









JNITED STATES



GREAT BRITAIN



AUSTRALIA



RUSSIA



CANADA



LEHIGH VALLEY BROADCASTING COMPANY

ALLENTOWN PA

MRY 1, 1944

Dear Friend:

Twenty-one years ago when Today it has become a Today infant infant of the answer of bringing the second of the arts. We are the most effection, the arts. We are the all ke education, the arts. To that of such a vital instrument.

Through WSAN, the people of the Lehigh that is proud to be a part of such the best of all the agriculture. Through WSAN, the people of the four corners of the have been served with the four corners on the good in radio from the four corners.

Radio and radio's people have gone to war, on the that few people looking for you some of war.

Radio and radio's people in a thorough man ner battlefields and looking for you some of war.

that few people to picture to presecute the ways is intended to picture to presecute the war.

WSAN has visions of tomorrow...and, we decided that end, we are planning...and, we decided to you, our loyal listeners.

LEHIGH VALLEY BROADCASTING COMPANY

Description

B. Bryan Musselman

Managing Director

MEMBER OF N.A.B. AND I.R.N.A.



... 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

The Record:

NATIONAL

U. S. Army U. S. Navy Recruiting for Navy, Marines, Merchant Marine and Coast Guard U. S. Civil Service Maritime Commission U.S. Employment Service American Red Cross War Production Board Office of Price Administration U.S. Treasury U. S. O. Department of Agriculture Office of Price Administration War Production Board Federal Security Agency Office of Civilian Defense Department of Labor Office of Coordinator of Inter-American Affairs

Information on other American Republics Conservation of Electric Power Conservation of Household Equipment REGIONAL

Department of Agriculture Department of the Interior Department of Agriculture Department of Interior Department of Agriculture

War Production Board Department of Agriculture

> Grain Storage Reclamation Campaign Relief for Farm Labor Shortage Promotion of Power Programs r III III Oelow Promotion of supply of farm products vital to war Forest Fire Prevention Mine Service

Recruiting for Armed Forces

Production Drive Information

Sale of War Bonds & Stamps

Food Conservationing, Rationing

Price Control Information

Rubber and Scrap Salvage

Child Welfare in Wartime

National Nutrition Drive

Air Raid Precautions

Campaigns for Funds

Gas Rationing

Recruiting for War Production Workers

Recruiting for Nurses, Nurses Aids, etc.

Recruiting for Shipyards Workers Recruiting for War Factory Specialists

COMPLIMENTS OF

154 scores of list.

CHARLES METZGER 323 9th St. (Firm Where Blank Was Obtained)



ions BY RADIO

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.





Some of the delicate radio equipment in a Navy radio room.

Radioman receiving message on U.S. Battleship.



The Watch Below! Firemen report burner control readings.

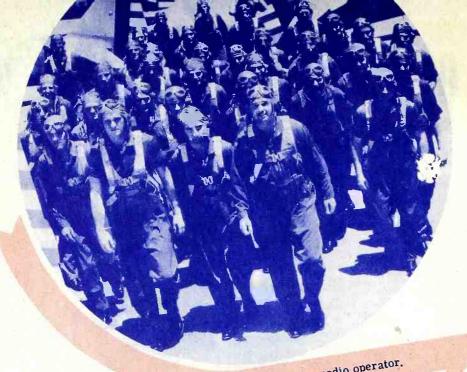


In the operational radio control of a Naval Air Station.



Navy radio operators help to guard the sea lanes.

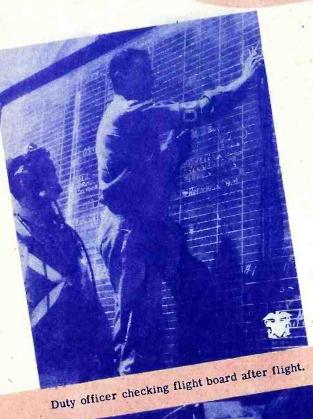




Every one a radio operator.



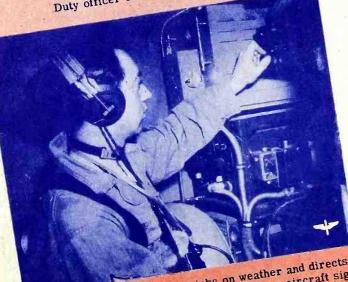
Radio operator on Navy patrol blimp on anti-submarine duty.







Radio operator on Navy bomber.

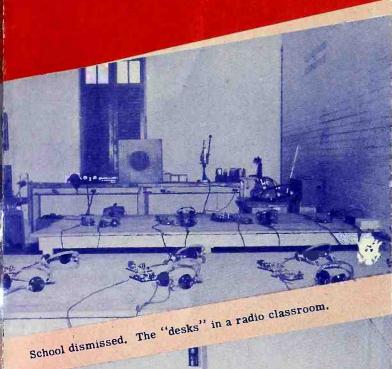


Coast patrol radio man keeps tabs on weather and directs surface ships to scene of disasters; keeps wary eye for enemy aircraft signals.



"Blind flying" by radio in ground school trainer.

RADIO INSTRUCTION

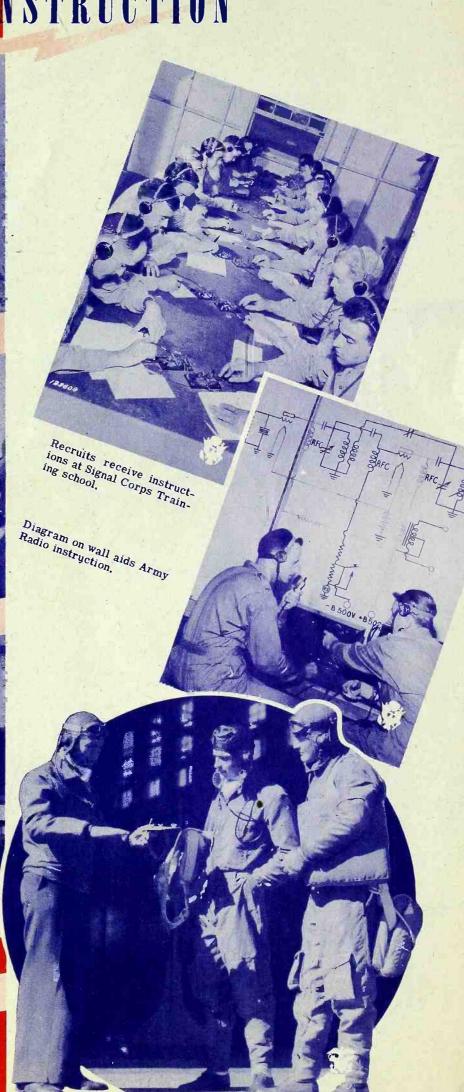




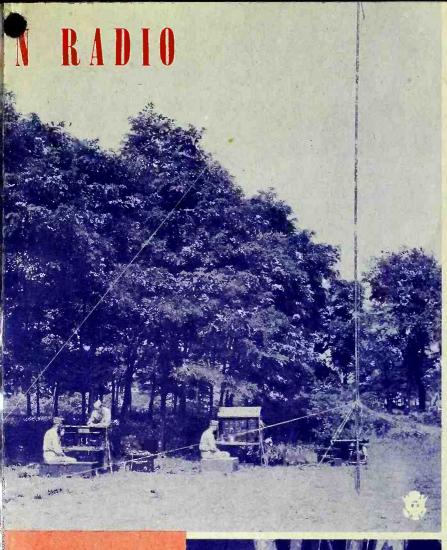


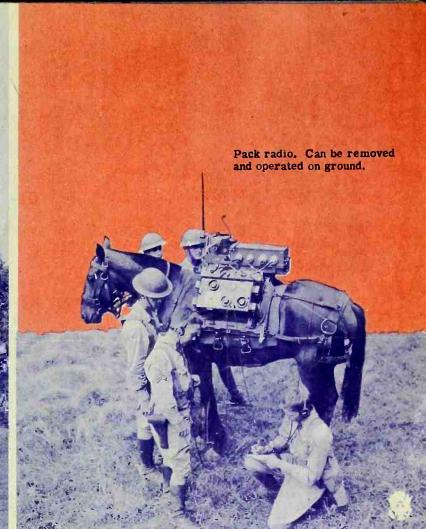
Another class explores intricacies of radio code.

Flight instructor corrects students' errors after formation flying.









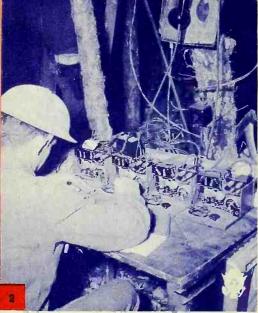
General View Field Transmitter, Power Unit and Antenna.

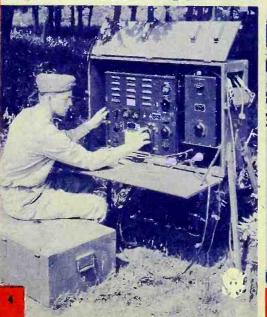
Battery of code keys at message center.

Radio-equipped Army Com-mand Car.

Close-up of Army Field transmitter.

Motorcycle and side-car equipped with Radio.

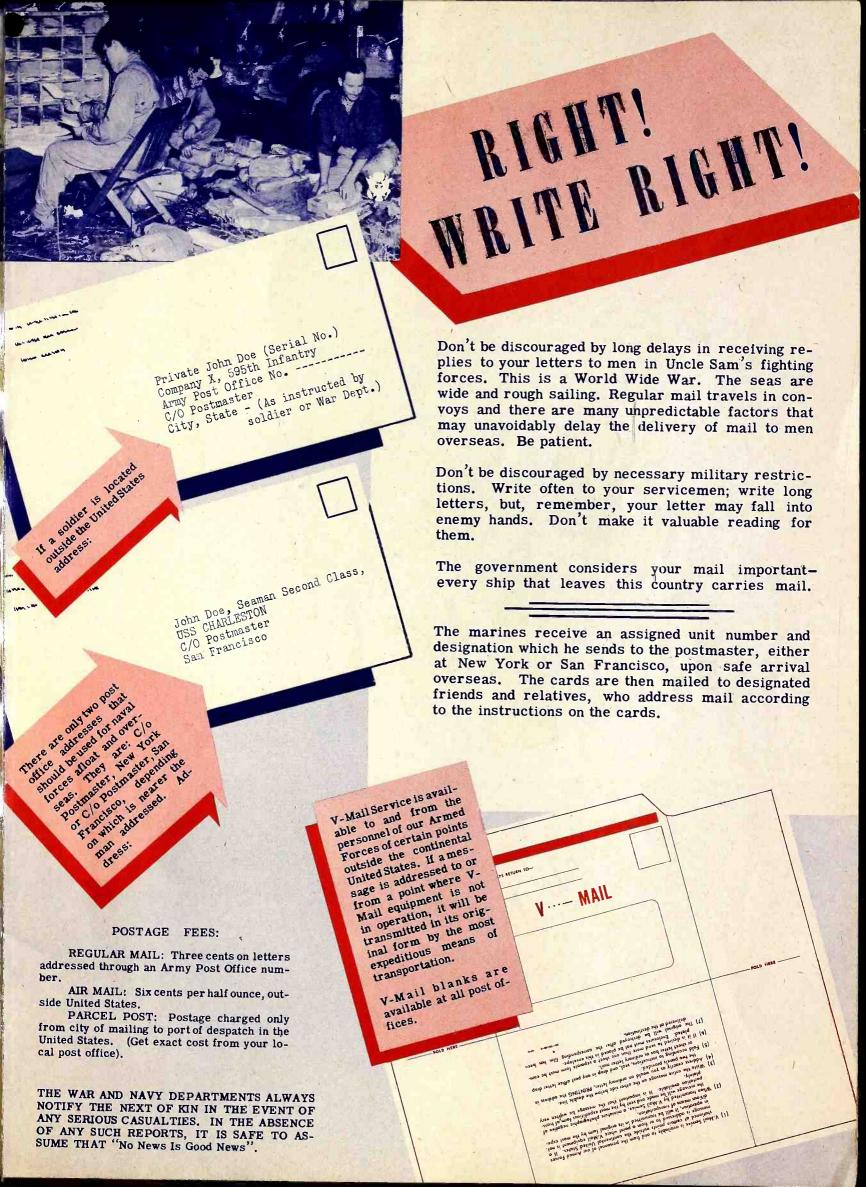






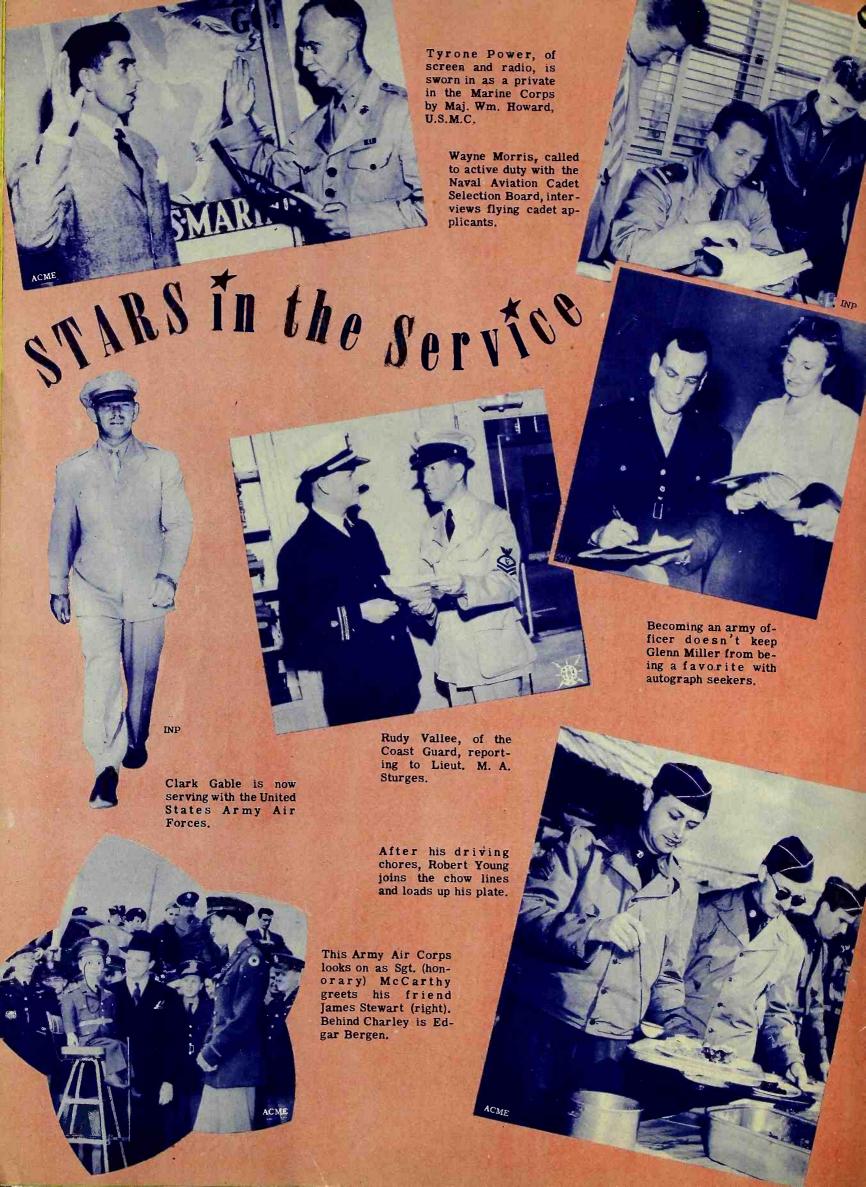












W S A A

serving one of the richest valleys in Eastern Pennsylvania effectively covers such enterprises as mining, quarrying, manufacturing of almost every description and farming.

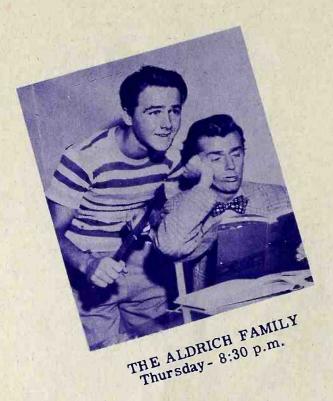
The reason this coverage is so effective is the strategic location of the WSAN transmitter plus the use of the finest equipment.

The combination of these two facts gives YOU better listening by setting your dial at

1470 KC.



Joday's Best Programs







Johnn "GIN: Tuesda



BOB CROSBY Sundays - 10:30 p.m.



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





JACK BENNY & Sunday

Are

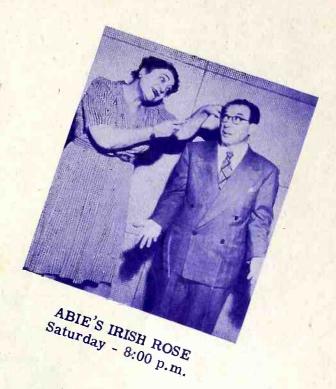
on

WSAN



sents MMS'' 0 p.m.







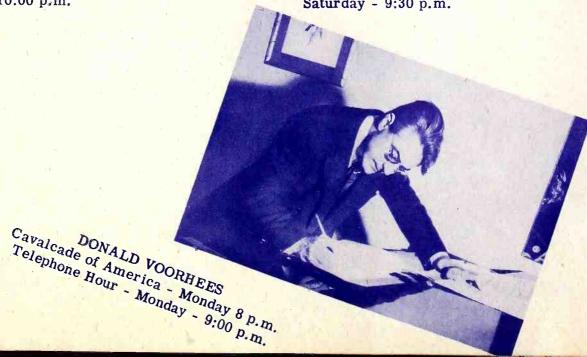
Phil Spitalny of "THE HOUR OF CHARM"
Sunday - 10:00 p.m.



CAN YOU TOP THIS? Saturday - 9:30 p.m.



LIVINGSTON p.m.





JOHN W. VANDERCOOK



W. W. CHAPLIN



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



H. J. KALTENBORN

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)



RICHARD HARKNESS



MORGAN BEATTY





UPTON CLOSE





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.



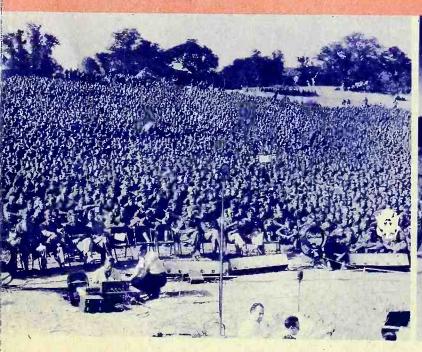
No spot is too tough for radio special events men. Here's one following the Army engineers during a river crossing.



Entertainment aboard ship enroute to Australia.



Sailors at Pensacola rehearse before broadcast.

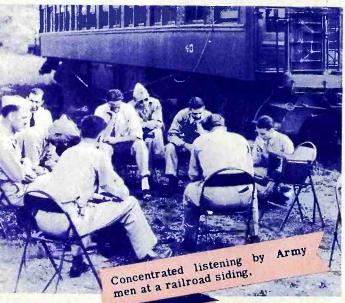


A soldier audience at an open air broadcast as seen by performing artists.



The Famous U. S. Marine Corps Band heard on many broadcasts.



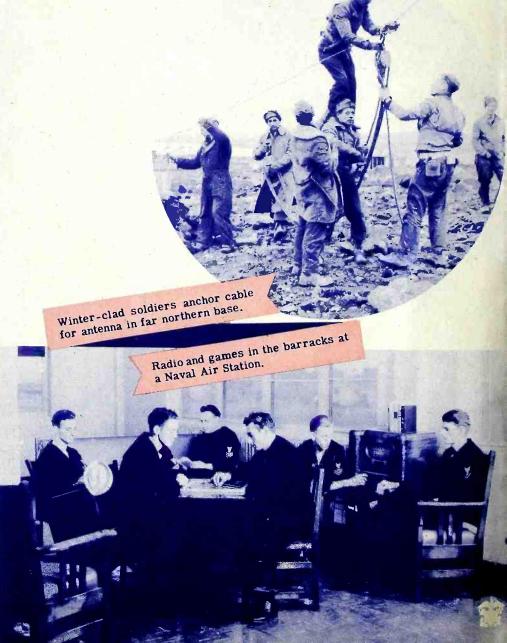






KEEPING IN TOUCH

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.



CE DIVISION **OFFICERS** SLEEVE INSIGNIA



VICE-







REAR

SUPPLY



(Christian)

CAPTAIN COMMANDER



LIEUT

COMMANDER





LIEUT

CIVIL ENGINEERING



LIEUT (JG)

PETTY OFFICERS' RATING MARKS

BOATSWAIN MACHINIST

ENSIGN



WARRANT OFFICER

PAY CLERK



ELECTRICIAN

LINE

ADMIRAL

GUNNER



SERVICE STRIPES

CARPENTER



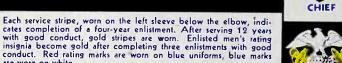
PHARMACIST RADIO

CHAPLAIN CONSTRUCTION



ELECTRICIAN





25







MIDSHIPMAN



CHIEF

WARRANT



CHIEF

ENLISTED MEN'S SPECIALTY MARKS

are worn on white.



SWAINS











OFFICER





WARRANT





CHIEF PETTY OFFICER



NURSE

STORE MUSICIAN BUGLER KEEPER





















COOK































MAN



PARACHUTE MAN MASTER



SUBMARINE



GUN POINTER STEWARD

RIGID AIR SHIP





GUN POINTER FIRST CLASS

MASTER HORIZONTAL BOMBER

CHIEF PETTY OFFICERS AND PETTY OFFICERS The rating badges are worn on the sleeve between shoulder and elbow. Petty officers, seaman branch, wear rating badges on the right arm, other petty officers wear them on the left arm.

POCKET OR BREAST INSIGNIA









SERVICE

OFFICERS' INSIGNIA OF RANK



GENERAL GENERAL



MAJOR GENERAL



BRIG, GEN. COLONEL



LIEUT. COLONEL



CAPTAIN



FIRST LIEUT.



BRANCH

CHIEF LIEUT.



WARRANT WARRANT OFFICER

CAP DEVICES



OFFICERS



WARRANT **OFFICERS**



ENLISTED MAN



U. S. MILITARY AIR CADETS ACADEMY



OFFICERS' LAPEL COLLAR INSIGNIA





ADJUTANT GENERAL





CAVALRY



CHAPLAINS (CHRISTIAN)

GENERAL STAFF



INSPECTOR GEN. JUDGE ADVOCATE



COAST



ENGINEERS



FIELD ARTILLERY



FINANCE DEPARTMENT



CHEMICAL WARFARE SERVICE



MEDICAL CORPS



MEDICAL ADM. NURSE CORPS



MILITARY POLICE



NAT L GUARD



QUARTERMASTER CORPS



ARMORED FORCE



SIGNAL CORPS



NOT MEMBERS OF A BRANCH



WARRANT **OFFICERS**



U. S. MILITARY ACADEMY.



ARMY TRANSP, CORPS



ARMY BAND

ARMY SPECIALIST CORPS

NON-COMMISSIONED OFFICERS' INSIGNIA



MASTER SERGEANT



FIRST SERGEANT



TECHNICAL SERGEANT



STAFF SERGEANT



TECHNICIAN 3RD GRADE





SERGEANT TECHNICIAN 4TH GRADE



CORPORAL



TECHNICIAN

TH GRADE

PRIVATE

FIRST CLASS



COMMAND PILOT

GLIDER PILOT



SENIOR PILOT



LIAISON PILOT



PILOT



NAVIGATOR



FLIGHT SURGEON



SERVICE PILOT

BOMBARDIER





PARATROOPS



AIR CREW MEMBER



COMBAT OBSERVER

USSARIA

THE ARMIES

THE GENERAL COMMANDS

HEADQUARTERS













GROUND FORCES SERVICE OF SUPPLY AIR FORCES

SECOND ARMY,

THIRD ARMY,

FOURTH ARMY

SERVICE COMMANDS



FIRST











SIXTH



SEVENTH



EIGHTH



ARMY CORPS



















FIRST

SECOND

THIRD

FOURTH

FIFTH

SIXTH

SEVENTH

EIGHTH

NINTH

















ELEVENTH

TWELFTH

THIRTEENTH

















































4111













78th











































DIVISION



96th



















HQ & HQ COMPANY

1st CORPS

4th DIV.

ENGLAND PHILADELPHIA

BAY

SOUTHERN

COASTAL COASTAL CANAL DEPT.

HAWAHAN DEPT.

MISIMARINES.

INSIGNIA OF

OFFICERS' INSIGNIA OF RANK



LIEUTENANT GENERAL



GENERAL



BRIGADIER GENERAL



COLONEL



LIEUTENANT COLONEL



MAJOR



CAPTAIN



FIRST SECOND LIEUTENANT LIEUTENANT





WARRANT OFFICER







SERGEANT SERGEANT MAJOR



PLATOON SERGEANT



NON-COMMISSIONED OFFICERS' INSIGNIA

MASTER TECHNICAL

DEPARTMENTAL INSIGNIA











SERGEANT

TECHNICAL SERGEANT

SERGEANT SERGEANT CORPORAL

PRIVATE CLASS



ADJUTANT & INSPECTOR'S DEPT.



QUARTERMASTER'S DEPT.



PAYMASTER'S DEPT.



BRIG. GENERAL'S AIDE



AVIATION CADET



CHIEF GUNNER BAND LEADER



CAP DEVICES



WARRANT OFFICER



OFFICER'S STEWARD





ADMIRAL



OFFICERS SHOULDER INSIGNIA







LIEUT, (JG)



CHIEF WARRANT

SERVICE



WARRANT

CHIEF PETT Y OFFICER





ADMIRAL





CAPTAIN COMMANDER



COMMANDER LIEUTENANT LIEUTENANT



COMMANDER



CHIEF



WARRANT WARRANT

CADET

ENSIGN



CLASS CADET

CADETS' SHOULDER INSIGNIA



MACHINIST'S



AVIATION PILOTS



METALSMITHS

BUGLERS

ENLISTED MEN'S SPECIALTY MARKS



MEN

PHOTO: GRAPHERS



PRINTERS COOKS, CARPENTER'S SHIP'S MATES



FIRST SECOND

QUARTER-MASTERS

SIGNAL MEN

GUNNER'S SWAIN'S MATES

MATES, COXSWAINS

SARY STEWARDS

THE WAY COMMIS-

PHARMA-CIST'S MATES

YEOMEN

MACHINIST'S

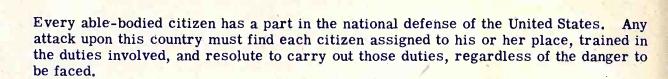
MATES, WATER TENDERS

MASTERS, MATES

CLASS

CLASS





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.



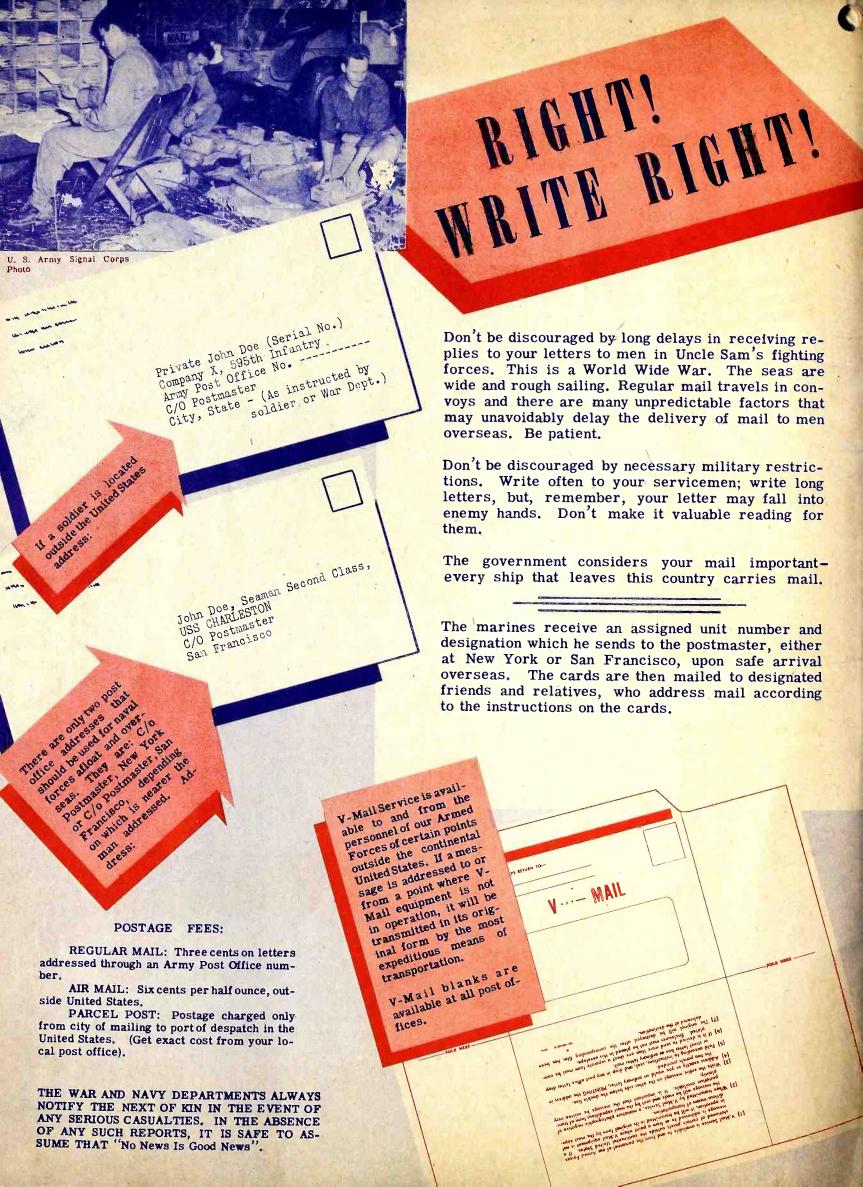
CIVILIAN

- 1. DECONTAMINATION CORPS
- 2. FIRE WATCHER

REENSE

- 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





OUR HONOR ROLL

Name	Name
Entered Service	Entered Service
First Station	First Station
Promotions	Promotions
Service Record	Service Record
Decorations	
	Decorations
Discharged	Discharged
Name	Name
Entered Service	Entered Service
First Station	First Station
Promotions	Promotions
Service Record	Service Record
Decorations	Decorations
ischarged	Discharged
THE REPORT OF STATE O	MINNSON AND STREET

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Blue Network Photo



Official U.S. Navy Photo-



NBC Photo



Official Photograph, U. S. Army Air Forces



Fort Bragg Photo



Official U. S. Marine Corps INP International News Photograph





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National Radio Personalities, Peoria, Illinois.

