4,571,000
Furniture Sales .....	1,366,000
Automotive .....	3,558,000
Filling Stations .....	2,033,000
Lumber Sales .....	1,326,000
Hardware Sales .....	280,000
Restaurant Sales .....	2,498,000
Drug Stores .....	1,149,000
Other Retail .....	2,082,000

Clark County, included in WIZE's broadcasting area, had a retail sales total of \$33,470,000 during 1940.





# DAYTON

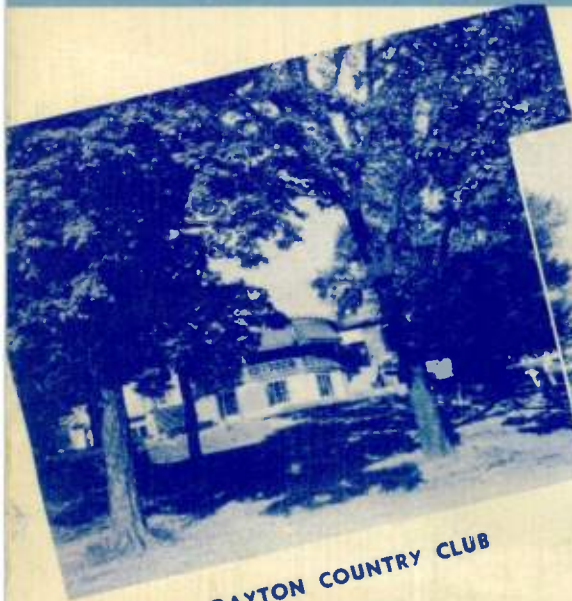


# HOMES

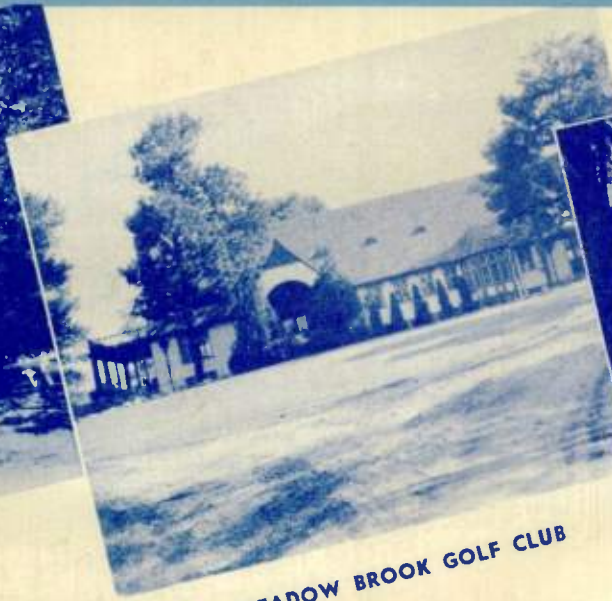
This book compiled and edited by Jim Vincent Cerney, WING, and S. Keith Jameson, Editor of National Radio Personalities, Inc. Aerial pictures and special photos by Mayfield Aerial Surveys.



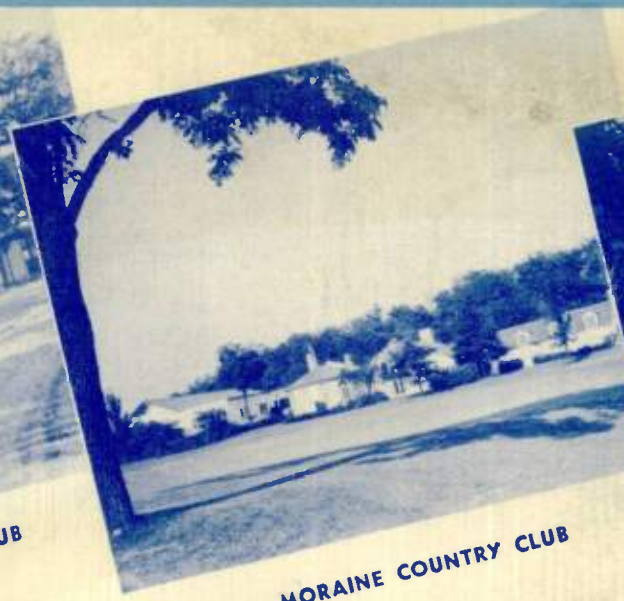
# 'THE DAYTON STATION'



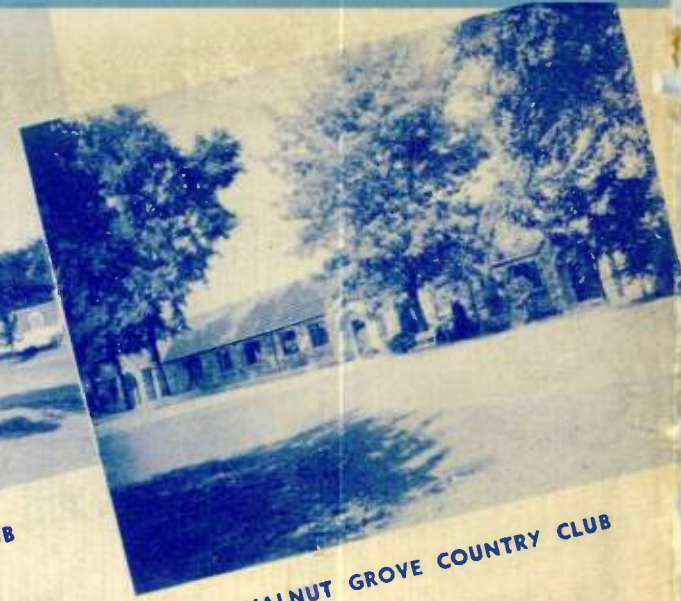
DAYTON COUNTRY CLUB  
MIAMI VALLEY GOLF CLUB



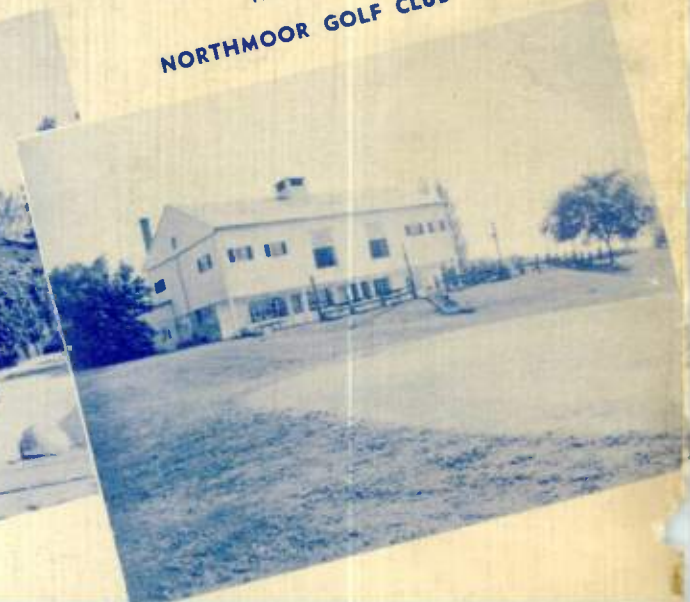
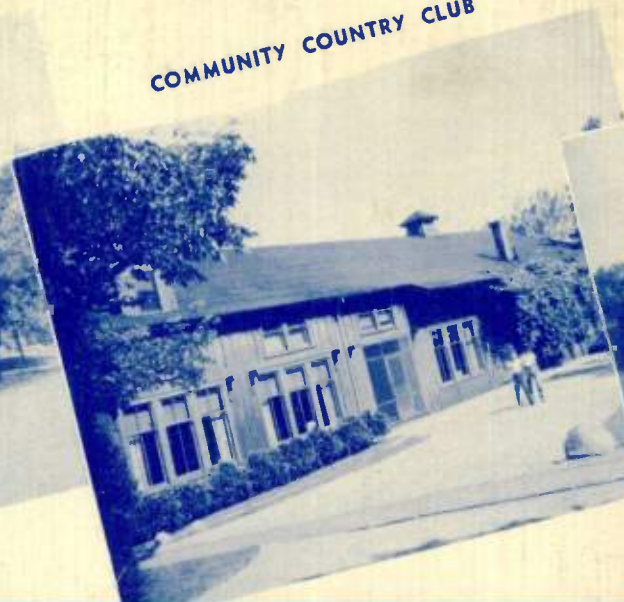
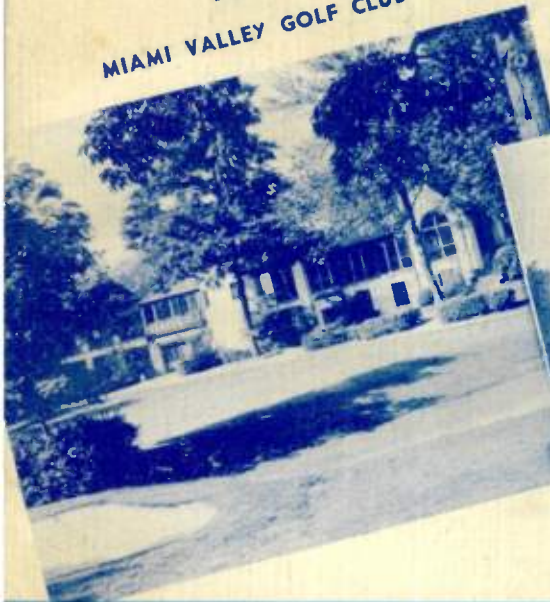
MEADOW BROOK GOLF CLUB  
MADDEN PARK GOLF CLUB



MORaine COUNTRY CLUB  
COMMUNITY COUNTRY CLUB



WALNUT GROVE COUNTRY CLUB  
NORTHMOOR GOLF CLUB



THE 5000 WATT VOICE OF THE MIAMI VALLEY