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pledged the continued support of that organization and commented that the people of this section owe much to the efforts of WWNC. The entire staff of the station took part in the program along with the WWNC orchestra under the direction of the conductor, the Selvester quartet.

# Leaders Praise WWNC's Public Service Record

## New Quarters Of Radio Station Formally Dedicated

REYNOLDS, HOEY AND ELIAS SPEAK

## Affiliation With CBS And 12th Anniversary Also Celebrated

Recognition of the public service it has rendered in the past and wishes for continued success in the future were voiced by educational, governmental, religious and business leaders participating in the dedication of Radio Station WWNC's new studios and offices here last night.

In addition to formally opening its new quarters in the recently-completed Citizen-Times building on O. Henry avenue, the station celebrated its 12th anniversary and its affiliation with the Columbia Broadcasting system.

Among the speakers participating in the one hour and a half broadcast were Governor Clyde R. Hoey and Senator Robert R. Reynolds. Governor Hoey spoke from Raleigh.

### Visitors Inspect Plant

Hundreds of visitors inspected the station's new quarters, which are equipped with the most modern transmitting apparatus, and are the finest in the South in design and construction.

The Columbia Broadcasting system presented a half-hour program at 11 o'clock welcoming WWNC to its network. Descriptions of the local station's equipment were given and frequent mention was made of the scenic attractions of Western North Carolina, including the Great Smoky Mountains National park.

The scenery and climate were de-

scribed as ideal for a tourist resort, and in addition reference was made to the industry and agriculture of this region. The golf courses, lakes and fishing streams of Western North Carolina also were mentioned.

### History Of WWNC Given

Between selections by a 20-piece orchestra featuring Barry Wood and Doris Rhoades as soloists, a history of WWNC was given.

The broadcast was carried by all of the 117 stations affiliated with the CBS network. The program originated in the studios of Station WABC in New York city.

Don S. Elias, vice-president of the Asheville Citizen-Times company—owners and operators of the station—and executive director of WWNC, traced the history of the broadcasting unit since its establishment 12 years ago by the Asheville chamber of commerce.

After explaining that the chamber of commerce operated the station for 18 months, he said, "With the fine community spirit which has characterized the history of The Asheville Citizen, and believing that the station's continuance would mean a vast deal to the people of Western North Carolina, the newspaper purchased and took over the operation of WWNC. In view of the city's experience in operating the station, certainly no one would have asserted that a selfish commercial spirit prompted the owners to assume this additional community service. Frankness impels me to say that the station's operation has not been a particularly successful financial venture, but the continuance of its facilities has been a source of great satisfaction to the owners of Asheville's two newspapers.

"We have believed that a radio station was of great cultural and entertainment benefit to its thousands of listeners. We know that it daily relieves the monotony of rural life, that it comforts the shut-ins and stimulates a greater interest in the activities of this busy old world in which we are living."

Dr. Hoyt Blackwell, president of Mars Hill college, felicitated the management on the new studios, and

expressed the appreciation of schools and colleges for the educational and cultural contributions WWNC has made to Western North Carolina.

Twelve years ago, he said, the counties that make up this section were separate units, but today they have a unity of interests, a neigh-

borliness and a brotherhood created largely through this radio station.

Educational programs broadcast by WWNC, he said, have played no small part in making known the advantages of our schools and colleges. School and college enrollments have grown and homes in these sections have profited by these programs, he stated.

R. H. Latham, superintendent of Asheville city schools, also spoke of the information and entertainment the station has brought to students and teachers in the city school system. He brought greetings from these, and congratulated the station on its accomplishments.

### Speaks For Ministers

The Ministerial Association of Asheville and Buncombe County was represented by the Rev. Ray R. Fisher, pastor of St. Mark's Lutheran church here.

He expressed the appreciation of this group for the religious services the station has rendered Asheville and Western North Carolina. The radio, he said, is an instrument of more value and is more far reaching than can be visualized. The ministers are grateful for the many programs which have brought about a deepening of religious living in countless homes, he said, and for the equal opportunity given Jew, Catholic and Protestant for expression.

City Manager Pat M. Burdette praised the new building which houses The Citizen, The Times and

WWNC, and added that it was only fitting and proper that the dedication of this plant recently should be climaxed with the formal opening of the radio station.

"WWNC," he said, "proudly takes its place among the outstanding broadcasting stations of this country, and will furnish radio entertainment equal to that of metropolitan centers anywhere in the United States."

### Source Of Gratification

"This station," Governor Hoey said, "should be a source of gratification to the people of the whole state. Your equipment ranks with the best, and the best is none too good for the people of North Carolina."

The governor paid tribute to Mr. Elias and expressed his hearty good wishes for the future.

John Spicer, president of the Asheville Merchants association,

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pledged the continued support of that organization, and commented that the people of this section owe much to the efforts of WWNC. The station, he said, has supported the merchants in all of their endeavors to build Western North Carolina, and its expansion is encouraging to all.

Congratulations and good wishes were brought also by Harry G. Matthew, president of the chamber of commerce; Frank Barber, who was chairman of the radio committee of the chamber of commerce when the station was first established; and E. A. Jackson, former owner of WWNC's predecessor, Station WABC.

Dr. I. R. Wagner, manager of Oteen veterans hospital, expressed the appreciation of patients at that institution for the radio station's service. He explained physical conditions prevented good reception of many other stations, and that the radio was vital in building up the morale and keeping shut-ins in touch with the outside world.

### Interview Featured

Another feature of the dedicatory program was an interview between Bob Bingham and Frank Coxe, chair-

man of the chamber of commerce sports committee. Mr. Coxe explained the work the committee is doing and enumerated sports activities that have been scheduled for this spring and summer.

When the new auditorium is completed, he said, the committee plans to enlarge their program with boxing, basketball and indoor tennis.

Mrs. William C. Lyda, president of the Asheville council of Parent-Teacher associations, expressed the gratitude and appreciation of those organizations for the service WWNC has rendered in the field of education.

Senator Reynolds, who came here from Washington to take part in the ceremonies, said: "When the Columbia Broadcasting system proclaims to the world the addition of this newest outlet for its constructive and refreshing programs, it can also testify to the great public service and high purposes of WWNC. This is true because the owners and the members of its staff are civic minded, and are always alert to community needs and community demands."

### Opposes Park Fees

The senator deviated in his brief speech, to express vigorous opposition to regulations which would impose any kind of fees on visitors to the Great Smoky Mountains National park.

"In conclusion," he said, "let me again congratulate WWNC on its splendid facilities and great community service. May I express the hope that the linking of this section with the Columbia Broadcasting system will mean a new and greater outlet for informing people everywhere of the matchless beauty and climate of Western North Carolina."

The entire staff of the station took part in the program along with the WWNC orchestra under the direction of Clyde Spencer, the Sylvester quartet and chorus; Miss Margaret Byerly, James Mann, Mrs. Louis Lorick, vocalist; Bobby Davis, Emil Medicus, flutist and other staff artists.

Mayor Holmes Bryson, who was president of the chamber of commerce when WWNC was established, telegraphed the following greetings.

"Congratulations on the splendid success you have made with the broadcasting station. It is and has been a great asset to Asheville and Western North Carolina."