

WWNC FLASHES CITY'S GREETINGS OVER CONTINENT

Acknowledged Far And Wide; Still Serves As Aerial

WWNC, Asheville's new broadcasting station, metaphorically speaking had a bottle of champagne broken over her bow last night, and slid across the ether into the great American homes as easily and naturally as a Corinthian taking to water.

From London, Ont., to Waco, Tex., the messages came in greeting the newcomer on the air, and declaring that the reception was just as clear and fine as if the station had been no more than a single mile away.

The first far away place to acknowledge the dedicatory program which went on the air at 7 o'clock on the minute was Route No. 1, Marie, Mich., and from that moment until midnight the telegrams and phone calls came thick and fast.

"Moonshiner" Pays Respects
Some of them praised the program; others praised the reception; and others marvelled that they could hear so well so far away, but the high tide of the evening's first floods on the air came when from out of the mountains (or so it is assumed) came this phone call:

"The program's coming in fine. I'm using my copper still as an aerial."
And when pressed to tell where he was the mysterious gentleman just laughed an ironical laugh and said, "Somewhere in Western North Carolina." And then he vanished into the night, to his receiving set and his still, and the program leaped on into space.

Messages of congratulation came from Denver, Colo. from Houston, Tex., from New Orleans, from Portland, Maine. All of the cities on the Gulf Coast sent wires, with the exception of Mobile, and every city along the Atlantic coast from Portland to Miami declared that the program was clear, and fine.

J. V. Knight of London, Ont., won the prize of \$25 for the first message to come from the farthest point outside the United States.

SPECIAL STATE PRIZES for the first messages received were awarded to Griffin, Fla., Griffin, Ga., Birmingham, Ala., Vicksburg, Miss., New Orleans, Paris, Tenn., and Southport and Elizabeth City, N. C.

The formal dedication of the station was made at 8 o'clock when Frank Barber, chairman of the Chamber of Commerce said, "It gives me great pleasure to present Radio Station WWNC to the people of Asheville, to the people of Western North Carolina, and to radio listeners everywhere."

Cathoy Speaks For City
Mayor John H. Cathoy accepted the station on behalf of the people of Asheville. He said, "I accept for the people of Asheville the newest addition to the splendid equipment of a community that for years has specialized in the promotion of recreation and the production of entertainment of the highest order. I congratulate the Chamber of Commerce upon the accomplishment of another important item in Asheville's program of progress and for the citizens of Asheville offer the hope that Station WWNC will enjoy a long life of useful and successful service."
Following the Mayor, Carroll E. Rogers, president of the Federated Chambers of Commerce of Western North Carolina, accepted the station for the people of "The Land of the Sky." He said, "On behalf of the Federated Chambers

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of Commerce and of the people of the Western part of the State I wish to thank you for this splendid gift which you are tonight dedicating, not to your splendid city of Asheville alone, but to all of Western North Carolina—a gift which is so emblematic of your progressive spirit and civic intelligence and foresight.

"As a result of the accomplishment which tonight we celebrate, no longer need the hopes and ideals of Western North Carolina be inarticulate—the story of her natural beauties and her wonderful resources unknown to the rest of the world or limited in transmission to the speed of an express train for henceforth they can be shouted, as it were, from the mountain tops, so that all the world can hear."

Miller Tells Policies
A statement of the policies of the station was broadcast by F. Roger Miller, manager of the Chamber of Commerce, at 8 o'clock. He said: "In an effort to please the greatest number we will offer entertainments of various types, but nothing unworthy will be permitted or considered. Criticisms from those who are supporting this enterprise and constructive suggestions from all who are interested will receive our grateful attention."

The station was fortunate in having as a guest at the dedication Major W. Van Nostrand, supervisor of the Southeastern district for the United States Department of Commerce, who went on the air at 8:45 o'clock with this message: "It gives me a great deal of pleasure as a Federal supervisor of radio for the district in which the State of North Carolina is located to welcome WWNC on the air tonight."

"I extend to the Asheville Chamber of Commerce hearty congratulations upon the inaugural of this new radio service."

The Program
The entire program presented last night follows:

- 7-8—Dinner concert from George Vanderbilt hotel.
- 8-8:15 Presentation of WWNC by Frank Barber and acceptance by Mayor John H. Cathoy and Carroll E. Rogers.
- 8:15-8:45 Arthur Wehnige—popular piano numbers.
- 8:45-9:00 Male quartette—Messrs. Jones, Barnes, Jones and Hartick; J. Foster Barnes, baritone soloist.
- 9-9:15 Announcement of prizes and statement of policies by F. Roger Miller.
- 9:15-9:45 Hascom Laniar Lunford—"The Minstrel of the Appalachians."
- 9:45-10 Introduction of Major W. Van Nostrand, radio supervisor of Southeastern district.
- 10-12 WWNC orchestra, incidental solos by Mrs. Beth Roberts, soprano, George Hartick, baritone, and Horace Seely (chor).

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12 "Good-night."
One of the pleasing messages received last night came from the Hickory chamber of commerce as follows:

"Hickory extends its hearty congratulations for your wonderful achievement in establishing a high powered broadcasting station in Asheville. Hickory takes pride in assuring you that your accomplishments in bringing Asheville right into our daily life will prove a splendid link between our two communities."

These Sent Messages

Here is a list of the places in the United States from which messages were received: Asheville, (10); Wilmington, N. C., (2); Salisbury, N. C., (2); Atlanta, Ga., (20); Chicago, (5); Southport, N. C.; Miami, Fla., (3); Chattanooga, (6); Griffin, Ga., Greenville, S. C., Purvis, Miss., Jacksonville, Fla., Susan, Ga., Brevard, N. C., Biltmore Forest, Baltimore, Md., (2); Troy, Ga., West Point, Ga., Newnan, Ga., Niagara Falls, N. Y., Hopkinton, Ky., Canton, Ohio, Cordele, Ga., Charlottesville, Va., Lynn, Mass., Waynesville, N. C., Syracuse, N. Y., Cleveland, Tenn., (2), Columbia, S. C., Eufola, Ala., High Point, N. C., Birmingham, Ala., (2), Altoona, Penn., Dayton, Ohio, Lockport, N. Y., Washington, N. C., Kinston, N. C., Saluda, N. C., Charlotte, N. C., Washington, D. C., Lexington, N. C., Durham, N. C., Marshall, N. C., Washville, Tenn., Buffalo, N. Y., Jackson, Miss., Macon, Ga., Greenville, S. C., Griffin, Ga., Hot Springs, N. C., Odenton, Md., Philadelphia, Pa., Texas, Center Hill, Fla., Lancaster, Penn., Lynchburg, Va., Tampa, Fla., Springfield, Ill., Hammond, Ind., Orlando, Fla., Waco, Texas, Louisville, Ky., St. Petersburg, Fla., Roanoke, N. Y., New Bern, N. C., Jandt, Minn., Norfolk, Va., Morristown, Tenn., (3), Ocala, Fla., Kansas City, Denver, Colo., Oklahoma City, Okla., Austin, Texas, Brownsville, Texas, Houston Texas, Hamilton, Ont., London, Ont., Vicksburg, Miss., New Orleans, Paris, Tenn., Southport and Elizabeth City, N. C.

Note. The month of February, 1927 is missing from The Asheville Times mf.