Station WWNC Observes Fourth Birthday Today

Growth Of Radio Shown In Record Of Service To Community

Four years ago today—on February 27, 1929, 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, it served strictly as a local broadcasting station, giving news concerning road conditions, weather reports and various musical programs during the evening hours, the station developed into one of the most popular of the North, including in its sixteen hours of continuous daily schedule of broadcasting, the programs of the Columbia Broadcasting System, a nation-wide network of entertainment, along with the usual local features sponsored by Asheville's merchants or by the radio station itself.

In August of 1929, the station was leased to 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, 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. 23, 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 4, 1930.

Following this beginning, more and more programs were added to the station's schedule, until it became not only a part of the national network, but a local station as well. The various programs included news, weather reports, sports, music, and children's shows, all of which were designed to appeal to the local audience.

Special Program.

In celebration of its fourth birthday station WWNC will devote the hour of 7 to 8 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.

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WWNC's Birthday Finds Station Hale And Hearty

First Year Of Operation Discloses Much Publicity Gained

By JOHN TOPPING

A rich harvest of publicity and public interest has been gained through the efforts of radio station WWNC during the first year of its operation. During the week of WWNC's birthday, civic clubs and Chamber of Commerce are cooperating in the celebration of the birthday. The radio station has gathered for the city, an amount of national interest, far beyond the expectations of those who started the station.

That station is WWNC, a very satisfactory public service medium for Asheville, is indicated by the number of responses it has received and the large number of requests covered by those responses.

As a souvenir of the radio efforts, the Chamber of Commerce is publishing an illustrated booklet containing a condensed account of the year's work. 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 summer of 1926. A committee consisting of Frank A. Barber, chairman, and Frank L. Conder was appointed by the Chamber of Commerce to purchase and erect a radio transmitting plant in the interest of Asheville and Western North Carolina. After a thorough investigation of this problem, an agreement was reached with MMW of Nashville, Tennessee, to turn over an unused Western Electric transmitter which was erected on top of Mabry Tower. Other equipment was added to complete the station.

WWNC, after several weeks of broadcasting went on the air with the first program on February 23, 1927. A number of prominent southern announcers and radio personalities were present at the initial broadcast. The results of the evening's broadcast were very satisfactory, and the program was a forecast of the vast territory which was to be reached by WWNC during the first year of operation.

Attitude Seems To Help

The high altitude at which WWNC is located seems to aid in lengthening the station's range which is extended by the technical abilities of the station's personnel.
U.S. Telephones Now Linked With Belgium

LONDON [PA]: The rapid development of international telephony was further demonstrated in the extension of the service between Cuba, the United States, Great Britain, Amsterdam and Rotterdam.

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

Great Britain is already in telephonic communication with several European countries and is now receiving 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 [PA]: More than 1,500 radio pirates were rounded up by the British police in 1937. Pirates is the radio users who have not acquired licenses and are not operating the stations in the manner prescribed by the Post Office direction-finding units.

As a souven of the radio anniversary, the Chamber of Commerce is publishing a booklet giving a complete summary of the year's work with the radio station. The station will have a large circulation among radio listeners throughout the country. The booklet indicates that WWNC is one of the most popular stations in the country.

At the Television Station, a committee of the Chamber of Commerce, consisting of Frank A. Barber, chairman, and Frank L. Conder, appointed by the Chamber of Commerce, to purchase and erect a radio transmitter for the station. The station is the interest of Asheville and Western North Carolina. After a thorough investigation, the station was purchased from WWN of Asheville and a new transmitter was erected on top of the Flat Iron Building. The station was added to the air circuit.

WWNC, after several weeks of experimental broadcasting, went on the air with the first program on February 21, 1937. Among the announcers and radio officials present to take part in the initial broadcast was the evening's host, who was very satisfied with the outcome.

Altitude Seems to Help

The high altitude at which WWNC is located seems to aid in lengthening the range of its transmission. The station is located at the top of a mountain which is some miles distant from the broadcasting site. Despite this, the signal is strong and clear and has not been equalled by any station of equal power.

Sixteen thousand residents of Asheville and its surrounding area have been listening to the station's programs. The station is now being advertised by the Chamber of Commerce as part of its campaign to encourage the use of radio.

Radio is better with Battery Power

Orchestra solos including clarinet quartet, songs by various artists, including a solo by a tenor solo and a baritone solo. Also, various orchestras will be featured in both of the concerts. The orchestra will be accompanied by the organist.

Among the outstanding features of the concert will be the performance of the orchestra's adaptation of 'Queen of the Air' and 'Dance of the Amazons' by Thomas H. Kotler with the orchestra of Mr. Konstantin C. Michalevsky.

The complete program will be:
1. Overture to 'Stradivari' (Kotler Radio Orchestra)
2. Italiano, 'La Paura' (Kotler Radio Orchestra)
3. Ballad, Music from 'Ben Hur' (Kotler Symphony Orchestra)
4. The Angels' Serenade, 'Dance of the Amazons' (Kotler Radio Orchestra)
5. Serenade, 'La Paura' (Kotler Radio Orchestra)
6. Dance, 'Queen of the Air' (Kotler Radio Orchestra)
7. Dance, 'Dance of the Amazons' (Kotler Radio Orchestra)
8. Serenade, 'La Paura' (Kotler Radio Orchestra)
9. Gavotte, 'Gavotte (Kotler Radio Orchestra)
10. Preussen (Kotler Radio Orchestra)
11. 'Preussen (Kotler Radio Orchestra)
12. Serenade, 'La Paura' (Kotler Radio Orchestra)
13. Serenade, 'La Paura' (Kotler Radio Orchestra)

Shakespeare's 'Othello', 'Macbeth', 'Julius Caesar', 'Richard III', and other plays will be presented by the WNC Players with music by the Kotler Radio Orchestra.