

WWNC

*Personalities  
Album*

SERVING WESTERN NORTH CAROLINA FROM ASHEVILLE

570  
ON YOUR  
DIAL  
CBS

OWNED AND OPERATED BY THE **WWNC** ASHEVILLE CITIZEN-TIMES COMPANY  
ASHEVILLE, N.C.

August, 1945

Dear Listener:

During this 25th Anniversary of the American system of broadcasting, those of us at WWNC felt it appropriate to place this book in your hands.

Since December 7th, 1941, WWNC has dedicated itself to assisting in the prosecution of the war. But all of the vital messages which have helped on the battlefronts and the home front would have meant nothing without the response you, as a listener, gave to them.

On the following pages are many scenes of radio's part in the war and pictures of the folks at WWNC who keep the long succession of programs on the air from early morning until midnight seven days of every week.

We trust that you not only will find this book interesting, but that the pictorial visit with the staff in our studios will help convey the feeling of how important you, as a listener, are to us.

Sincerely yours,

*Don S. Elias*  
Executive Director

Don S. Elias  
FB

DON S. ELIAS



# RADIO AT WAR

## TRIBUTES



*"The infantry, mechanized units, warships, transports, bombers and fighter planes would be tremendously handicapped without radio communications.*

*Radio helps to time the attack, to locate the enemy and aid the artillery . . . Radio is the voice of the commanders on the beachheads, at the bridgeheads, of troops in foxholes, of sailors in lifeboats, or on rafts.*

*Radio co-ordinates military and naval operations, it saves lives, time and materiel. The split-second precision of the mighty air squadrons flying over Tokyo would be impossible without radio instructions, coordination and navigation.*

*Radio at the same time is used to confuse the enemy, to prevent concentration of interceptor forces, and to draw enemy fighter planes to another city distant from the target."*

LIEUT. GEN. JAMES T. HARBORD  
U. S. Army



## AT HOME

*"The full story of individual station cooperation with the war effort may never be told. It is too great to be recorded. It has been of such a nature as to defy analysis. It can best be described as whole radio station staffs, everyone engaged in broadcast operations, living, breathing and feeling the war with such intensity that it has permeated every word and every program emanating from their transmitters. This kind of Americanism cannot be reduced to writing. It can only be felt by the millions who listen and are inspired.*

*Radio has the same effectiveness in a peacetime economy but with less public significance—for it is not so readily apparent that radio's operation in the public interest constitutes two-fisted maintenance of the American way of life."*

J. HAROLD RYAN, President  
National Association of Broadcasters

The Office of War Information has seen many examples of local radio solving local problems in the national interest. We take this occasion to recognize your potency as an ingredient of victory.

Elmer Davis, Director  
Office of War Information.

I believe that one of the brightest pages in the story of America's mobilization for total war will be the account of how the entire radio industry threw all of its vast resources into the fight, without reservation, with complete unselfishness and with a determination characteristic of true Americans.

Edward M. Kirby, Col. AUS  
Office of Public Relations  
War Department.

Radio is doing a perfectly grand job of recruiting and disseminating news and general information for the Navy, of interest to those who have to stay at home.

J. Harrison Hartley, Commander.  
Office of Public Relations  
Navy Department.

I wish to extend my appreciation for the splendid cooperation the radio industry as a whole has given our efforts.

Paul V. McNutt, Chairman  
War Manpower Commission

Broadcasting plays an important part in the success of our farm program.

Claude R. Wickard, Secretary  
Department of Agriculture.

If there is one indispensable aid to the successful prosecution of the sale of War Bonds, then that aid is radio.

T. R. Gamble, Director  
War Finance Division  
Treasury Department.

Every minute of radio time given us, left Germany and Japan an hour less in which to exist and their time is now running short. They don't like what the people you helped us get, are doing to them.

General Jerry V. Matejka  
Office of Chief Signal Officer  
U. S. Army

The importance of radio broadcasting in the national war effort is self evident and can hardly be overstated.

James Lawrence Fly,  
former Chairman  
Federal Communications Commission.

In one year, the total contribution of advertisers, broadcasting stations and networks, to the campaigns carried on by the Government in furtherance of the war, amounted to more than \$202,000,000.



A soldier in an American Red Cross club in Northern Ireland, speaks by radio to his sweet-heart in the USA.

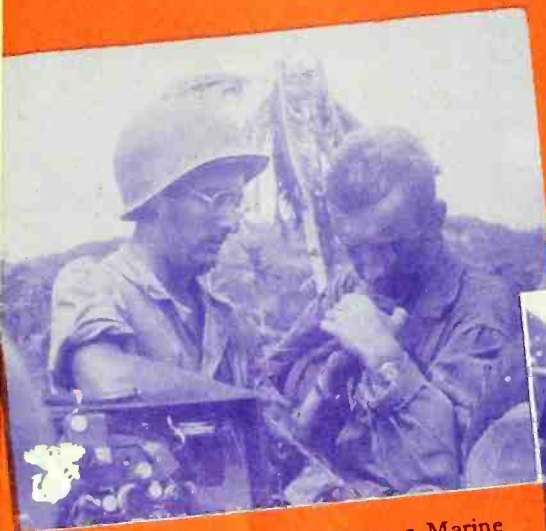


Down in the hold of a Coast Guard-manned transport in the waters off India, a jive group goes to town. A Lieutenant Colonel plays the clarinet.



Marine and Navy fighters take time-off in their South Pacific duties to visit a Marine trailer "studio" to make records for home-town broadcast.

# THE BIRTH



At the front lines on Guam, a Marine Corps lieutenant speaks into a field film recorder.



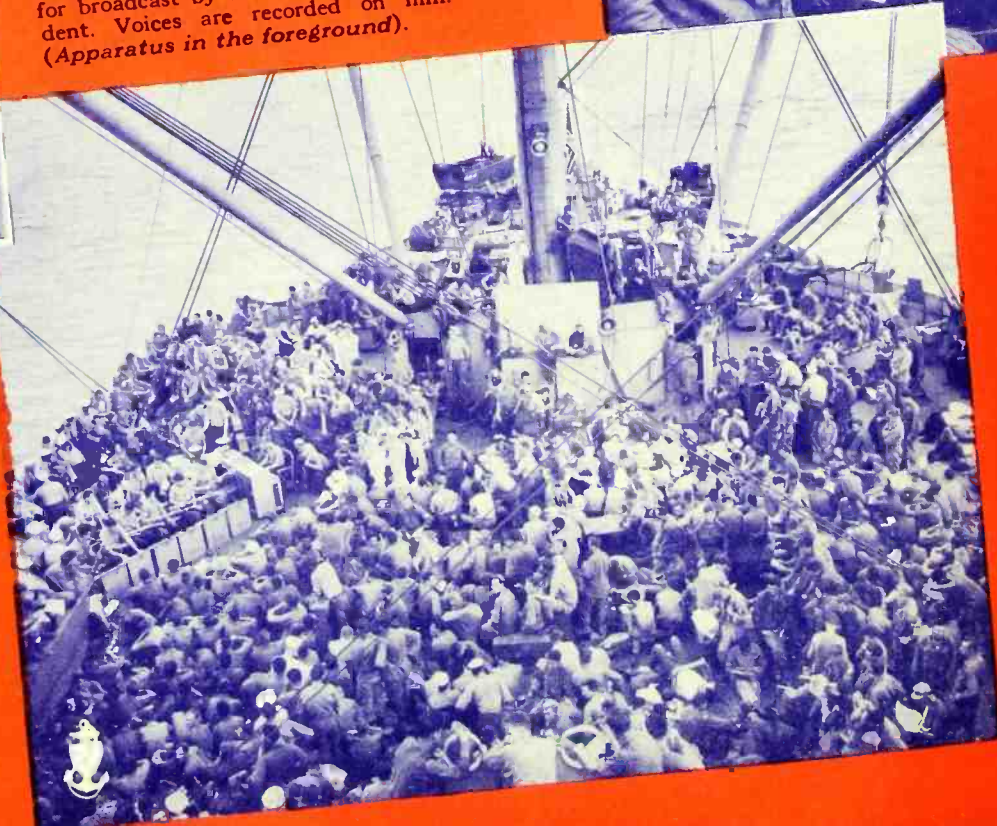
Navy men aboard an LST at a base somewhere in England are interviewed for broadcast by a famous correspondent. Voices are recorded on film. (Apparatus in the foreground).

The sentiments which Frenchmen felt when they saw Cherbourg liberated by US troops, are recorded for broadcast. A Frenchman holds the microphone.



Major General Leitao De Carvalho, the Brazilian Representative on the American Defense Board and Lt. General Joseph T. McNarney, Deputy Chief of Staff, US Army, broadcast direct to Brazil.

On board a Coast Guard-manned assault transport in the Mediterranean, recording a ship's "concert". A short time later these soldiers went over the side into landing barges that carried them to the southern France beaches.





The US Marine Corps Women's Reserve Band broadcast their weekly concert from Marine barracks in Washington.

Heavy Army blankets and comforters serve as rug and drapes for a broadcast "studio" in an isolated North Atlantic base of the Air Transport Command.



American soldiers in London sing at the opening of the famous Rainbow Corner American Red Cross club. Radio enabled relatives and friends to listen in.



## F A BROADCAST ★ ★

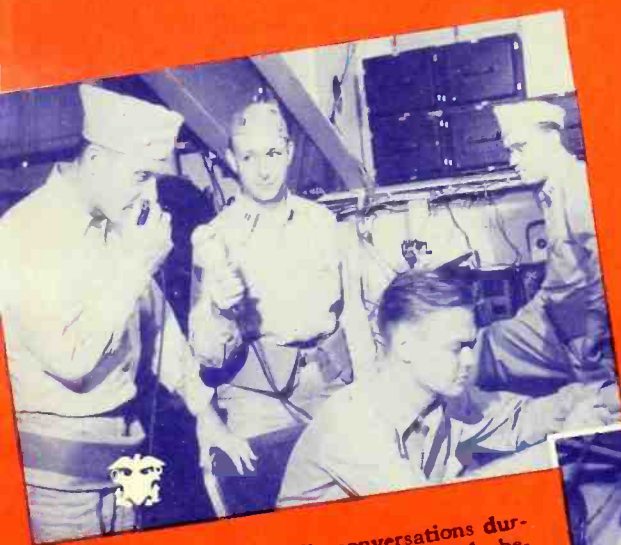
Wherever service men and women are stationed, at the fronts or behind-the-lines areas—no place is too remote for a broadcast microphone that will bring you the story of the fighters at work and at play.



A WAC officer on duty at Frobisher Bay, Baffin Island, explains the mysteries of radio to a group of Eskimos later heard in the USA.



From a general hospital in Australia, a wounded American soldier speaks via radio to his folks at home.



Ship-to-plane radio conversations during a 27-hour mid-Atlantic battle between US Navy craft and a German U-boat, are recorded on an escort carrier — later broadcast for US audiences.

A Warrant officer aboard a Coast Guard-manned LCI tells his story of the Normandy invasion into a film recorder. The 35 mm film is flown to the US, transferred to conventional recordings and distributed to broadcast stations.



An Army GJ in the role of entertainer broadcasts his part in an Army Relief Program in Puerto Rico.



Bombing instructions from bombardier to pilot.

Somewhere in India, interior of an Army Airways Communication Squadron radio receiving position.

Aboard a Flying Fortress, the bombardier also acts as radio operator, keeping in touch with other planes of the formations.



Pilot and co-pilot in a Navy PB4Y on the alert, waiting for the radio signal to take off.

## STELLAR ROLE IN AIR WAR

Wherever there are planes in the air, they are in contact somewhere with a ground base—by radio. On combat missions, on transport routes or in training flights, the mighty US air fleet maintains communication by radio. Enemy craft is spotted by radio, guns are fired by it, planes are landed by it—it's almost as essential as fuel.



Inside a plane 22,000 feet up, flying over the "Hump" in India. Pilot and co-pilot check their course by radio, for comparison with map.

Close-up of radio equipment in a B-17, showing the operator sending a code message in flight.

Radio operator at his position in the forward compartment of a Consolidated B-24.

Maintaining radio contact with the control tower and aircraft on the field, men on this jeep-mounted radio are responsible for directing planes to take-off from airport runways and from revetments.

A Marine flier just returned from a fighter sweep over Rabaul, records his story for broadcast before he leaves his plane.





In the US Navy Combat Recording Processing Room of Supreme Headquarters in London, Navy personnel processes combat film-recordings made by announcers of the four US national networks during battle action in the channel on D-day and thereafter.



Marine Corps headquarters units left aboard ships off Saipan set up their radios on ship's bridge to maintain contact with forces ashore.

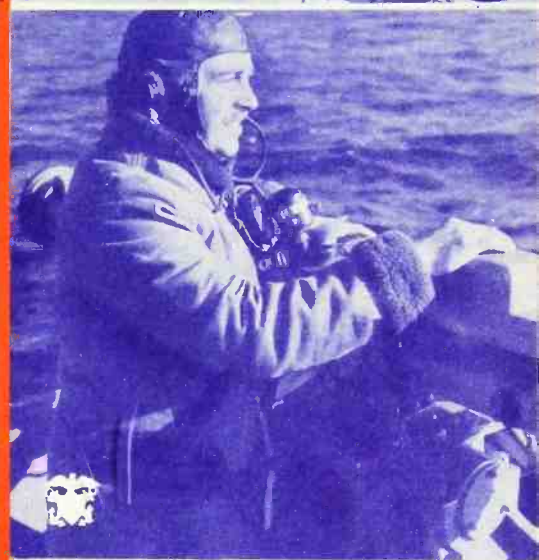


Ship to shore radio setups on board a US Coast Guard fighting ship, keep commanders posted in final rehearsals for the invasion of Southern France.

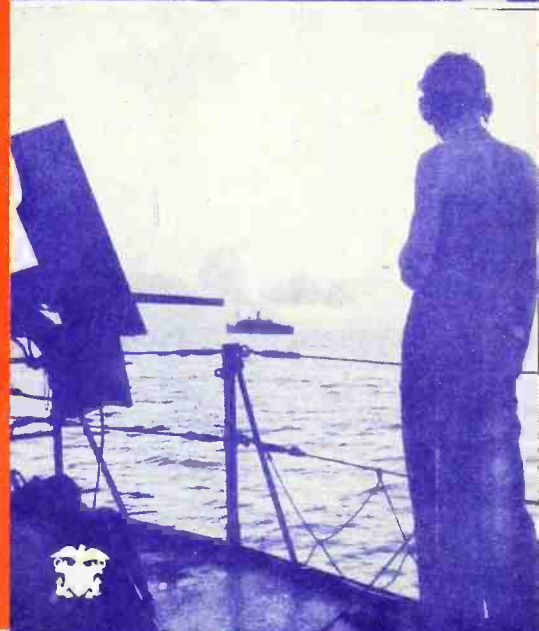
## ON THE SEAS RADIO IS VITAL

The Navy still uses semaphore flags, blinkers and many other means of communication, but radio has a role in the operation of our naval craft the full extent of which will not be revealed until the flag of complete victory is unfurled. This page of photographs shows just a few of the many uses.

Aboard a US aircraft carrier, an officer at his post on lookout duty, with radio equipment handy to flash a warning signal.

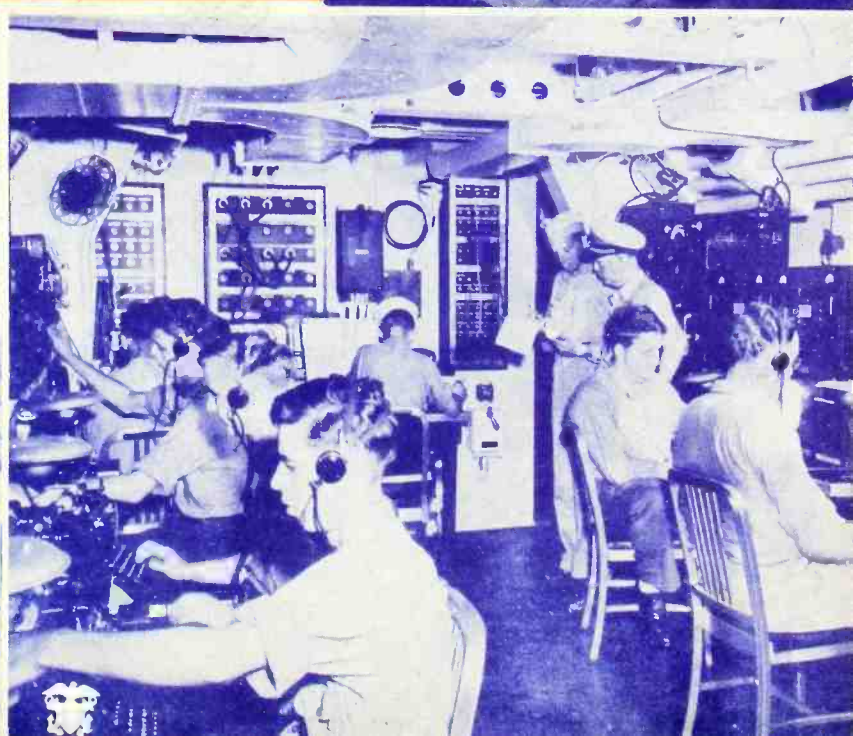
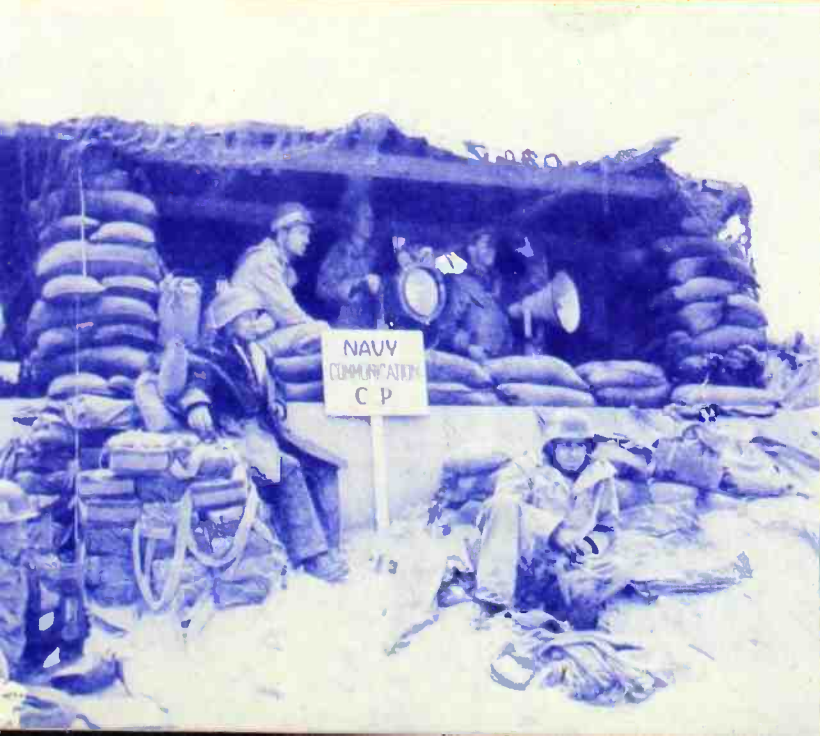


Navy gunner (with headphones) on alert as ship in Navy task force approaches shore of Hollandia in Dutch New Guinea.



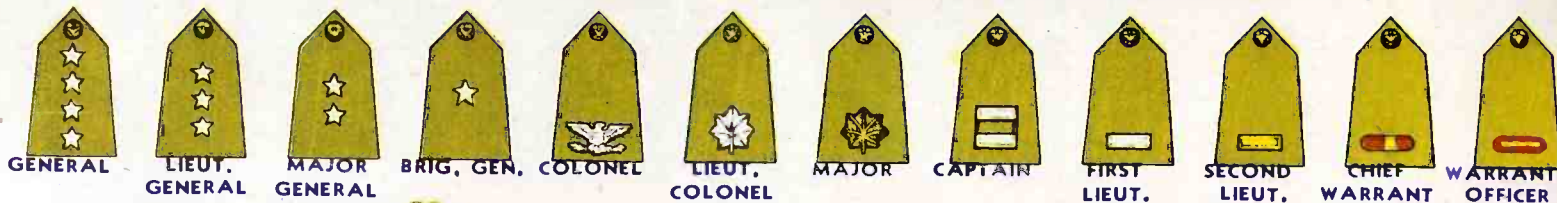
Interior of the Shack (communication office) aboard a Navy light cruiser, during a shake-down cruise. This is the "nerve center" of the ship.

The Navy goes ashore in France and sets up this Communications post. Note handy-talkie at left, blinker, center and loud speaker right.



# U.S. ARMY INSIGNIA OF RANK AND SERVICE BRANCH

## OFFICERS' INSIGNIA OF RANK



## CAP DEVICES



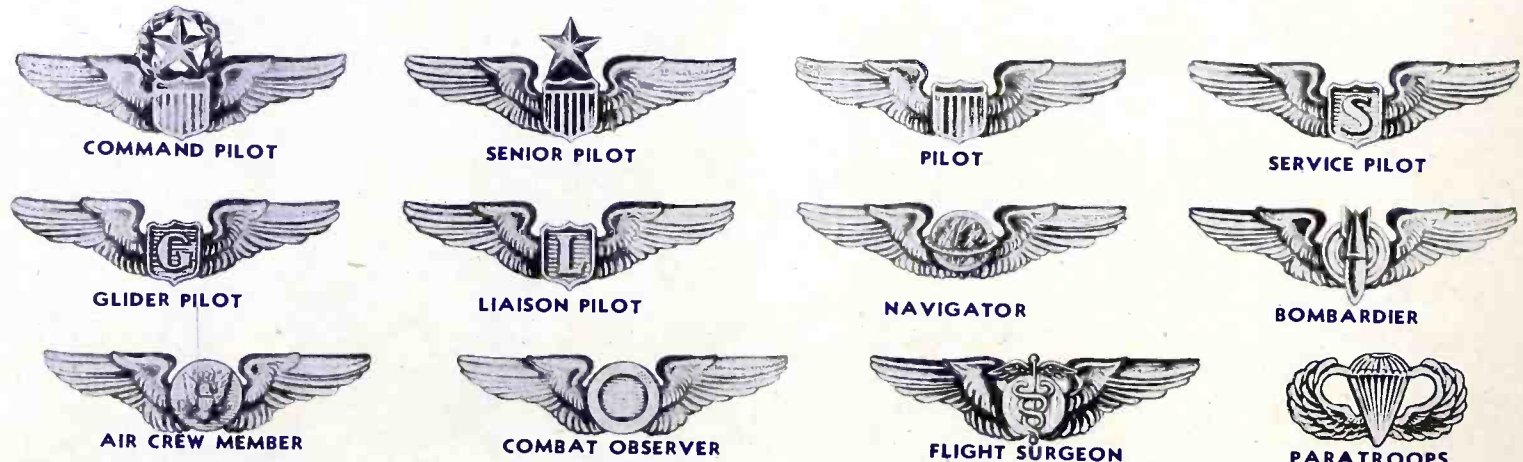
## OFFICERS' LAPEL OR COLLAR INSIGNIA



## NON-COMMISSIONED OFFICERS' INSIGNIA



## BREAST INSIGNIA





# U.S. ARMY

# INSIGNIA OF

# CORPS AND DIVISION

## THE GENERAL COMMANDS HEADQUARTERS



AIR FORCES



GROUND FORCES



SERVICE OF SUPPLY



FIRST ARMY,



SECOND ARMY,



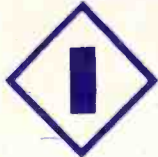
THIRD ARMY,



FOURTH ARMY

## THE ARMIES

## SERVICE COMMANDS



FIRST



SECOND



THIRD



FOURTH



FIFTH



SIXTH



SEVENTH



EIGHTH



NINTH

## ARMY CORPS



FIRST



SECOND



THIRD



FOURTH



FIFTH



SIXTH



SEVENTH



EIGHTH



NINTH

## DIVISIONS



ELEVENTH



TWELFTH



THIRTEENTH



FOURTEENTH



1st



2nd



3rd



4th



5th



6th



7th



8th



9th



26th



27th



28th



29th



30th



31st



32nd



33rd



34th



35th



36th



37th



38th



40th



41st



43rd



44th



45th



76th



77th



78th



79th



80th



81st



82nd



83rd



84th



85th



88th



89th



90th



91st



92nd



93rd



94th



96th



98th



99th



100th



102nd



103rd



104th



HAWAIIAN DIV.



FIRST CAVALRY DIVISION



AVIATION CADET

## ARMORED FORCE



HQ & HQ COMPANY



1st CORPS



4th DIV.



NEW ENGLAND



NEW YORK-PHILADELPHIA



CHESAPEAKE BAY



SOUTHERN COASTAL



PACIFIC COASTAL



PANAMA CANAL DEPT.



HAWAIIAN DEPT.

This Coast Guard-manned assault transport boat is on its way to enemy beaches. A GI band provides a relaxing concert, carried through loud speakers to all parts of the ship.



## THE BIG VOICE

Sometimes it's necessary for military forces to address an audience too far away to hear an actual voice, but not far enough to make radio transmission feasible. Then comes into use a principle of radio—the public address system. These photos illustrate some of the examples.

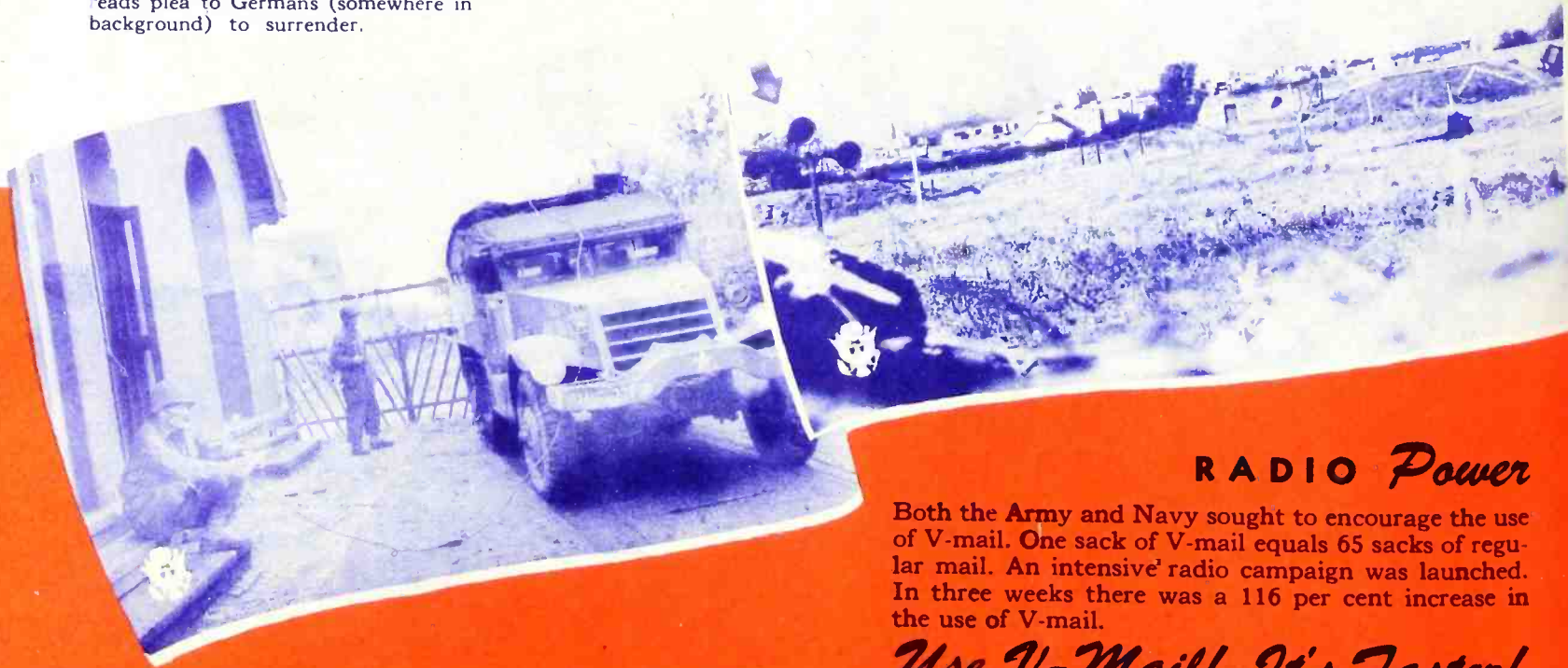
An Army Mobile Radio Broadcasting company near Eilendorf, Germany. Lip-microphone on officer at left who reads plea to Germans (somewhere in background) to surrender.



"Come out, come out, wherever you are" is the general idea this broadcasting company is trying to put across to German snipers in the streets of St. Malo, France.

In case of power failure aboard ship, this portable device enables the commander to make his orders heard throughout the entire craft.

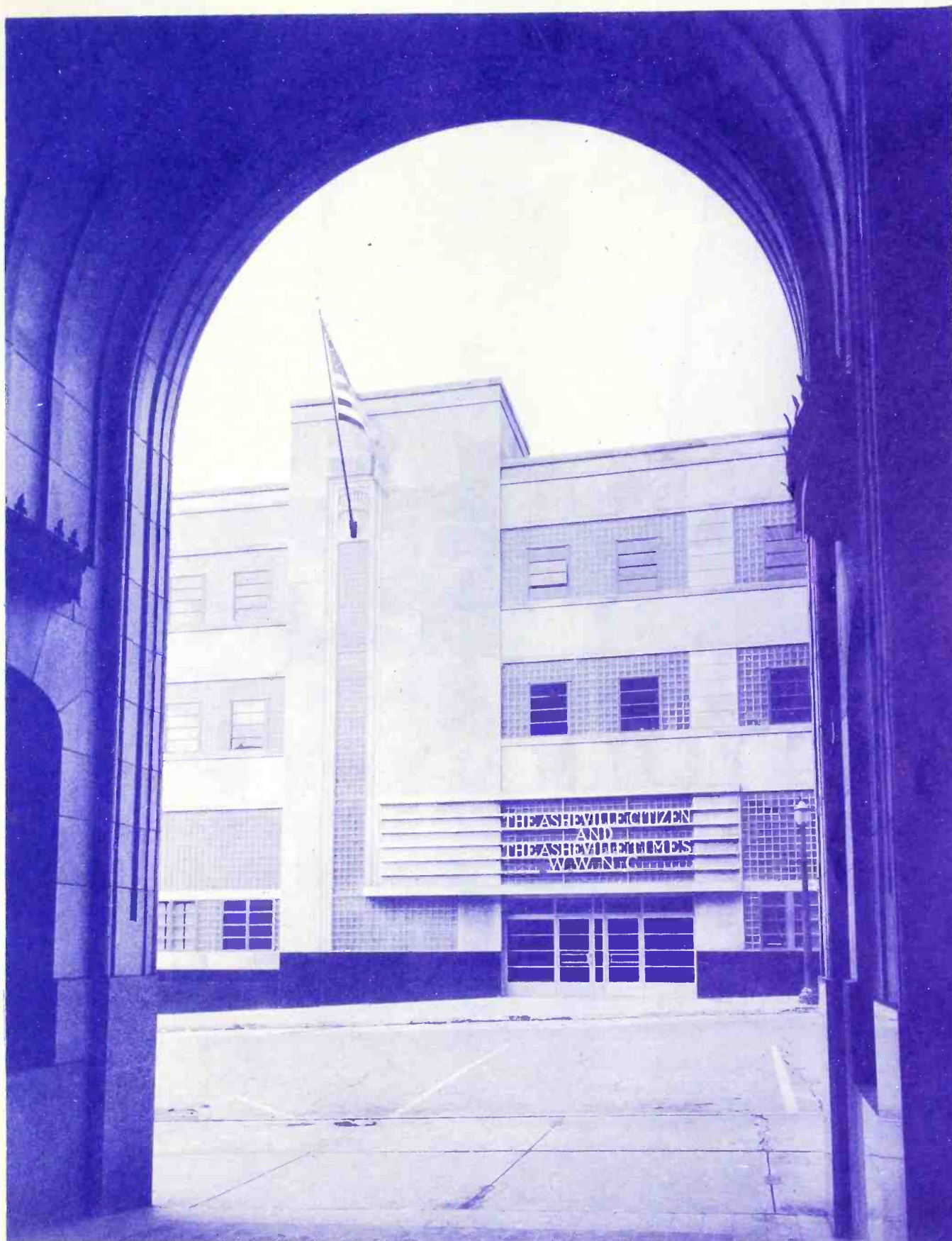
Besieged Brest, France in the distance. Loud-speakers at left used by the publicity and psychological warfare branch of the Army, to convey messages to Germans holding out in the city.



## RADIO Power

Both the Army and Navy sought to encourage the use of V-mail. One sack of V-mail equals 65 sacks of regular mail. An intensive radio campaign was launched. In three weeks there was a 116 per cent increase in the use of V-mail.

*Use V-Mail! It's Faster!*



The modern home of WWNC,  
in the Citizen-Times Co. Build-  
ing, Asheville, N. C.



JEAN HERSHOLT who plays the part of radio's lovable "Dr. Christian," a WWNC-CBS feature for many seasons.



LEADING LADIES of the daytime serial dramas on WWNC-CBS: Toni Darnay who plays the leading role in "The Strange Romance of Evelyn Winters"; Joan Alexander, starring on "A Woman's Life"; Marjorie Anderson, known to listeners as "Big Sister"; Julie Stevens who plays the title role in "The Romance of Helen Trent"; and "Our Gal Sunday," in real life Vivian Smolen.



ART LINKLETTER, popular Master-of-Informalities, is known for the rollicking humor and novel situations on the programs he handles.

WOMEN'S FEATURES at WWNC are under the guidance of Priscilla Parker, who also presents the weekly Birthday Party.



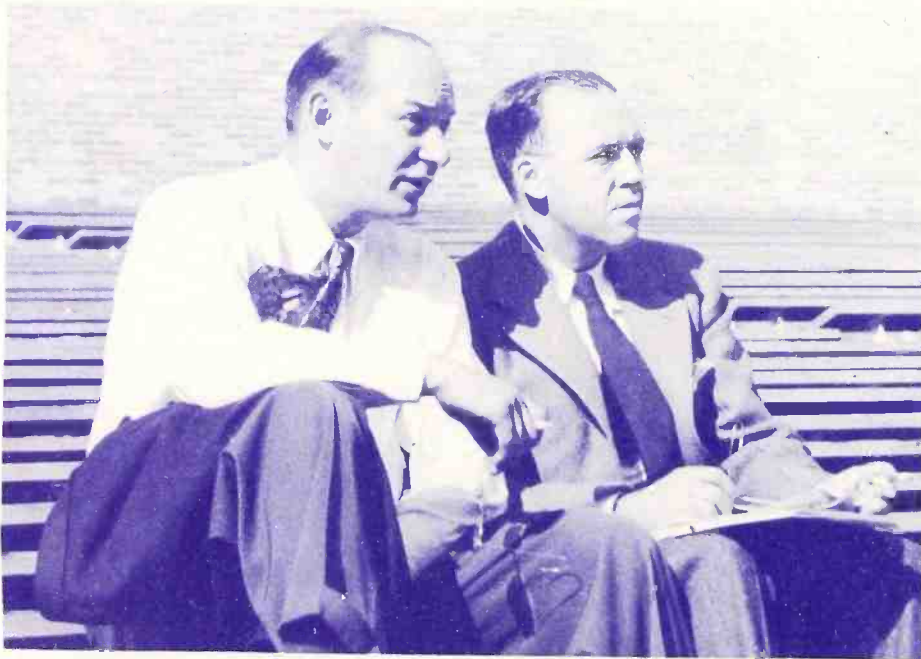
DINNER MUSIC for returned veterans at the Asheville AG&SF Redistribution Station may be sampled by WWNC listeners. Above, Cpl. Bob Forbes introduces the dance unit on the air.

MODEL TURNED WRITER is Margaret Simpson, who was a cover girl before taking over commercial copy duties at WWNC.





MOORE GENERAL VARIETIES, with music, drama, and the story of America's hospitalized veterans, is produced by Moore General Hospital and broadcast over WWNC every week. (Photo by U. S. Army Signal Corps).



TED HUSING and Jimmy Dolan get ready for one of the many major sports events they cover for WWNC-CBS listeners every season. Preparation and teamwork like this results in Husing's precise descriptions.

G.I.

VISITORS TO WESTERN

NORTH CAROLINA

ENJOY SEEI

HEARING

TAKIN

IN

PE

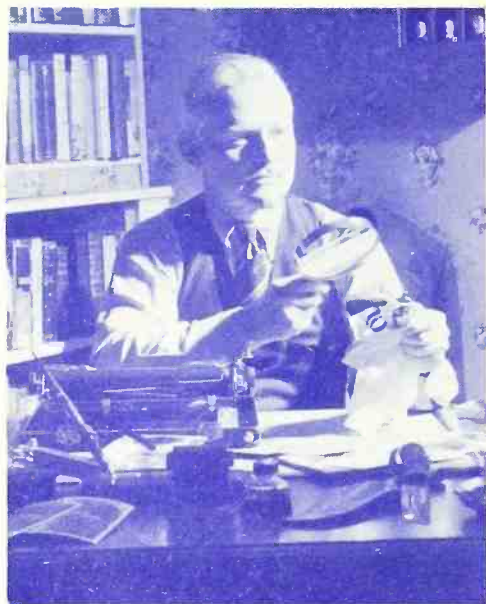
"HUCK FINN OF RADIO" has been applied to Arthur Godfrey whose informality has earned him the title.





BLONDIE AND DAGWOOD step out of the comic strips into your living room over WWNC every Sunday night.

CRIME DOCTOR, another Sunday favorite, stars House Jameson as clue-finding Doctor Ordway.



HARRY JAMES and his trumpet are welcome music—and of course heard regularly on WWNC.



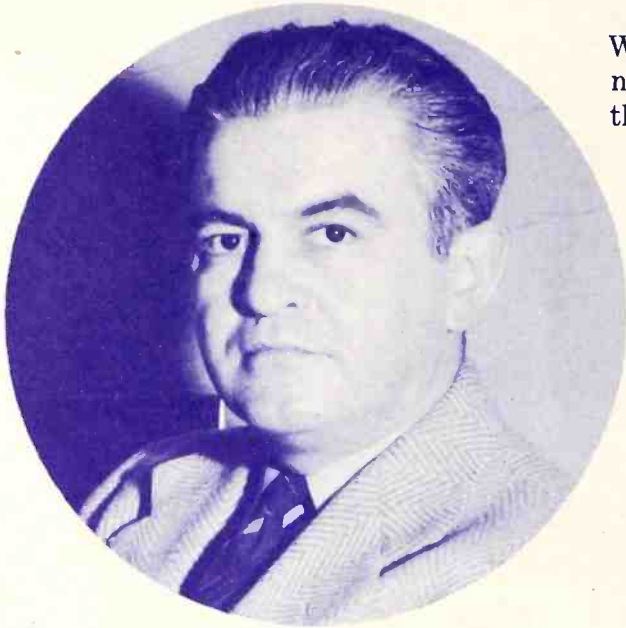
ND  
ART  
NC  
RAMS  
OO

HOTEL RETURNABOUT, from the AG&SF Redistribution Station, provides the fun for returned servicemen and their guests, as well as WWNC listeners.



# Behind the Scenes

**WWNC CHIEF ENGINEER** Cecil Hoskins, in charge of all technical matters, who holds the enviable record of having been with the station for 16 years.



**MASTER CONTROL** is the focal point for studio operations. Here, Frances Nelson is shown at the control panels.



**ENGINEERING** requires a dual staff—both the control room and the WWNC transmitter must be manned 17½ hours daily. Above, left to right, Jim Lorick, Anita Blosser, both studio operators, and W. L. Clements, transmitter engineer.



**TRANSMITTER ENGINEERS** Charles Sumner and Rex Smathers check over one of the station logs which are kept for the Federal Communications Commission.





The WESTERN NORTH CAROLINA FARM HOUR is a prime daytime favorite with WWNC listeners, offering market reports, interviews of interest to the dirt farmer, and mountain music by the Blue Ridge Hillbillies.

JIMMY DURANTE and GARRY MOORE take their script seriously when it calls for them to be a couple of chefs. Their antics are heard on WWNC-CBS every Friday evening.



MR. KEEN, Tracer of Lost Persons, rehearses a dramatic high-spot with his partner, Mike, and his secretary, Miss Ellis. In real life they are Bennett Kilpack, Jim Kelly and Florence Malone.



# On the Air

CURBSTONE COLLEGE, popular noontime program on WWNC, is fun for participants and listeners alike.

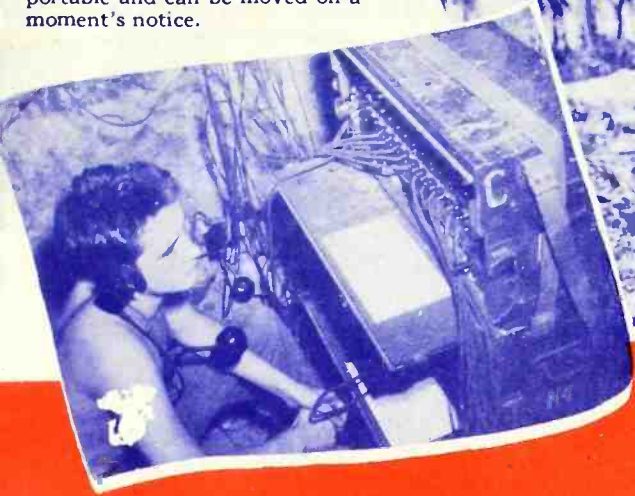


REHEARSAL is the reason for perfection in such musical programs as The Family Hour, on WWNC-CBS each Sunday. Above, Al Goodman and his orchestra in a workmanlike session.



TOM WILLIAMS, who presides over the Garden Gate program as Columbia's "Old Dirt Dobber" has many friends in the WWNC audience.

A bomb-proof shelter on Guadalcanal. By telephone and radio, the operator has contact with all field forces. The outfit is portable and can be moved on a moment's notice.



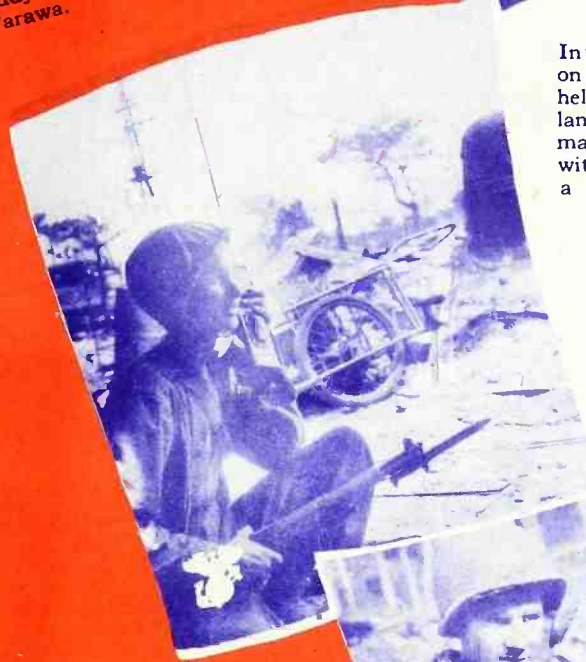
A Marine sergeant rests for a few minutes beside his radio just after he and a buddy flushed a Jap from a pillbox on Tarawa.



In the landing operation on the shores of Jap-held Bougainville island, this Navy signalman keeps in touch with headquarters on a handy-talkie.

# THIS IS W-A-R!

At the microphones in these close-up combat photos, servicemen operators show how they keep in touch with headquarters and each other.



From the shelter of a wrecked building in Garapan on Saipan, a Marine communicator informs his headquarters of the progress made by front line troops as they enter the town.



In Hurtgen Forrest, Germany, an infantry squad leader, keeps in touch with his commanding officer by means of the "handy-talkie" radio.



Commanding Officer of a tank company in France, using the inter-tank radio.



Using a walkie-talkie, an Army signal man gets a message through from an infantry battalion somewhere in France.



There's more to radio than the simple twisting of the dials. These US Coast Guard SPARS are learning what "makes the wheels go around".



Government messages from Washington, San Francisco, Honolulu and the Canal Zone flow into this radio receiving station.



A radio control board in a Marine classroom at Miami University, Oxford, Ohio. Before graduating the Marines must be able to hold down a four-hour watch in the radio shack.



Checking the radio beam on a Feature training bomber— or, how to keep on a course when there are no other means of navigation.



In the control tower at a military airfield, the operator uses radio to give pilots landing and take-off instructions.

# "Sparks" AMONG THE GENTLE SEX

Radio is no longer a technical mystery reserved for mastery by the male mind. Those of the gentle sex, in the service of their country, proved they were equal to the intricacies of the kilocycle, and thereby relieved thousands of men for combat duty.



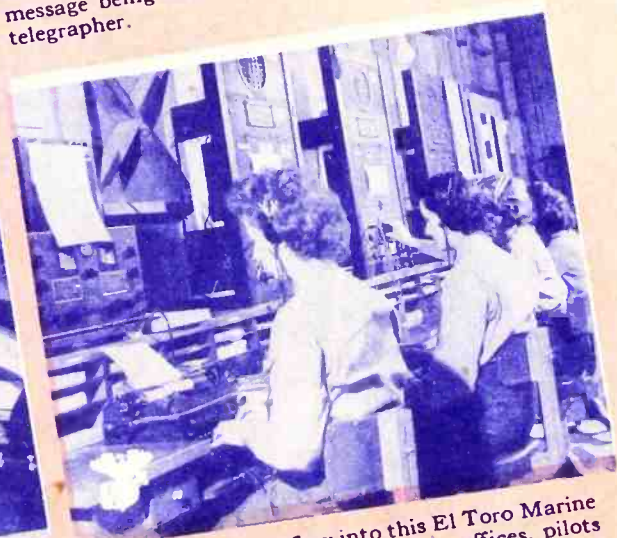
Radio-service MEN in the post war era can expect competition from feminine technicians like these SPARS who know how to find the "bugs" in radio equipment.



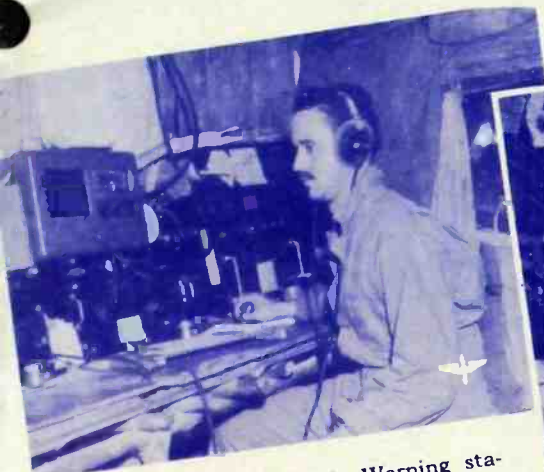
Somewhere on a battle front perhaps thousands of miles away, fighting Marines will hear the message being tapped out by this Marine radio telegrapher.



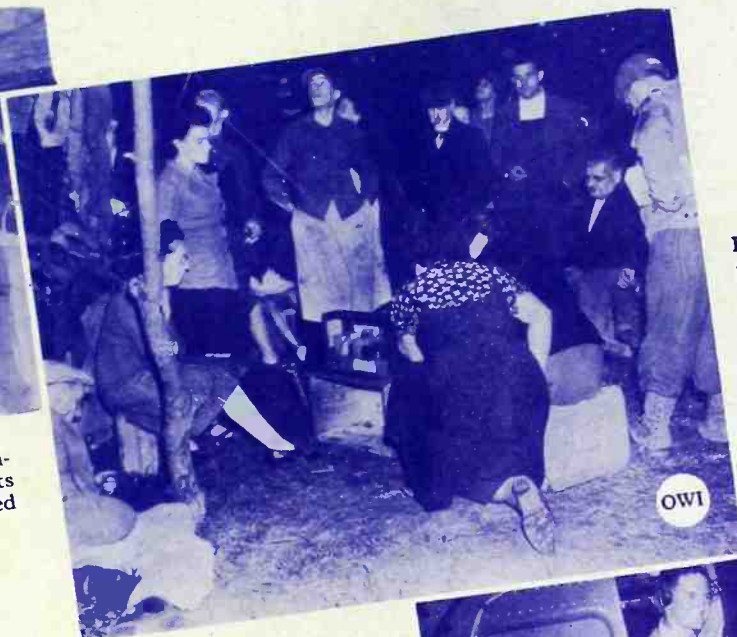
An instructor teaches women Marines the operation of a radio direction finder in this special Marine Radio School.



Weather reports flow into this El Toro Marine Airbase, for relay to operations offices, pilots approaching the area and to meteorologists for weather maps.



Radio operator at Air Warning station on Ledo Road, India. He reports all friendly and enemy aircraft sighted by plane spotter.



From miles around, French civilians gather nightly to hear OWI broadcasts in French. When Nazis held the area, civilians were deprived of their radios. An American soldier pauses to listen. Note nail studded shoe sole of woman in foreground.

# LISTENING IN

Often times, radio is the only contact between fighting men and the outside world. It can mean vital messages, entertainment, news from home — These photos show a few samples.

An ATC plane somewhere in the China-Burma-India theaters, but the passengers are listening to a play-by-play broadcast of the world series baseball game.



A temporary sending and receiving station near the front lines on Bougainville. They're getting reports on the progress of fighting at the front.

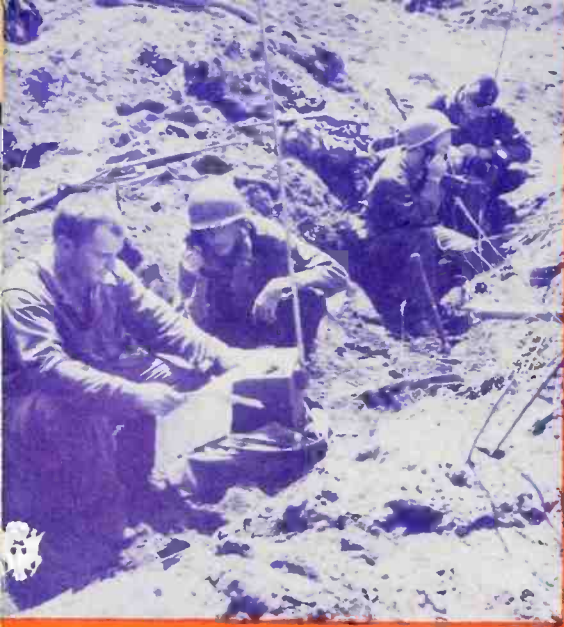


This was once a US radio receiving station on Guadalcanal. A Japanese aerial bomb scored a direct hit.

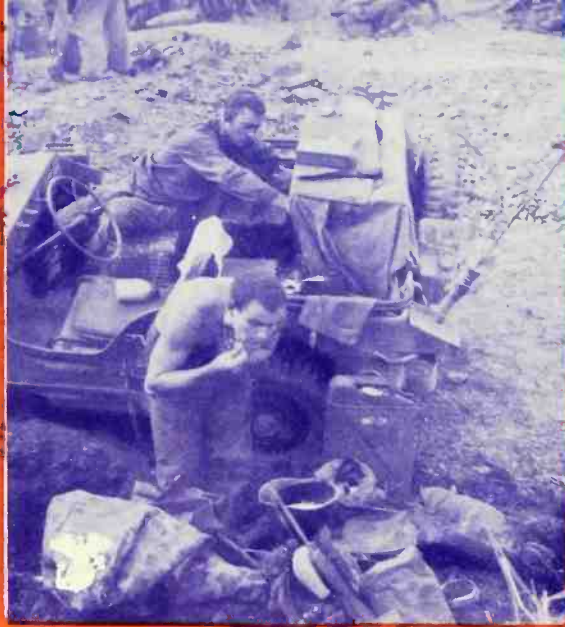


Navy pilots aboard an aircraft carrier gather around the radio in the ready room to listen to the inter-plane conversation of fellow-pilots making a strike against Jap-held Tinian in the Marianas.

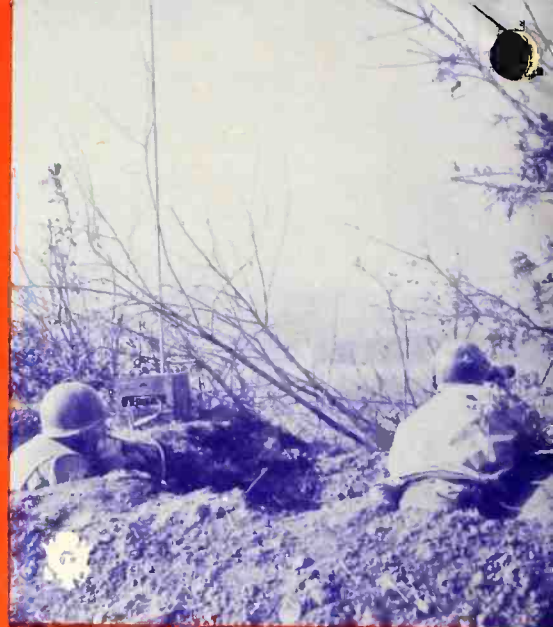




Liaison radios are put to good use on Leyte Island in this front line photo taken during the Philippine invasion.



The war rages on Saipan but a Marine takes time to make a good appearance while his companion mans the communications jeep radio.



Infantrymen in the trench overlooking Mt. Porchia area, Italy are using a sound ranging set to locate enemy guns—and relay the information by radio, to their own batteries.



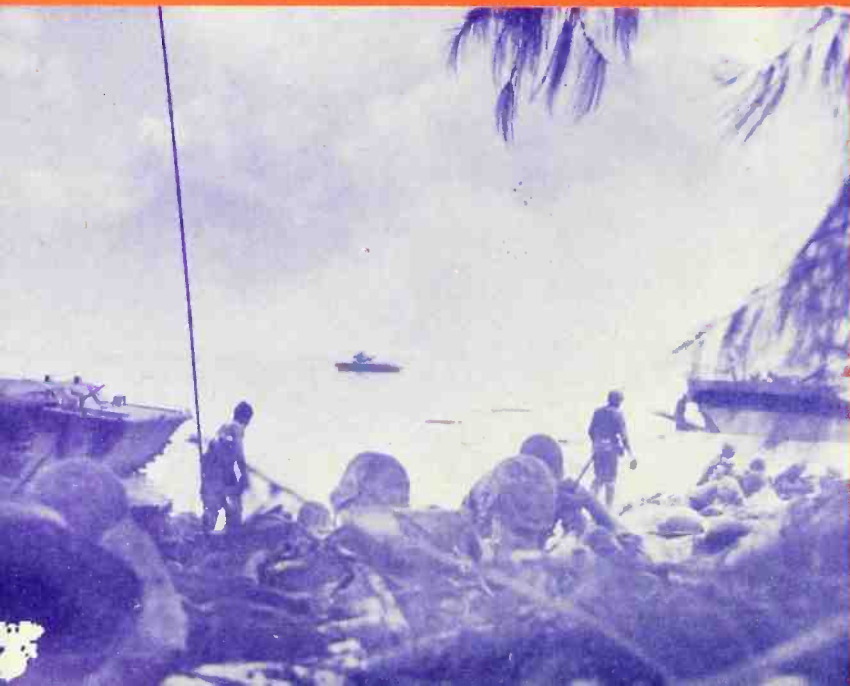
Coast Guard beach party radio operators direct traffic to beach at Engebi Island, Eniwetok Atoll during American invasion of the Marshalls.

# The KILOCYCLE *in Action*

The carrier pigeon isn't obsolete but he can't fly as fast as a kilocycle and he is not as immune to battle injury. The photos on these two pages show the radio messenger in actual combat.

The perpendicular black line is the antennae of a portable radio—ashore with the first wave of Marines to hit the beach at Saipan.

Life looks easy for this US Army man, operator at a forward artillery observation post in Rurdorf, Germany, sending back results to a 105 mm. howitzer battery firing at a German command post on the opposite side of the Roer river.





Ninth Army Field artillerymen operate an observation post near Linnich, Germany. Note rations on trench parapet.



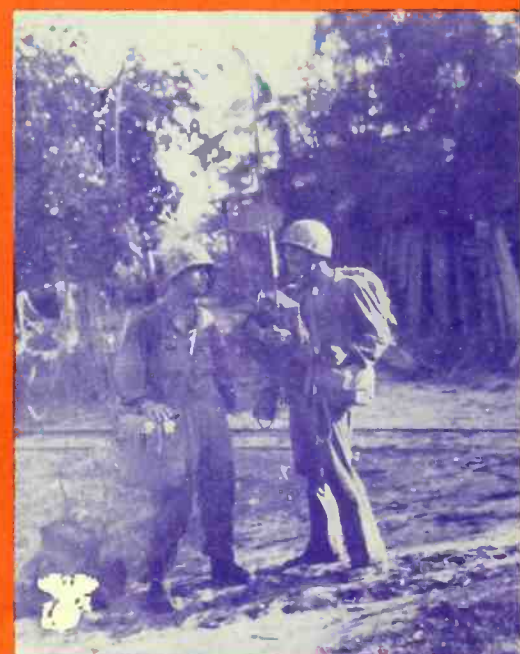
The handy-talkie radio operator (foreground) is receiving range corrections from the forward area, to get the 60 mm mortar fire on target. The scene is near Perriers En Beufice, France.



Advancing inland with the vanguard of the landing force at Kiska, Alaska, these members of a Navy observation unit talk to their commanders over portable radio sets.



On the beach at Roi Island in the Kwajalein's where a Marine Corps communications unit sets up for "business" behind a beach wall.



On the way to the front on a Southwest Pacific Island to set up a radio communications center for the artillery.

Cherbourg, France in the distance—US artillery officers in the foreground, plot and radio back to their units, the location of their hits on the harbor defenses.



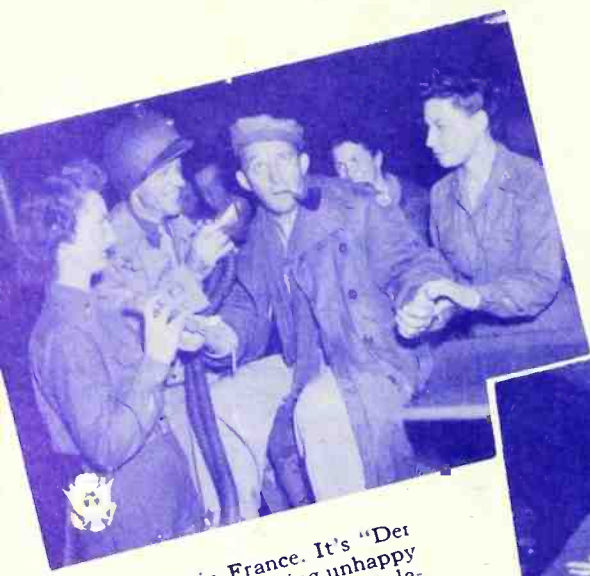
Handy-talkie radio is "handy (left); walky talkie" radio is in use (right) as infantry patrol looks for snipers as they move to take Libin, Belgium.



# GLAMOUR

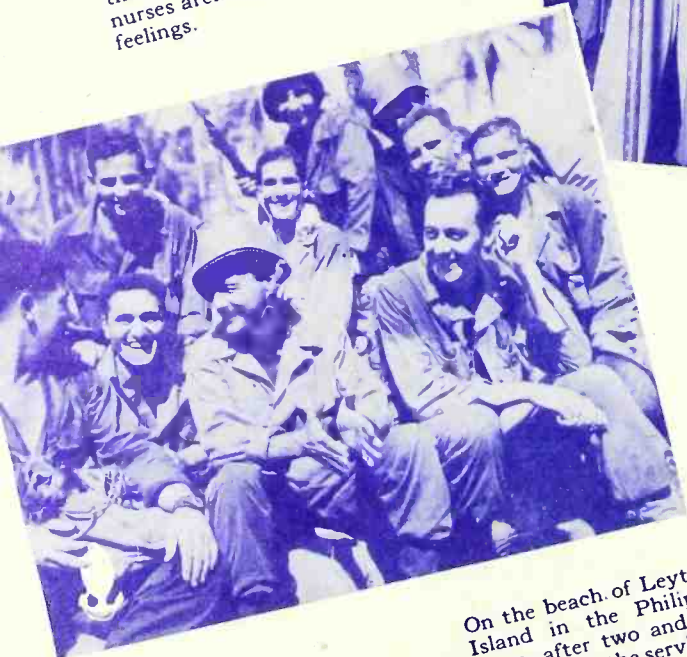
## AT THE FRONT

Radio celebrities, of all ages, of both sexes have built themselves a vital role as morale builders in the war. Those who aren't actively engaged in the services, have travelled to all parts of the globe to entertain the service men.



Ray Milland, wet with perspiration, makes a sharp contrast in appearance with exotic Rosita Norene in a USO skit at an amphibious base.

Somewhere in France. It's "Der Bingle" Crosby looking unhappy at the prospect of an inoculation. Unsympathetic Fred Astaire stands ready with an anesthetic and the array of Army nurses aren't decided about their feelings.



On the beach of Leyte Island in the Philippines, after two and a half years in the service Corporal Lew Ayres still retains his popularity.



Somewhere in Italy, entertainment by Lily Pons, noted opera star, accompanied by a GI on the flute. The Met was never like this.



Dinah Shore autographs cast on wrist of a wounded sergeant following a performance somewhere in northern France.



Still an entertainer, but no longer a civilian. Private Mikey Rooney poses with some friends of the 26th Division somewhere in Europe.



Coast Guard Commander Jack Dempsey is still "The Champ" to this rugged bunch of autograph seekers, on an overseas voyage.





# Our Honor Roll

Name \_\_\_\_\_

Serial No. \_\_\_\_\_ Highest Grade \_\_\_\_\_

## *Entry into Service*

Place \_\_\_\_\_ Date \_\_\_\_\_

## *Assignments*

Organization \_\_\_\_\_ Date \_\_\_\_\_

Place \_\_\_\_\_ Commanding Officer \_\_\_\_\_

Organization \_\_\_\_\_ Date \_\_\_\_\_

Place \_\_\_\_\_ Commanding Officer \_\_\_\_\_

Organization \_\_\_\_\_ Date \_\_\_\_\_

Place \_\_\_\_\_ Commanding Officer \_\_\_\_\_

## *Dates of Promotions*

Grade \_\_\_\_\_ Grade \_\_\_\_\_

Grade \_\_\_\_\_ Grade \_\_\_\_\_

## *Separation*

Place \_\_\_\_\_ Date \_\_\_\_\_

## *Battles, Engagements, Etc.*

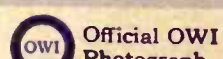
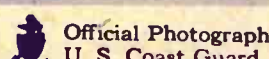
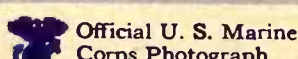
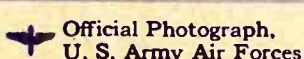
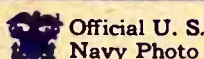
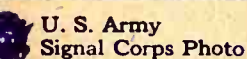
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## *Decorations, Citations, Etc.*

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SYMBOLS BELOW IDENTIFY THE OFFICIAL PHOTOS APPEARING IN THIS BOOK



**WWNC**

*Personalities  
Album*

**SERVING WESTERN NORTH CAROLINA FROM ASHEVILLE**

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