

Ash. Citizen 2/21/1931

# Station WWNC Observes Fourth Birthday Today

# STATION WWNC TO HAVE BIRTHDAY

2/21/1931

## Growth Of Radio Shown In Record Of Service To Community

## Growth Of Radio Shown In Record Of Service To Community

Four years ago today—on February 22, 1927, station WWNC, the Asheville radio station, came into being. Since that time this station has grown, both as an organization and as a very definite part of the life of the community. Started modestly as it was, by the Asheville Chamber of Commerce, to serve strictly as a local broadcasting station, giving news concerning road conditions, weather reports and various musical programs during the evening hours, the station has developed into one of the most popular of the South, including in its sixteen hours of continuous daily schedule of broadcasting, the programs of the Columbia Broadcasting System, a nation-wide network of entertainment and instruction, as well as the usual local features sponsored by Asheville's merchants or by the radio station itself.

(Continued From Page One)  
Columbia programs were heard, the outstanding feature being perhaps the full inauguration ceremonies of Herbert Hoover as President, on March 4th of that year. Then on October 8, 1929, the station began its full program of musical and informational periods, as well as the commercial features of the Columbia Broadcasting System. This part of the station's schedule, was financed in part by the well known Columbia Club, composed of those citizens and firms of the community, who were interested in this national hook-up with the local station.

In August of 1928, a year and a half after the creation of the station, it was leased by G. O. Shepherd, who held the lease and operated the station from that time until it was bought by the Citizen Broadcasting Company, Incorporated, on January 1, 1929. During the time that Mr. Shepherd held the lease

And so the Asheville radio organization has developed over its four years of existence, entertaining its listeners with various diverting and amusing and educational programs, sponsoring any and every worthy cause that was civic in character and that needed the support of the station; and becoming a real asset in the community.

**SPECIAL PROGRAM**  
In celebration of its fourth birthday station WWNC, will devote the hour of 7:15 to 8:15 o'clock tonight to a special program. The program will be informal in character, and will include those artists that appear locally over the station.

Begins Fifth Year  
"And now as we begin our fifth year of service, said Mr. G. O. Shepherd, President of the Citizen Broadcasting Company and manager of the station, in speaking of the fourth birthday, "we are ambitious in our plans as to how to enlarge still further and to be of even greater service to our individual listeners and to the city and Western North Carolina. We, on this anniversary of our establishment, want to state very emphatically our faith in those basic and fundamental qualities, that go to make Western North Carolina unique, and that give it an advantage over many other sections of the country. Just now this community is suffering from a greater depression than it has ever known, but we feel a great optimism concerning the future and in regard to the city's powers to "come back," and to flourish and prosper as it has not done heretofore. If station WWNC can be of service in this rehabilitation it will be of that service. If we can have any part in the building of a bright future for the community we shall be glad to play that part. We have faith in Asheville and we have faith in the citizens of Asheville—as we will help in any and in all ways possible to make this city the city that we would all have it be."

the station's listeners first enjoyed a national program, namely the talk made by Alfred E. Smith, in accepting the Democratic nomination for President. This was broadcast on Aug. 22, by the National Broadcasting Company, in connection with the Presidential campaign of that year.

**Commercial Programs.**  
After purchase by the Citizen Broadcasting Company, Inc., the station began to secure the commercial programs that were sponsored by the various national advertisers, through the Columbia Broadcasting System. The first of these programs was the Majestic Hour, which was heard from 9 to 10 p. m. on Sundays and which was first heard over WWNC on January 6, 1929. Following this beginning, more and more

Mr. Shepherd went on to say, "We are now at the beginning of our fifth year, plans for the enlarging of our scope of activities, and for the further development of the station and of its service to this section of the country."

(Please Turn To Page Eight)

Broadcasting / WWNC - 17

# WWNC's Birthday Finds Station Hale And Hearty

MANY COME ON KOLSTE

WWNC-17

## First Year Of Operation Discloses Much Publicity Gained

**By JOHN TOPPING**  
A rich harvest of publicity and public interest has been gained for Asheville by radio station WWNC during the first year of the station's operation. During the week of February 13 to 25 the hotels, civic clubs and Chamber of Commerce are cooperating in the celebration of the first birthday anniversary of WWNC. As the year draws to a close, the radio plant has garnered for the city an amount of national interest far beyond the expectations of those in charge. That station WWNC is a very satisfactory publicity medium for Asheville, is indicated by the number of written responses received, and the large territory covered by these responses.

As a souvenir of the radio anniversary, the Chamber of Commerce is publishing an illustrated booklet which contains a condensed summary of the year's work with the radio station. This booklet will have a large circulation among radio fans throughout the country. Facts compiled and published in this booklet indicate that WWNC is one of the most successfully operated stations in the country.

The movement to establish the radio station in Asheville had its inception in the autumn of 1926. A committee consisting of Frank A. Barber, chairman, E. A. Jackson, Jr., and Frank L. Conder was appointed by the Chamber of Commerce, to purchase and erect a radio transmitter for the purpose of broadcasting programs in the interest of Asheville and Western North Carolina. After a thorough investigation this committee purchased from WSM of Nashville, Tennessee, a one thousand watt Western Electric transmitter which was erected on top of the Flat Iron Building. Towers and other equipment were added to complete the station.

WWNC after several weeks of experimental broadcasting went on the air with the first program on February 21, 1927. A number of prominent southern announcers and radio officials were present to take part in the initial broadcast. The results of the evening's broadcasting were very satisfactory, and the wide range reached by this program was a forecast of the vast territory which was to be reached by WWNC during the year.

**Altitude Seems To Help**  
The high altitude at which WWNC is located seems to aid in lengthening the distance which the station is heard. The technicians and officials of the station

States through programs mailed weekly by the Publicity Bureau of the Chamber of Commerce. Photos and articles appeared in the leading radio magazines of national circulation. All of this published material carried the name of Asheville and was therefore of direct advertising value to the city.

During the twelve months of broadcasting, thirty one orchestras, hundreds of singers in solo, group and chorus singing and many instrumentalists appeared on the programs given to the radio public by the station. The station management has inaugurated a series of programs by Chambers of Commerce from the various cities of Western North Carolina, by summer camps in this section and by schools in the western part of the state and in Tennessee.

Special programs have been sponsored by business firms, by institutions and by civic clubs. At present a series of industrial lectures are being given by leading officials of the industrial plants and engineering organizations of the Land of the Sky. These lectures are being broadcast to lay before the radio public the great industrial progress of Western North Carolina. The series impresses the average listener with the fact that the Land of the Sky is not only America's Greatest Playground, but is also an industrial section of growing importance.

The first wave length allotted to the station was 254.9 meters. Later the Federal Radio Commission gave WWNC a new channel, 1,010 kilocycles or 296.9 meters, a very much more desirable wave length. Federal Radio Officials have cooperated wherever possible with WWNC and have complimented the station officials often on the efficient management of the broadcasting plant.

The radio committee which established the station employed J. Dale Stenz, as director and chief announcer, and A. W. Shropshire as chief technician. The present committee having charge of radio activities for the Chamber of Commerce is composed of Carl B. Bamford, chairman, A. G. Barnett and L. B. Rogers.

## U. S. Telephones Now Linked With Belgium

LONDON (AP)—The rapid development of international telephony was further demonstrated in the extension of the service between Cuba, the United States, and Great Britain, to Brussels, Antwerp, Amsterdam and Rotterdam. With the radiophones as a link across the Atlantic, it will soon be possible for business men in America to talk to their clients in most of the capitals of western Europe and a large number of its

## Thirteen Great Words Will Be February

Works of no less than masters of musical composition to be heard in the Radio Hour of Fame to be broadcast by the Broadcasting System at 9:30 T. Wednesday night. (Washington's birthday is to be heard at this time) include the Kolster Radio Symphony Orchestra, Karolers, and soloists including contralto bass. The Kolster Radio will be heard in one instrument solo.

Motow, Schubert, Gounod, Bruch and Dombay among the great masters works will be heard at 10:30. The "Serenade" from the opera "Faust" is to be sung solo, while "Conna Pava?" (Known to them from the Thomas opera) is to be offered as a solo contralto. In both of the times the orchestra will furnish accompaniment.

Among the outstanding of this concert will be of the Ballet Suite from the mark opera "Queen of Sheba" first of which is "Dance Bayaderes," the second "Dance of the Almas," the "Veil Dance," and the four occasional March. The orchestra will render this

In concluding the program full ensemble will be heard Sextet from "Lucia de Moor."

The complete program follows:

1. Overture to "Stradella" (Kolster Radio Symphony Orchestra)
2. Connais-Tu le Pays? (est thou the land?) (Thamar) (Kolster Radio with Orchestra)
3. Ballet Music munda" Schubert Symphony Orchestra
4. The Angel's E Kolster Radio K
5. Polish Dance (Kolster Radio Symphony Orchestra)
6. Serenade from nod (Kolster Radio)
7. Badinage Herbert Radio Symphony Orchestra
8. Kammenol Ostrow, steln (Kolster Radio Public)
9. Gavotte, Gossec (Kolster Radio Symphony Orchestra)
10. Träumerei (Kolster Radio Chorus)

2/19/1928

radio plant has exceeded any amount of national interest far beyond the expectations of those in charge. That station WWNC is a very satisfactory publicity medium for Asheville, is indicated by the number of written responses received and the large territory covered by these responses.

As a souvenir of the radio anniversary, the Chamber of Commerce is publishing an illustrated booklet which contains a condensed summary of the year's work with the radio station. This booklet will have a large circulation among radio fans throughout the country. Facts compiled and published in this booklet indicate that WWNC is one of the most successfully operated stations in the country.

The movement to establish the radio station in Asheville had its inception in the autumn of 1926. A committee consisting of Frank A. Barber, chairman, B. A. Jackson, Jr., and Frank L. Conder was appointed by the Chamber of Commerce, to purchase and erect a radio transmitter for the purpose of broadcasting programs in the interest of Asheville and Western North Carolina. After a thorough investigation this committee purchased from WSM of Nashville, Tennessee, a one thousand watt Western Electric transmitter which was erected on top of the Flat Iron Building. Towers and other equipment were added to complete the station.

WWNC after several weeks of experimental broadcasting went on the air with the first program on February 21, 1927. A number of prominent southern announcers and radio officials were present to take part in the initial broadcast. The results of the evening's broadcasting were very satisfactory and the wide range reached by this program was a forecast of the vast territory which was to be reached by WWNC during the year.

**Altitude Seems To Help**  
The high altitude at which WWNC is located seems to aid in lengthening the distance which the station is heard. The technicians and officials of the station believe that the altitude of more than 2400 feet from which the programs are broadcast aids in the clearness with which the station is received at great distances. At the end of the year of broadcasting the station has been heard in all states of the Union, in most of the provinces of Canada, in Central America and the Canal Zone, in Cuba and by ships at sea. This is a range record that so far as is known, has not been equalled by any station of equal power.

Sixteen thousand written responses and many telephone calls were received as a result of the programs broadcast during the year. Publicity was gained for the station in the majority of the larger newspapers of the United

States. Summer camps in this section and by schools in the western part of the state and in Tennessee.

Special programs have been sponsored by business firms, by institutions and by civic clubs. At present a series of industrial lectures are being given by leading officials of the industrial plants and engineering organizations of the Land of the Sky. These lectures are being broadcast to lay before the radio public the great industrial progress of Western North Carolina. The series impresses the average listener with the fact that the Land of the Sky is not only America's Greatest Playground, but is also an industrial section of growing importance.

The first wave length allotted to the station was 254.9 meters. Later the Federal Radio Commission gave WWNC a new channel, 1,610 kilocycles or 296.8 meters, a very much more desirable wave length. Federal Radio Officials have cooperated wherever possible with WWNC and have complimented the station officials often on the efficient management of the broadcasting plant.

The radio committee which established the station employed J. Dale Stentz, as director and chief announcer, and A. W. Shropshire as chief technician. The present committee having charge of radio activities for the Chamber of Commerce is composed of Carl P. Bamford, chairman, A. G. Barnett and L. B. Rogers.

## U. S. Telephones Now Linked With Belgium

LONDON (AP)—The rapid development of international telephony was further demonstrated in the extension of the service between Cuba, the United States, and Great Britain, to Brussels, Antwerp, Amsterdam and Rotterdam.

With the radiophones as a link across the Atlantic, it will soon be possible for business men in America to talk to their clients in most of the capitals of western Europe and a large number of its industrial centers.

Great Britain is already in telephonic communication with eleven European countries, and it is possible to send and receive calls from small villages in this country to some of the most isolated places in many of them.

## License Evaders Are Nabbed By British

LONDON (AP)—More than 1,500 radio pirates were rounded up by the British police in 1927. Pirates that is radio users who have not paid the government license fee, are located by means of Post Office direction-finding vans.

Orchestra, Karolers, soloists including contrabass. The Kolster Trio will be heard in one in solo.

Flotow, Schubert, Gounod, Brahms and Donizetti among the great master works will be heard at the "Serenade" from opera "Kausi" is to be bass solo, while "Gounod's" "Knoeven" from the Thomas opera is to be offered as a solo. In both of these the orchestra will accompany.

Among the outstanding of this concert will be of the Ballet Suite from mark opera "Queen of Sheba" first of which is "Dan's Bayadere," the second "Dance of the Almas," "Veil Dance," and the occasional "March." The orchestra will render it.

In concluding the program full ensemble will be heard Sextet from "Lucia di Lammermoor."

The complete program follows:

1. Overture to "Stradella" (Kolster Radio Symphony Orchestra).
  2. Connais-Tu le Pays est thou the land? (Thomas) (Kolster Radio with Orchestra).
  3. Ballet "Musse from munde" Schubert (Kolster Symphony Orchestra).
  4. The Angel's Serenade (Kolster Radio Karolers).
  5. Polish Dance, S (Kolster Radio Symphony Orchestra).
  6. Serenade from "Faust" (Kolster Radio Bass).
  7. Badinage, Herbert (Radio Symphony Orchestra).
  8. Kammenol Ostrovstein (Kolster Radio Full).
  9. Gavotte, Gossec (Radio Symphony Orchestra).
  10. Præsumeral (Kolster Radio Cellists).
  11. Scotch Intermezzo (Kolster Radio Symphony Orchestra).
  12. Ballet Suite from "Queen of Sheba," Gounod Dance of the Bayaders, Dance of the Almas, Dance; 4. Procession (Kolster Radio Symphony Orchestra).
  13. Sextet from "Lucia Lammermoor," Donizetti (Radio Full Ensemble).
- Stations of the Coasting System which cast this feature are:  
 WOR, New York; WCAU, Philadelphia; Providence; WMAK, WJAS, Pittsburgh; WJLB, Detroit.

Radio is better with Battery Power