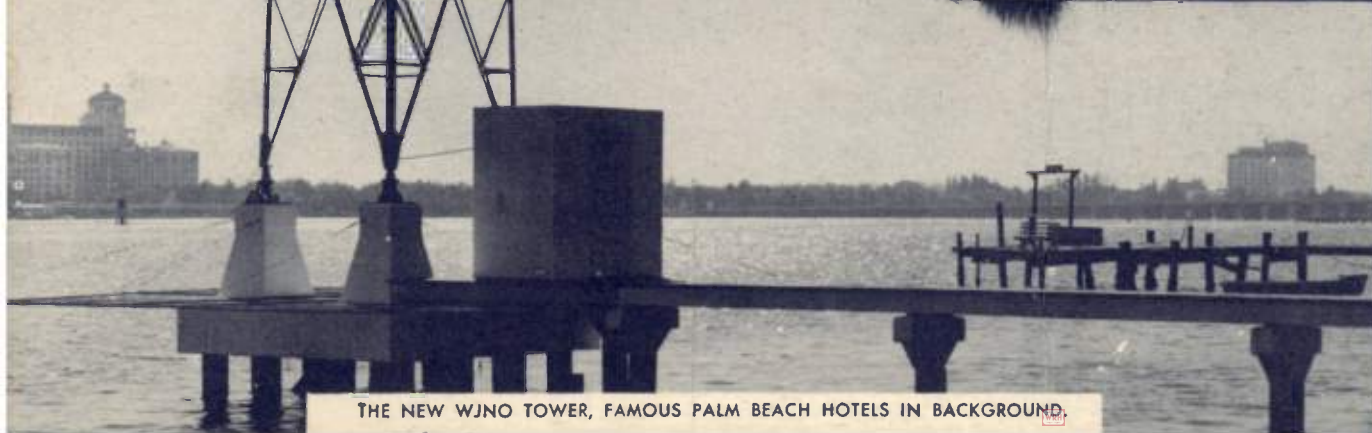


The New

WJNO

The Voice of The Palm Beaches





WJNO

Established 1937

- 1938** Record breaking broadcast for American Red Cross Flood Relief fund establishes Palm Beach County's radio station in Community Service.
- 1939** WJNO joins Columbia Broadcasting System with more of the Nation's favorite programs than are presented by any other network.
- 1940** In Crossley's Ratings, WJNO ranks, proportionately highest of any Local Station in the United States.
- 1941** Winner of "Variety" Show management award. Only one Local Station in the United States can win this award of the year.
- 1942** Community honors Station by observance of "WJNO Day." New Frequency of 1230 KC. established.
- 1943** Audience Preference Survey gives WJNO 91% audience preference in Evening; 85% in Daytime. Highest of any Local Station in the United States.
- 1944** Palm Beach County Population passes 100,000, a 25% increase over 1940. WJNO War effort broadcasts reach peak. In a single War Bond Drive WJNO sells \$206,000 worth of Bonds.
- 1945** WJNO is re-located to clear approach to Morrison Field. Re-designed and re-modeled, The New WJNO is strategically located on the Lake Front, in the heart of Palm Beach-West Palm Beach area.

As a result of the development of Morrison Field the Army Air Forces judged the vertical antenna of WJNO a flying hazard and proposed to relocate the radio station to provide clear approaches to all runways.

Eager to cooperate, as a war measure and as a permanent improvement to the airport, WJNO agreed to the move on a basis which represents a minimum expenditure by the Federal Government. In addition, WJNO financed its new property, the re-designing, remodeling and improving of its new building installation.

So, at the peak of World War II, paradoxically, WJNO enterprise turns a war-borne necessity into a benefit to the People of the Palm Beaches and Palm Beach County.

The New

WJNO

*Re-dedicated to Public Service,
Convenience and Necessity*

Affiliated with the Columbia Broadcasting System

REDEDICATION TO COMMUNITY SERVICE

SPECIAL BROADCAST

7:30-8:00 P. M.

Friday, February 23, 1945

GUEST SPEAKERS

- COL. CORTLANDT JOHNSON, AC.,
Commanding, Caribbean Div., ATC.
- COL. RICHARD T. KIGHT, AC.,
Commanding, Morrison Field.
- JOHN A. PRINCE
Chairman, County Commission
- LAKE LYTAL
Member, County Commission.
- P. P. DeMOYA
President, Resources Development Bd.
- GEORGE McCAMPBELL
Mayor, West Palm Beach
- STANLEY PEELER
Vice Mayor, West Palm Beach
- W. H. HITT
President Pro Tem, West Palm Beach
- J. OWEN BOWEN
Commissioner, West Palm Beach
- VINCENT OAKSMITH
Commissioner, West Palm Beach
- FRANCIS B. McGARRY
City Manager, West Palm Beach
- JAMES M. OWENS, JR.
Mayor, Palm Beach
- L. TREVETTE LOCKWOOD
Town Manager, Palm Beach
- E. F. STUMPF
Secretary, W.P.B. Chamber of Commerce
- R. L. RAY
Secretary, P.B. Chamber of Commerce

THE NEW WJNO -- SETS THE PACE FOR THE NATION'S LOCAL STATIONS

Its continued Improvement and Audience Acceptance Made Possible by the Following:

LEADING CONCERNS OF THE PALM BEACHES

Acme Cleaners & Laundry
 Alfar Creamery
 Alibi Club
 Alice & Ann Beauty Shop
 Alma Hotel
 American Fire & Casualty Co.
 American Legion Arena
 Anthony's
 Artercraft Studios
 Arthur's
 Atlantic National Bank
 Atlantic Refining Co.
 B. & S. Luncheonette
 Bailey Service Station
 Barger's Helpself Laundry
 Bates Tire Store
 Bell Bakeries
 Bell Laboratories
 Belvedere Roller Rink
 Bill, the Tailor
 Bird Brothers Restaurant
 Birks' House of Flowers
 Blue Ball Chemical Co.
 Booth's Restaurant
 Vitrol Booser, Photographer
 Bon-Shu, Inc.
 Brooks Brothers
 Bill Brown's Garage
 Brown Transfer & Storage
 Brubaker Music Company
 Budget Dress Shop
 Burdine's
 Burkhardt's Electric Shop
 Butler Brothers Lumber Co.
 Cannon Shoe Store
 Carefree Rowlaway
 Casa Las Olas
 J. J. Cater Furniture Co.
 Central Church of Christ
 Chambord
 Charles Beauty Salon
 Chicken House
 Christian Missionary Alliance
 Church of Christ
 Church of God
 Clark Warwick
 Claxton & Downes
 Club Socorro
 Coca-Cola Bottling Company

B. D. Cole, Inc.
 Comeau Building Coffee Shop
 Community of Belle Glade
 Connie's Beauty Salon
 Continental Restaurant
 Cook's Bootery
 Cotton Shop
 Cy's Men's Store
 Darling Shop
 Dixie Court Hotel
 Dixie Laundry
 Dixie Photo Shop
 Don's House of Music
 Dorothy-Denny Shop
 Dubarry Beauty Salon
 Duval Jewelry Company
 Earnest's, Inc.
 El Tovar Restaurant
 Martha Engel Shop
 R. S. Evans
 Family Loan Company
 Family Shoe Hospital
 Fein's
 First Church of Christ, Scientist
 First Methodist Church
 First National Bank
 Fitz's Place
 Flamingo Five & Ten
 Flamingo Gift Shop
 Florida Bank & Trust Co.
 Florida Engineering Laboratory
 Florida Frocks
 Florida Power & Light
 Florida Public Utilities
 Florida Theater
 Fox Restaurant
 Frank's Restaurant
 George Garzo
 Gentry Brothers
 George's Paint Store
 Hotel George Washington
 Georgian Fabrics
 Gentry's Rabbitry
 Hidden Paint Company
 Goldsmith Brothers
 B. F. Goodrich Company
 Goodway Repair Shop
 Goodyear Tire Service
 Gordon & Blanke
 Gregg, the Florist
 Griffin Floor Coverings
 Gruner's

Gulf Stream Bowling Alley
 Harold Hall, Gifts
 Halsey & Griffith
 J. C. Harris
 Harry's News
 Hawthorne Roofing Co.
 Walter J. Hayes
 L. A. Hendrickson
 Herman's Jewelry Store
 Hibiscus Sundries
 The Hide-Away
 E. C. Hilker, Inc.
 Hollywood Grill
 Home Plumbing Supply
 Hopkins Marine Hardware
 Hudgin's
 The Jewel Shop
 Johnny's Playland
 Johnson's Dry Cleaners
 Johnson's Swap Shop
 Joseph's
 Francis Kay
 Dr. J. W. Keene
 Kelley's Dixie Grill
 Kerman's
 Kominer's
 Labor Education Committee
 Lainhart & Potter
 Lake Court Apartments
 Lakeview Battery Service
 Ida Laughlin Shop
 Bill Leak Tire Service
 Lee-Mar Cleaners
 Lido Health Club
 Liggett's
 Lindsley Lumber Company
 Lob Cabin Tea Room
 Lyon's Service Station
 Markham Brothers
 Mayerling
 Mayflower Hotel
 McCant's Transfer
 McCrory's
 McVay Beauty Salon
 Merrymaking Toy Industry
 Mike's
 George Miller's Steak House
 Milton's Indian River Fruit
 Mizell-Simon Mortuary
 Modern Beauty Salon
 Lloyd Moffett
 Madame Mogabgab
 Hotel Monterey

Montgomery Ward & Company
 Mormon Church
 Mount Vernon Motor Lodge
 Myer's Luggage Shop
 Nancy Marie Tearoom
 National Builders Supply
 Sam Narafey
 Nesbitt's
 Newberry's Pharmacy
 Newell's Pharmacy
 Night Owl Barbecue
 Oceanic Restaurant
 Okeechobee Grill
 O'Neal's Tire Service
 Orkin Exterminating Co.
 Pack's Restaurant
 Palace Theater
 Palm Club
 Palm Beach Bottling Works
 Palm Beach Ferry
 Palm Beach Glass Works
 Palm Beach Hotel
 Palm Beach Kennel Club
 Palm Beach Loxahatchee Co.
 Palm Beach Mather Furniture Co.
 Palm Beach Sightseeing Co.
 Patio Grill
 The Patio, Palm Beach
 Peggy's Beauty Salon
 People's Toyland
 The Pelican Club
 J. C. Penney Co.
 Hotel Pennsylvania
 Personal Finance Co.
 Petty's Glass & Mirror Shop
 Phoebe's Artware
 Pioneer, Inc.
 Poinciana Transfer
 L. H. Pollock Shoes
 Port Orange Hatchery
 Price Radio
 Progressive Market
 Ramus Furniture Exchange
 Richard's
 Rinker Materials Corporation
 Roberts' Furniture Company
 Rogers Bakeries, Inc.
 Royal Palm Cleaners
 Royal Palm Hotel Dining Room
 Royal Poinciana Apartments
 Ruby's Cafe
 Ryder's Dry Cleaners
 Saldy's Linen Shop

Scheff's Music Store
 Schocoff's Indian River Fruit
 Schupler's
 Seekin's Flower Shop
 Service Men's Gift Shop
 Seventh Day Adventist Church
 Sewell Hardware
 Shangri-La
 The Sheik Restaurant
 Sikes' Radiator Service
 Sikes' Restaurant
 Smith, Richardson & Conroy
 Charles E. Soll, Inc.
 Southern Bell Tele. & Telegraph Co.
 Spaghetti Bowl
 Sam A. Stephens
 Stewart Pontiac
 Stuckstill & Hollenbeck
 The Style Shop
 Superior Machine Shop
 Sutton Tire Co.
 Three O'Clock Club
 Tooley-Myron Studios
 Town's
 Trade Winds Groves
 B. R. Trogden
 Pop Trout's
 Twin City Motor Co.
 Twin Palms Inn
 Uncle Sam's
 Unity
 Van's Layette Service
 The Victory Hotel
 The Villas
 C. Volkoff
 Walton's
 George Waskow
 Watkins Paint & Glass
 West Palm Beach Beauty Shop
 West Palm Beach News Agency
 West Palm Beach Water Co.
 Ruth Wheeler, Modiste
 Whitehall Jewelers
 Whitehall Hotel
 White Swan Bedding Co.
 Winter Rose Apartments
 Woolworth's
 Worth Avenue Association
 Worth Avenue Taxi
 David Wright Auto Repair
 The Yacht New River
 Yates Realty Co.

NATIONAL CONCERNS

Admiral Corporation
 American Oil Company
 Anchor Hocking Glass Corporation
 Armour & Company
 Armstrong Cork Company
 P. Ballantine & Sons
 Ballard & Ballard
 Bayer Aspirin
 B-C Headache Powders
 Bourjois, Inc.
 Bowey's, Inc.
 Campbell Soup
 Casite
 Celanese Corporation of America
 Charms

Chesebrough Manufacturing Co.
 Chrysler Corporation
 Colgate-Palmolive-Peet Co.
 Continental Can Company
 Cream of Wheat Corporation
 Cresta Blanca Wine Company
 Curtiss Candy Company
 Du Pont de Nemours
 Emerson Drug Company
 Eversharp
 Ferry-Morse Seed Company
 Gaby Sun Tan Lotion
 General Electric Company
 General Foods
 B. F. Goodrich

Gulf Oil Corporation
 International Silver Company
 Johnson & Johnson
 Kretol Insecticide
 Lady Esther Ltd.
 Lay's Potato Chips
 Lever Brothers
 Liggett & Myers
 Thomas J. Lipton, Inc.
 P. Lorillard Company
 Luden's Cough Drops
 Manhattan Soap Co.
 McKesson and Robbins
 Monticello Drug Co.
 Pabst Sales Co.

Parker Pen Company
 Pepsi-Cola
 Pet Milk Company
 Philip Morris
 Pillsbury Flour Mills Company
 Proctor & Gamble
 Prudential Insurance Company
 Quaker Oats Company
 R. J. Reynolds Tobacco Company
 Roma Wine Company
 Royal Crown Cola
 Servel, Inc.
 Southern Bread
 Southern Cotton Oil Co.
 E. R. Squibb & Sons

Stanback Headache Powders
 Standard Brands
 Sterling Drug Company
 Tasty Yeast
 The Texas Company
 U. S. Rubber Company
 Vick Chemical Company
 Whitehall Pharmacel Company
 William H. Wise
 J. B. Williams Company
 Woodrow Stores
 Wm. Wrigley, Jr., Company