

THIS IS

DEL-MAR-VA'S OWN RADIO VOICE

WBOC

and

WBOC - FM

from

RADIO PARK -- SALISBURY, MD.

Souvenir Brochure

FOREWORD

In recent years it has become apparent that a territory like the Delaware-Maryland-Virginia Peninsula having common economic, trade and social interests needed a single large medium through which those identical interests could be communicated between the various counties, towns and rural sections.

It was to meet that definite need and demand for such facilities, WBOC undertook the large expansion project which is now approximately completed.

Established on a smaller scale in 1940, WBOC is now operating full time with 1,000 watts power on 960 kilocycles, extending its service into 11 peninsula counties. WBOC-FM has radiated power of 12,000 watts on 97.5 megacycles, adequate to cover a 65 mile radius from Salisbury day and night.

No station has better broadcast equipment. In the radio industry many experts have referred to it as a "model" station, one of the finest along the Atlantic coast. The building, erected exclusively for radio broadcasting, contains five studios, music library, operating and executive offices, and complete engineering department—acoustically designed, air-conditioned and automatically ventilated throughout.

Radio Park, the home of these operations, consists of 25 landscaped acres facing the main north-south highway, U.S. 13, in the northern suburbs of Salisbury.

This brochure presents photographs of the facilities and personalities that make possible the "Voice Of Del-Mar-Va" programs heard daily on tens of thousands of the peninsula's radio sets.

In broadcasting, programs and personalities are constantly changing. Even as this brochure was being prepared, several studio and network programs were being added and more facilities installed.

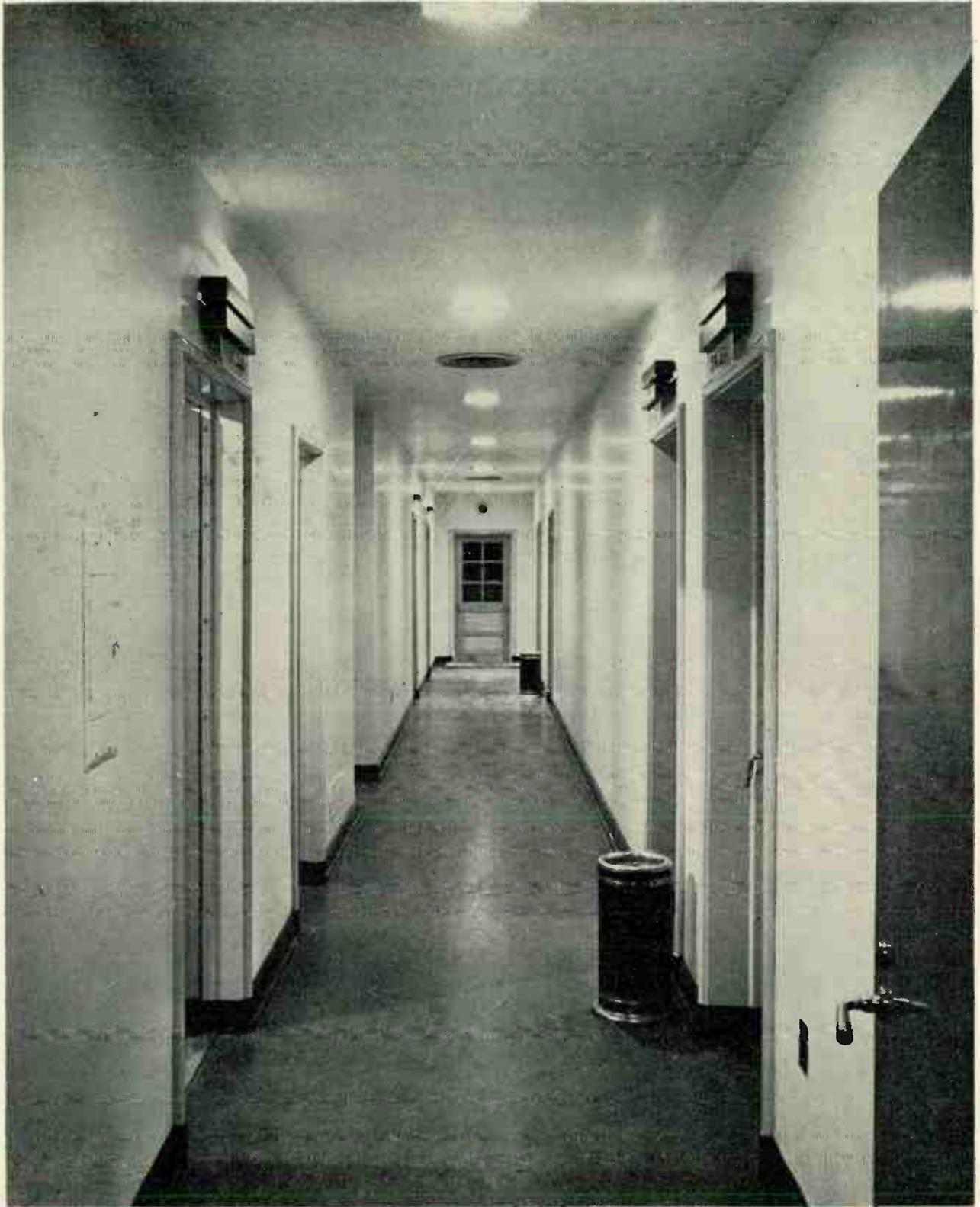
Visitors are welcome at Radio Park to tour the building and witness studio broadcasts.





ABOVE: The Music Library contains more than 10,000 selections.
BELOW: A corner of the Reception Room at the main entrance.

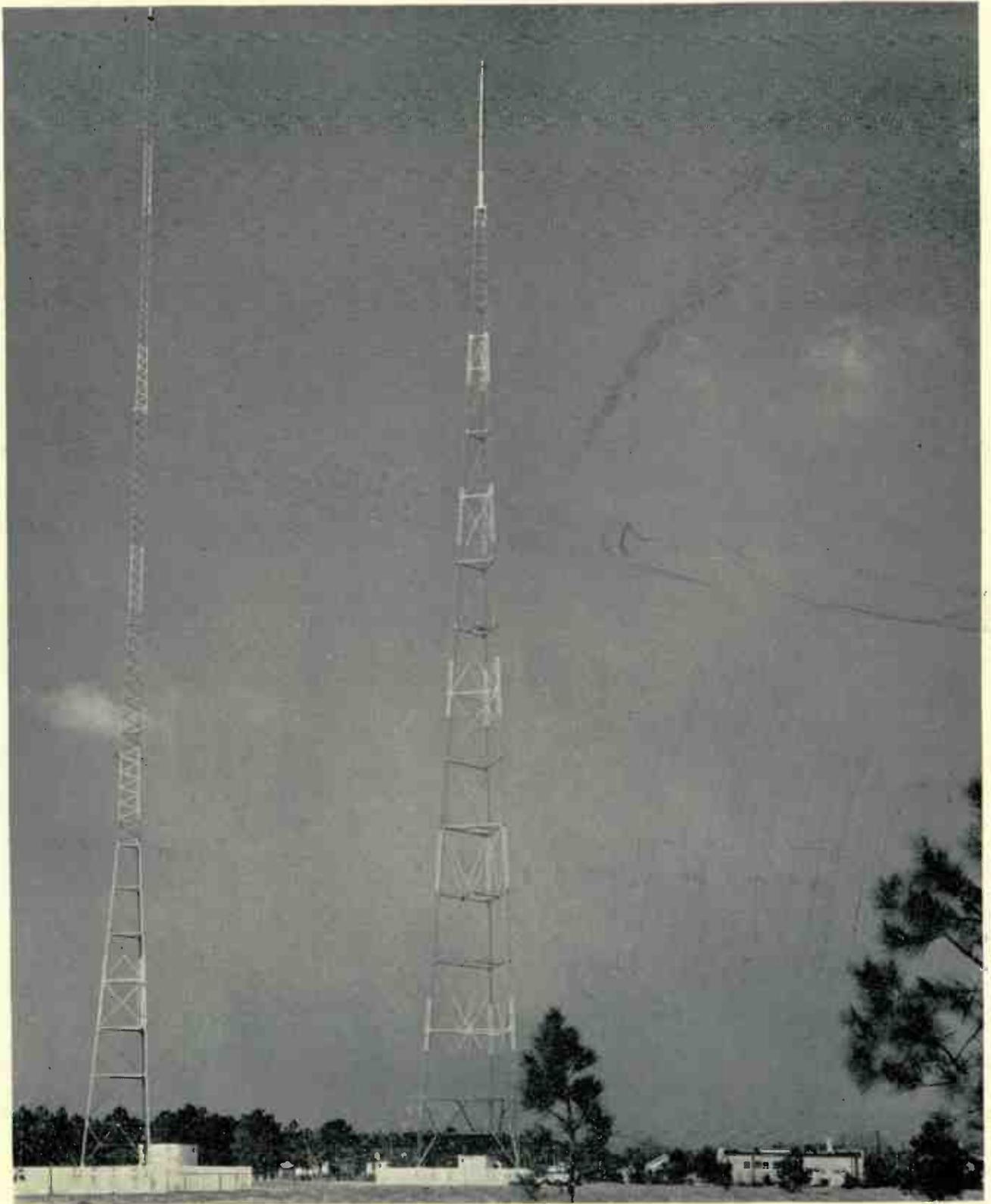




The Main Corridor, as entered from the reception room.

THE TOWERS ARE BY FAR THE PENINSULA'S HIGHEST STRUCTURES.

(Note the FM antenna on the 409 foot tower at right.)





ABOVE: New 1,000 watt AM transmitter, heard at 960 on your dial.

BELOW: Transmitter for FM broadcasting, 12,000 watts radiated power. Adjoining room contains completely equipped, engineer's workshop. Central control desk and other equipment installed since these photos were taken.)





ABOVE: One of the studio control rooms, glass panels afford full view into Studios B and E; also contains recording equipment.

BELOW: In a constant search for talent, studio auditions are held every Monday night. This is a typical group.





EXECUTIVE OFFICES: (above) President's office; (below) Manager's office. The entire building is air-conditioned, automatically ventilated, sound-proofed. It is designed exclusively for radio broadcasting.



PRESENTING - - - THE STATIONS' OPERATING PERSONNEL



CHARLES J. TRUITT
Manager



BETTY HUMPHREYS
Secretary



LENA R. DASHIELL
Chief Accountant



NELLIE DUCKWITZ
Traffic



MARGIE PARKER
Secretary



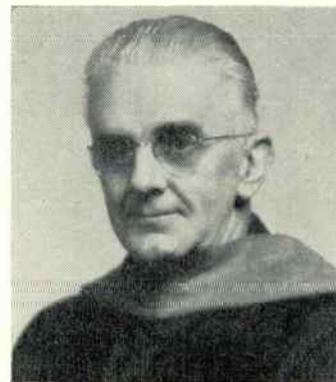
JOHN W. DOWNING
President



PETER A. ALFONSI
Chief Engineer



JACK WARD
Ass't. Chief Engineer



DR. J. N. STEWART
Religious Director



JOE WILTON
Production



J. W. DOWNING, JR.
Program Director



JOHN B. GREENBERGER
Announcer



PHIL ADAMS
Announcer



BERNARD SPARKS
Engineer



ED. MARZOA
Engineer



C. RUSSELL YOHE
Music Director



PAUL WATERS
Custodian



OWEN DIETZ, JR.
Announcer



NORMAN GLENN
Announcer



FRANK HARRIS
Announcer

VARIETY PROGRAMS



"LEAVE IT TO THE GIRLS" — Robin Chandler, Martha Rountree (producer), Paula Stone, Maggie McNelis, Eloise McElhone.



Ben Alexander of "HEART'S DESIRE" and Jack Bailey of "QUEEN FOR A DAY"



"RADIO ROUNDUP" — Uncle Josh, Tenny Sisters and Rusty Wellington.

... AND MANY OTHER PROGRAMS

Space limitations of this brochure will not permit description, or even the full listing, of all types of programs on these radio stations. The daily listener fare is balanced with a wide variety of the best available Mutual network, studio, transcribed and remote programs selected for their entertainment, informative and public service values.

Seventeen programs dealing with farm news and farm life are presented weekly for the rural listener. Participating in one of these daily are the Agriculture Agents, Home Demonstration Agents, Homemakers and 4-H Clubs of the seven central Shore counties.

Ministers from all parts of the peninsula, representing all denominations, personally participate in the presentation of daily religious programs and the 6:00 P.M. "Minute Of Prayer".

By remote lines and tape recorder, WBOC broadcasts current events and special programs from origination points throughout the stations' Primary Coverage Area

On WBOC-FM are heard baseball, football, basketball and other sports reported play-by-play by trained sports reporters.

For good listening - every hour, every day - "Del-Mar-Va's Own Radio Voice" is a daily habit in thousands of homes, offices, and business places. A Corlton survey shows that up to 90 per cent of sets in use in this area tune to this "Voice".

A FEW OF MANY MUSIC PROGRAMS



Janie Ford vocalizes on
"RAY BLOCK PARTY".



Linda Watkins,
"SONG OF THE STRANGER".



Betty Rhodes,
"MEET ME AT PARKY'S".



Morton Downey
stars on his own show.



Dick Morgan, baritone,
"DICK MORGAN SHOW".



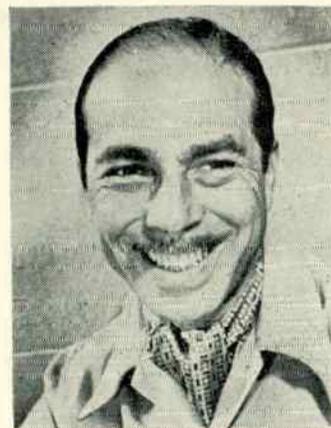
Bill Harrington,
six programs weekly.



Eddy Arnold of
"CHECKERBOARD JAMBOREE".



Troubador Burl Ives,
folk songs, ballads.

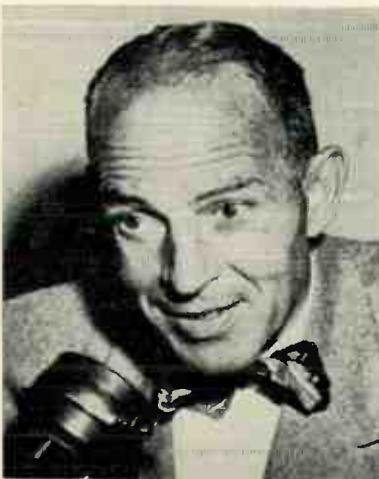


Martin Block is a
master disc jockey.

SPORTS - MOVIES - STAGE REPORTERS



Jimmie Fiddler
"HOLLYWOOD NEWS".



Erskine Johnson
reports on movies.

These and other experts report football, World Series, etc. (top) Jim Britt, Mel Ventnor; (bottom) Charles Jordan, Ernie Smith.



Bill Corum describes the leading turf classics.



Billy Rose on
"Show Business"

INTEREST - ROMANCE - COMEDY - DRAMA



Elliot Lewis plays the captain of the "SCARLET QUEEN".



Lon Clark is "NICK CARTER, Charlotte Manson as "PATSY".



Tex Thorne character is Vic Perrin in "ZANE GREY SHOW".



Henry Norell, host on "HIGH ADVENTURE".



Ann Sterritt, "TRUE DETECTIVE MYSTERIES".



John Stanley as "SHERLOCK HALMES".

PROGRAMS FOR CHILDREN AND 'TEEN AGERS



Susan Douglas is heard with "SUPERMAN".



Albert Aley portrays "HOP HARRIGAN".



Actress Nina Foch, "HOUSE OF MYSTERY".

DRAMA - MYSTERY - ADVENTURE - HUMAN



Bret Morrison, known as Lamont Cranston in "THE SHADOW"



Billy and Belinda, youthful romancers of "THOSE WEBSTERS"



Ed Begley, noted stage, screen actor as "CHARLIE CHAN"



Meredith Wilson of "FAMILY THEATRE"



Gloria McGhee, the "GABRIEL HEATTER SHOW"



Les Tremayne (Mike Waring), "THE FALCON"

AND MANY OF RADIO'S TOP RATED



Angelyn Ott (Joyce Ryan), in "CAPTAIN MIDNIGHT"



Curley Bradley and faithful horse, Tony, "TOM MIX AND HIS STRAIGHT SHOOTERS"

NEWSCASTERS AND COMMENTATORS



FULTON LEWIS, JR.



CARL CARUSO



HENRY J. TAYLOR



BILL CUNNINGHAM



KATE SMITH



GENERAL AMOS WOODCOCK



GABRIEL HEATTER

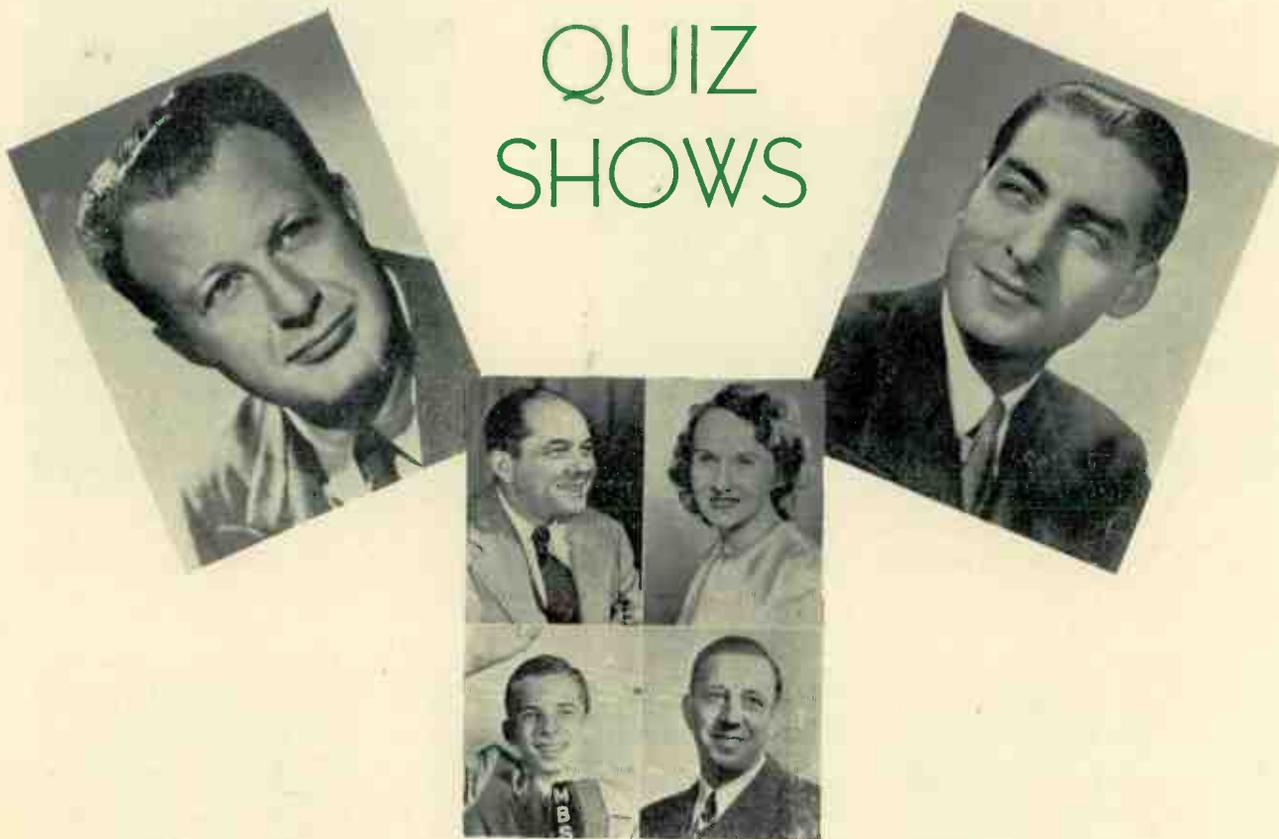


WENDELL NOBLE



CEDRIC FOSLER

QUIZ SHOWS



Quiz shows command peak listening audiences. ABOVE: Clifton Fadiman poses the questions on "Information Please"; Jack Barry is genial coordinator of "Juvenile Jury"; the four wits of "Twenty Questions" (center) are Fred VanDeventer, Florence Rinard, Bobby McGuire, Herb Polesie.

BELOW: Win Elliott, "Quick As A Flash"; Joe Kelly, "R.F.D. America"; Dud Williamson, "What's The Name Of That Song".



FIRMS PARTICIPATING IN THIS EXPANSION PROJECT

GENERAL CONTRACTORS

Carl Williams & Son
Salisbury, Md.

ARCHITECTS

Malone & Williams
Salisbury, Md.

ELECTRICAL CONTRACTORS

Carroll Lee Ennis
Salisbury, Md.

WOODWORK INCLUDING PANELING

E. S. Adkins & Co.
Salisbury — Berlin — Hurlock — Easton — Chestertown

BRICKS

Salisbury Brick Company
Salisbury, Md.

CRETEWAY BLOCKS

Edgewood Pipe & Block Co.
Salisbury, Md.

STRUCTURAL STEEL

Lecates & Co.
Delmar, Del.

ACCOUSTI-CELOTEX CEILINGS AND ASPHALT TILE FLOORS

The Hampshire Corporation
Baltimore, Md.

ROOFING AND SHEET METAL WORK

C. C. Oliphant & Son
Laurel, Del.

AIR-CONDITIONING AND HEATING

Lewis Morgan & Son
Salisbury, Md.

PAINTING CONTRACTOR

Ernest H. Hastings
Salisbury, Md.

CONCRETE WORK AND DRIVEWAYS

Paul V. Downing
Salisbury, Md.

OFFICE EQUIPMENT

White & Leonard
Salisbury, Md.



THE PENINSULA'S
LARGEST MEDIUM
FOR ADVERTISING

287,000 population

60,475 radio homes

\$198,000,000 annual retail sales

\$312,000,000 annual buying
income.

WBOC
WBOC-FM

MEMBER OF
MUTUAL BROADCASTING
SYSTEM

"World's Largest Network"

NATIONAL REPRESENTATIVES
BURN-SMITH CO., INC.
New York, N. Y. Chicago, Ill.
Los Angeles, Calif.