

THE COMMERCIAL APPEAL STATION

W M C

5000 WATTS
NBC — RED



MEMPHIS
TENNESSEE



JANUARY 20, 1923. 'WMC will be dedicated to the service of the people of the Mid-South.' C. P. J. Mooney, the late beloved editor of the Commercial Appeal spoke these words on the night of the first broadcast from the new radio station . . . WMC.

FEBRUARY 1, 1926. M. H. Aylesworth, was president of the great National Broadcasting Company in February of 1926 when WMC became an important link in that great chain.



Milestones of Progress

APRIL 26, 1937. Former President Herbert Hoover broadcast from WMC's studios on a coast-to-coast NBC network in an appeal for assistance to flood sufferers and to express the gratitude of the United States Government for WMC's activities during the flood.



Here you see the milestone in the progress of a great radio station. Beginning with its inception in 1923 until the present time, WMC has had an enviable record of service to the listening public of the Mid-South. Its days have been crowded with action as the new industry arose. From the days of the first feeble crystal set to the present-day ultra-powered receivers, WMC has always kept abreast of each and every modern radio development, alert to maintain and increase the prestige and popularity it has always enjoyed.



FEBRUARY 8, 1941. In February of this year, WMC took another step forward in its march of progress. New studios with modern equipment were dedicated in the Goodwyn Institute Building. Previously, WMC had enjoyed operation in this historic Memphis hotel . . . the Gayoso.

DOROTHY DWYER, Secretary. Swimming and ping-pong are the favorite activities in the life of Miss Dwyer. This 24-year-old miss is heard on the 'Novelty Revue' taking the part of a little boy. Having been with WMC since October of 1935, she considers radio a most fascinating industry.



DORIS ROGERS, Secretary. Doris Rogers files copy already heard on the air for future reference. Copy is kept on file for a year in compliance with regulations from the Federal Communications Commission.



DOROTHY SUDDUTH, Secretary in the program department. To her falls the duty of handling all scheduling from the traffic department.




ED FRASE, JR., Receptionist. Ed is the night receptionist at WMC. The son of one of the station's engineers, Ed is quite competent in answering your questions and seeing that your calls go to the proper person.



JACK MORTON, Mail Clerk. Handling WMC's huge daily volume of mail is enough to occupy Jack's full time. Hundreds of letters are received daily by WMC and each must be noted along with its mailing point so that WMC's engineers might figure the broadcasting radius of the station.



Administration



WILLIAM T. EDGE, JR., Continuity Writer. Undoubtedly his interest in the journalistic field led Bill Edge to seek a writing career. With three years of college training from Columbia University in New York, Bill plans to complete his education sometime in the near future and then continue in radio work.

CORNEILLE DAVIS, Receptionist and Secretary. Miss Davis is the newest addition to WMC's Staff. The charming voice you hear when you dial WMC belongs to this lovely Memphis Miss. Corneille dispenses tickets for the WMC audience features.



KATHERINE NELSON, Secretary. To Mrs. Nelson falls the responsibility of keeping the office of General Manager Slavick running smoothly. A native of Memphis, she is a veteran of the WMC staff, having been employed at the station since February 6, 1924 . . . 17 years.

MILDRED SWEETLAND MORELAND, Secretary. A native of Kansas and the wife of WMC's continuity head, Mildred Moreland has been associated with WMC since 1934. Previous to that time she enjoyed employment as secretary with several Memphis firms. Her first ambition was to be an opera star, but that has now given way to the desire to become a successful wife.





Engineers ... Radio's Forgotten Men

CLYDE BAKER
Chief Engineer

To keep abreast of present radio progress is the ambition of WMC's versatile chief engineer. His first ambition was medicine, but a mechanical inclination brought him into radio in 1923. He worked for the Federal Barge Line as radio operator on shipboard, and in October of 1929 he came to WMC. Clyde enjoys fishing, hunting and aviation. He is married and the proud father of a fine young son.

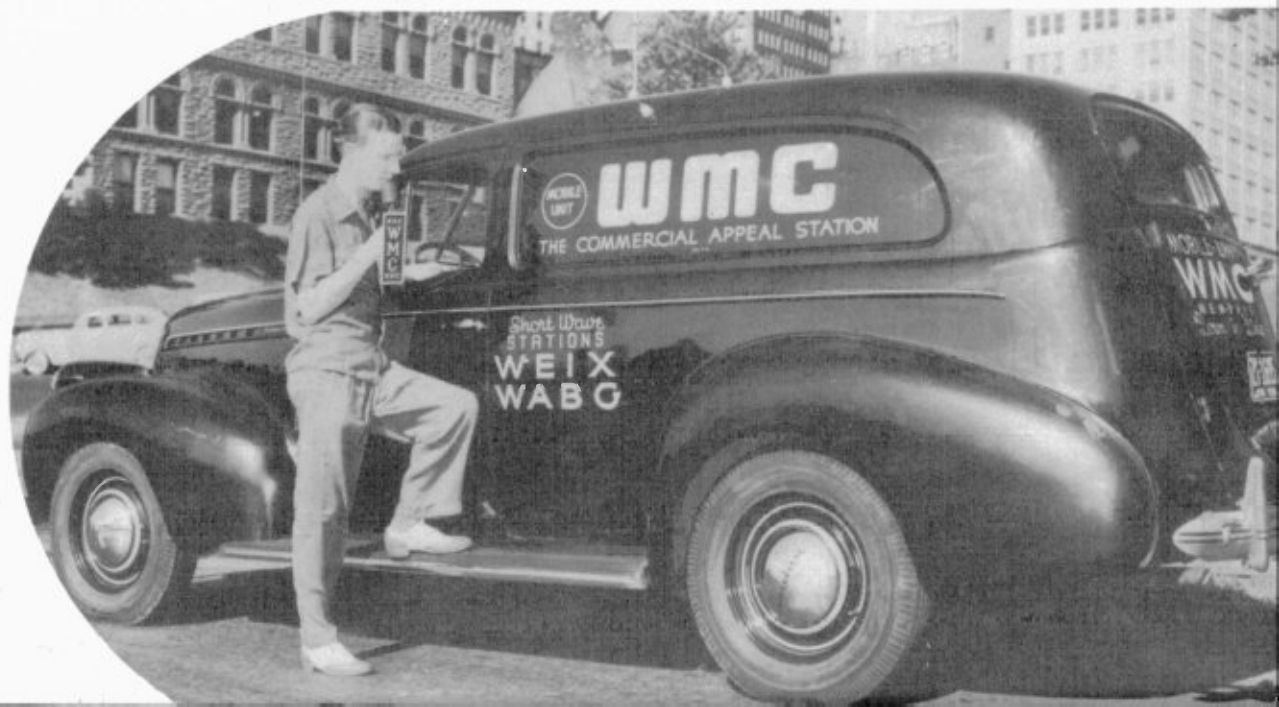


E. W. LOGAN and **LONDON COVINGTON**, engineers, check up on studio control equipment before the day's work starts. Any trouble is located and corrected before the station goes on the air.



W. MARSH, JR. and **H. W. ZIMMERMAN** are the capable hands that control the studio technical equipment while Olivia Browne is on the air with her program for the ladies. In the foreground can be seen the modern transcription equipment that assures a fine, even tone in records.

ED FRASE checks with the studio control before going on the air on a remote broadcast from WMC's modern mobile unit.



Representatives

FRED CARDER, Jr., has charge of publicising WMC's programs. The fact that he likes people and enjoys being around them is probably the compelling factor in his success as a publicist. An alumnus of the University of Oklahoma, he held a position with the Federal Government from 1937 until November 1938, when he joined WMC.



CLIFF GOODMAN, Salesman. A native of Missouri, Cliff has acquired a wide background of experience for the successful operation of his duties at WMC. In 1934 he was sales and commercial manager for the First National Television Co., later assuming the same position at WKZO in Kalamazoo. He considers radio sales the most important field in the fast-growing radio business. Cliff is happily married and the father of a very charming daughter. His present hobby consists of chicken raising.

JACK C. MERRILL, Salesman. Coming to WMC in September of 1937 from a position in the advertising department of The Commercial Appeal, Jack Merrill maintains an avid interest in radio work. He enjoys golf, swimming and badminton, and while in school acquired eleven athletic letters. Jack is one of those seldom sad fellows that it's always a real pleasure to know.





JOHN CLEGHORN

Program Manager

In charge of co-ordinating the various programs into a daily schedule, making your radio listening day bright, interesting and varied, is John Cleghorn. Having been employed at WMC since October of 1929, Mr. Cleghorn is well acquainted with the Memphis radio listening picture. He is heard on the "Young America Sings" program and many special features. Mr. Cleghorn's education includes a Bachelor of Arts degree.

WILLIAM H. FIELDING

Production Manager

Dramatics, painting and sculpture play a very important part in the life of Bill Fielding. And it is undoubtedly his love of things artistic that led him into the production side of radio. From 1934 until 1935, he worked for the United States Government as Director of Education to the F.E.R.A., coming to WMC in November of 1935. Bill is heard on the "Novelty Revue," "It's a Hit," and many other programs. He enjoys golf and bowling, is married and the father of two children.



HENRY W. SLAVICK

General Manager

Dating his interest in radio back to the age of 17, Henry Slavick has climbed the long path from an apprenticeship in the Merchant Marine communications division to the general managership of the Commercial Appeal station in Memphis. In 1924, he joined WMC as a control operator and by 1929 he had shown such ability as chief engineer that he was placed in charge of erecting WMC's new transmitting plant. In February, 1930, he was promoted to General Manager, and as manager of WMC, he has never stopped building. In 1936 he designed and supervised the building of a second transmitting plant, and in February of this year he completed the designing and construction supervision of the new WMC studios in the Goodwyn Institute Building. Mr. Slavick is quite active also in civic affairs, and for recreation he prefers swimming in his own pool at home and baseball. His three children and his charming wife are responsible in no small measure for Henry Slavick's success.



J. C. EGGLESTON

Commercial Manager

A wide background in the varied fields of advertising has given J. C. Eggleston a great deal of experience needed in the successful handling of his position as Commercial Manager for WMC. He was affiliated with The Commercial Appeal as early as 1929, later moving to the Branham Company as representative for newspaper advertising, then to the Atlanta Journal as a national advertising salesman. In 1935, Eggleston returned to The Commercial Appeal's advertising department, taking over his present duties at WMC the following year. J. C. Eggleston is married and the proud father of two fine sons (their photographs on table left).





To the Ladies

Fashions, Society and Home Economics are an important part of the everyday life to the average feminine listener. WMC presents programs featuring the latest trends in styles, activities of the various civic organizations and helpful hints on home planning. The charming ladies pictured on this page conduct a varied series of programs touching on every activity of interest to housewives. You'll enjoy and benefit by these programs.

OLIVIA BROWNE is Editor and Conductor of the "Women's Radio Journal," broadcast from WMC each afternoon Monday through Friday. A consistent performer in the Memphis Little Theatre Organization, Miss Browne has made an intensive study of what interesting women wear and do in this modern world. In addition to conducting the "Women's Radio Journal," Olivia is frequently heard as commentator on style shows in Memphis.

Very active in civic affairs and a member of the Memphis City Board of Education is **MRS. JULIUS GOODMAN**. She is heard quite often on WMC conducting her program for feminine listeners. Changing her versatile talents, she participates in the "Stumpus Court" program, heard weekly over the station. Here she is on the air with Program Manager John Cleghorn.

JULIA RIES has for her niche in the WMC family the instruction of women in how to be better and more charming housewives. On her program she gives helpful household hints . . . of great value to any feminine listener. An accomplished actress, Mrs. Ries appeared on several station productions in addition to Little Theatre.





ROSS GRAHAM, eminent baritone of the Cities' Service series, appeared before the WMC microphones in February of this year at our opening.



In rehearsal for the **'VOICE OF FIRE-STONE'** program, Richard Crooks, tenor, and Alfred Wallenstein, noted conductor, check the last few bars of a song for timing.



JEAN DICKENSON, appealing young soprano, is heard regularly on the 'American Album of Familiar Music'. Miss Dickenson made her Metropolitan debut last January singing the role of Philine in 'Mignon'.

Serious Music

In response to the demands of the ever-increasing numbers of serious music lovers, WMC presents a varied selection of local and network classical programs. Great symphony broadcasts . . . chamber music ensembles . . . gay musical comedies . . . all these are at the fingertips of WMC listeners.



ARTURO TOSCANINI conducts the world-famous NBC Symphony Orchestra in another of its weekly concerts.



PHIL SPITALNY conducts his all-girl orchestra gracefully through the strains of the 'Hour of Charm'.

for Jun

'**MUSIC WITH THE STRONG APPEAL**' is another musical treat brought you by NBC-WMC. Bob Strong and his orchestra are regular performers on Uncle Walter's Doghouse and College Humor.



FRED WARING'S program, currently featured over NBC-WMC, is adorned by the lovely charms and voices of Jane Wilson, Donna Day and Patsy Garrett.

It's the old professor himself, **KAY KYSER** . . . back to tease your brains with another quiz to test your musical knowledge. Kay Kyser's College is a regular feature heard over WMC.





HORACE HEIDT and his Musical Knights appear regularly over WMC on the 'Treasure Chest' program. This good-looking young Californian has one of the country's leading show bands.

BENNIE GOODMAN and his masterful clarinet bring a new kind of music to WMC listeners. Bennie's new band is heard quite often these days.

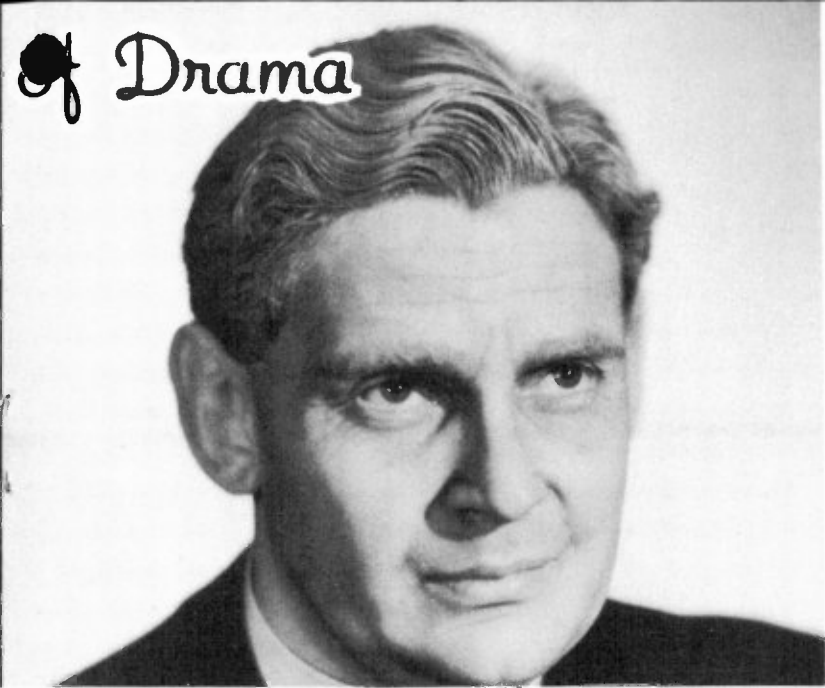


The magic piano fingers of **VINCENT LOPEZ** bring musical delight to WMC-NBC listeners.

Music

Our English friend, **RAY NOBLE**, and his distinguished orchestra are often guests of NBC-WMC . . . exclusively for your dancing pleasure.





Exponent of kindness and simple, heart-warming philosophy is **ARTHUR PETERSON** in his stellar role in the popular daytime serial 'Guiding Light'.



'VIC AND SADE' is the story of an average family in any average community. Pictured here are the leading characters in this popular NBC-WMC serial. (Left to right) Art Van Harvey (Vic), Billy Idleson (Rush) and Bernadine Flynn (Sade).



The cast for 'STELLA DALLAS' assembles before the NBC-WMC microphone bringing you the story of a valiant heroine and her fight against overwhelming odds for peace and security.

Another NBC-WMC current dramatic favorite is 'THE CAVALCADE OF AMERICA'. Here the cast is grouped around the microphone for the regular weekly presentation.





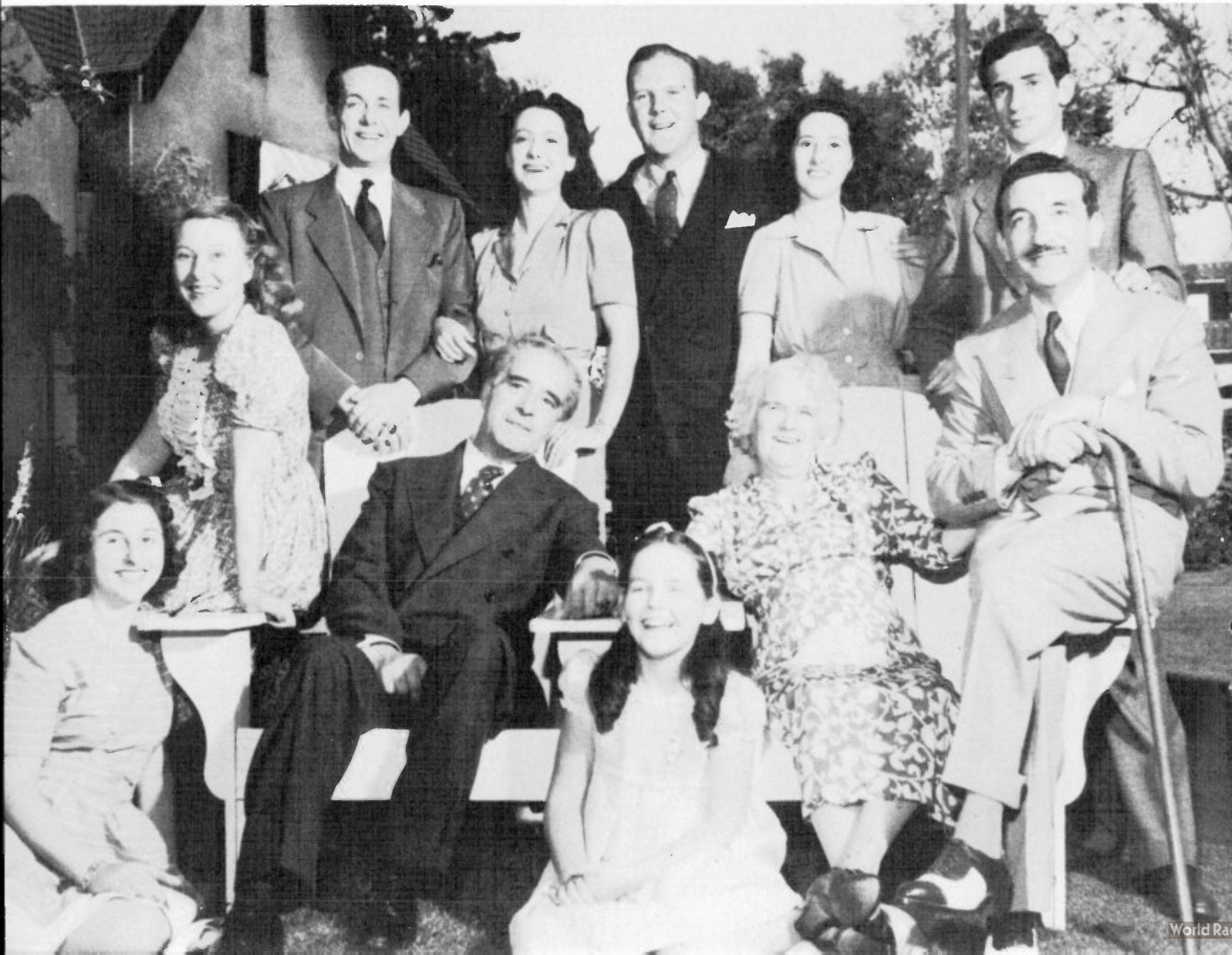
Your Favorites

JOAN BANKS is the lovely miss heard as Mary Foster on the 'Editor's Daughter' series.

LINDA CROCKETT in the serial 'Linda's First Love' is played by blue-eyed Arlene Blackburn.

LOVELY ANNE SEYMOUR is heard as Lucretia Tyler in the popular daytime serial 'Against The Storm'.

Perennial favorite is **'ONE MAN'S FAMILY'**. Here is pictured the entire family group. (Rear standing) Barton Yarborough (Clifford), Kathleen Wilson (Claudia), Walter Patterson (Captain Nicky), Bernice Berwin (Hazel), Page Gilman (Jack)... (Seated) . . . Winifred Wolfe (Teddy), Jean Rouverol (Betty), J. Anthony Smythe (Father Barbour), Mary Lou Harrington (Joan), Minetta Ellen (Mother), and Michael Raffetto (Paul).



Folk Music

It is the policy of WMC to bring its listeners as widely varied a set of programs every day as is humanly possible. There are those who like serious music; those who prefer the popular type; and still others who swear by our American folk music. Here on this page, we present a few of the artists appearing on WMC who specialize in bringing you the type of folk music you really like to hear.



Above—**THE GANG** climbs into its get-up and we're off on another jamboree of that real, old-time rhythm. Even the dog is obviously enjoying itself.



Left—Bob McKnight and his "**RANCH BOYS**," a regular feature of WMC, were recently heard by our listeners through the facilities of the National Broadcasting Company from Chicago.



Right—'**HAL BURNS' VARIETIES**' features the novel song styles of Tillie Thrasher and 'Jackie-Boy'. Roy Shield and Everett Mitchell, both of NBC, look on in amusement at the antics of this pair.



Left—**FOR A BIT OF CLOSE HARMONY**, there's nothing like a trio . . . and three of the boys from our ensemble put aside their instruments and give vent with their voices. It might be a quartette if the dog gets his chance.



Right—**GENE STEELE**, one of the most popular solo entertainers in the South, is a regular morning favorite over WMC.

WMC's Audience Participates

Through the medium of audience participation programs, the people of WMC are able to meet personally their many listeners and friends. Personal contact is important and WMC takes advantage of all its opportunities to get better acquainted with its friends throughout the entire broadcasting area.

Part of the audience that packs the Goodwyn Auditorium for the "It's a Hit" show and "Young America Sings."



Youthful voices raised in harmony forms the major portion of the pretentious production of 'Young America Sings'. All members of the juvenile choir must be under fifteen years of age . . . no other requirements are asked. Conducting the youthful organization is "UNCLE JOHN" CLEGHORN.



The 'IT'S A HIT' program takes to the air with Bill Fielding at the microphone. The two teams of contestants sit at each side of the stage waiting for their individual turn to try to answer some of the questions.



THIS IS WMC . . . MEMPHIS



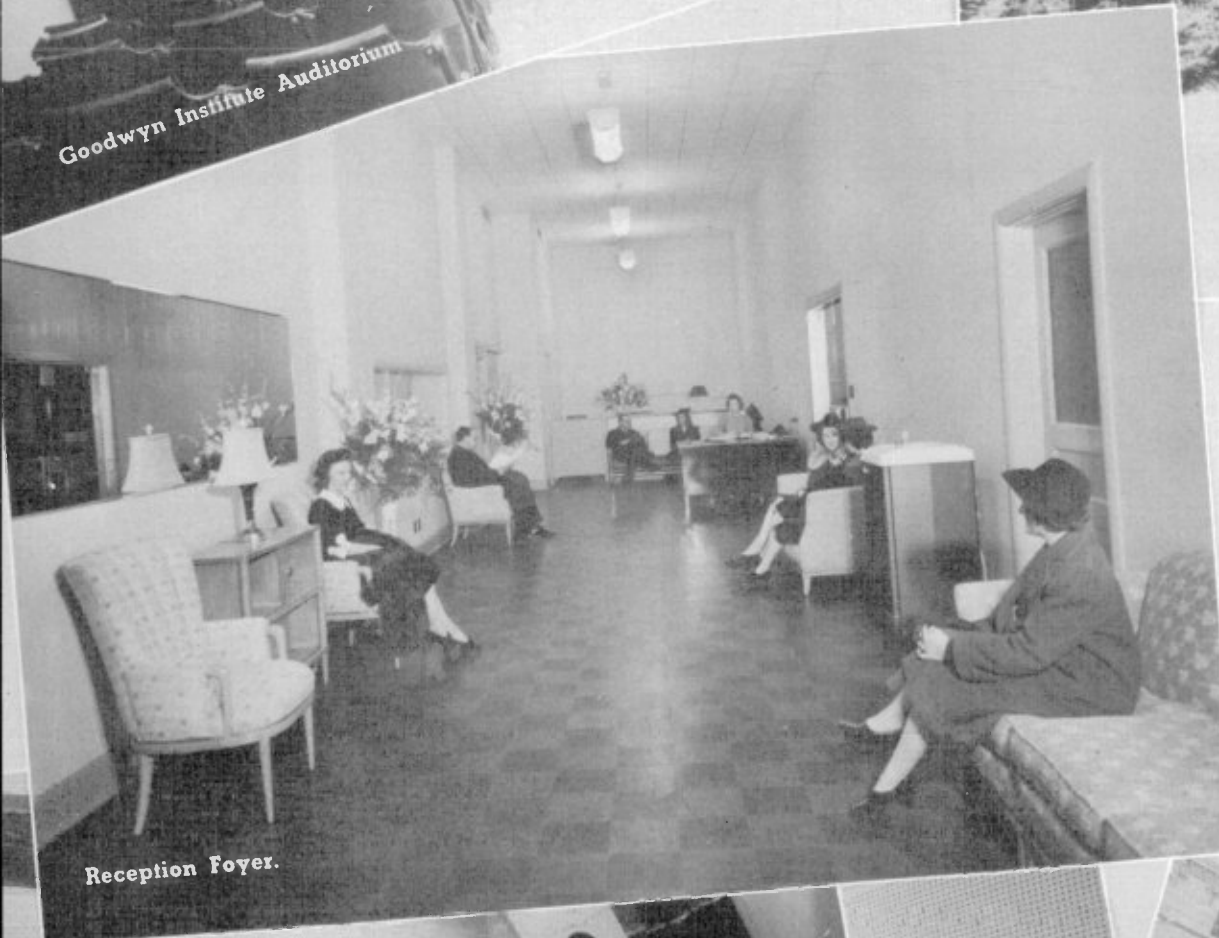
Goodwyn Institute Auditorium



Transmitter Building



Studio A.

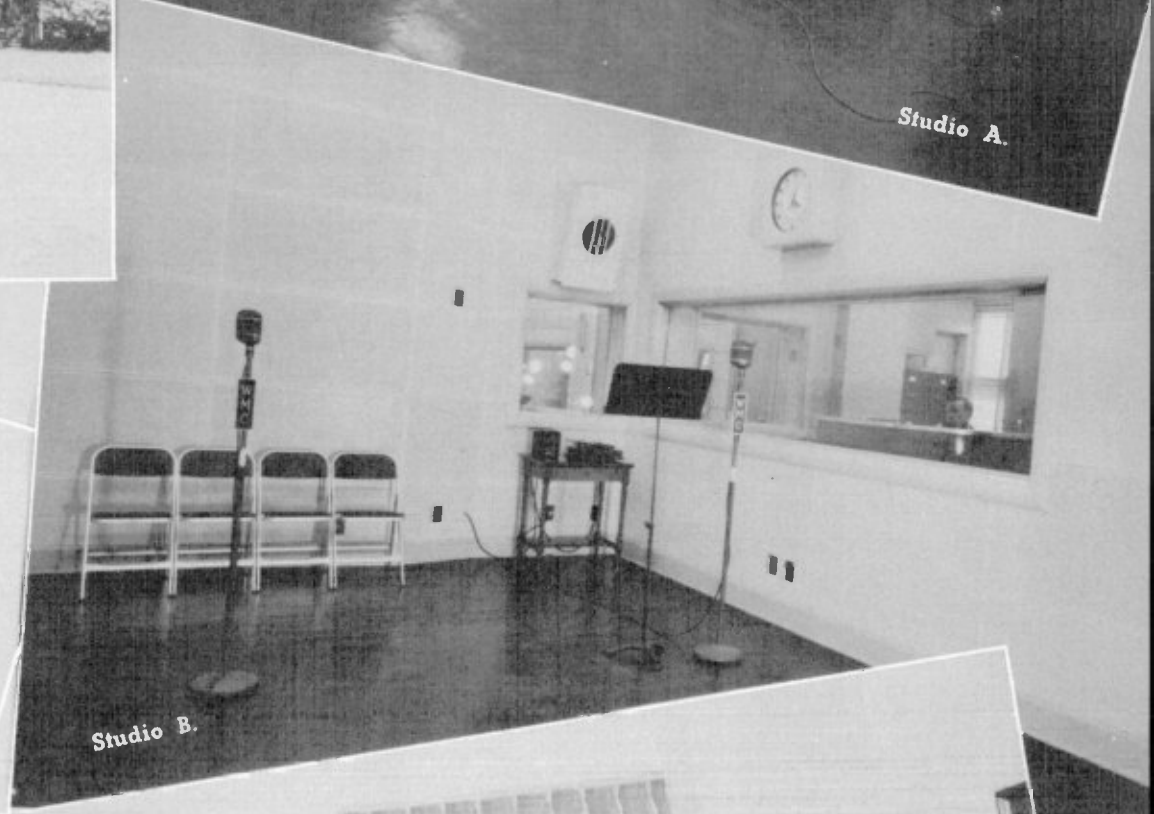


Reception Foyer.

We feel justly proud in presenting on these pages several views showing the modern setting of our station. Radio itself is probably the finest accomplishment of modern science and engineering . . . and consequently, its surroundings should bear out the modern motif. We moved into these offices and studios in February 1941. You, our listeners, will find a sincere welcome when you visit us here at the Goodwyn Institute Building.



Goodwyn Institute Building
World Radio History



Studio B.



Master Control Room.



Audition Room.

On The News Front

Unusual and extreme occurrences in all parts of the world make it imperative that we keep abreast of all the latest developments in the day's news. WMC, through the services of a world-wide press service with correspondents in all parts of the world, and through the far-reaching facilities of the National Broadcasting Company, is equipped to bring you the latest news as it occurs. Regular newscasts spaced strategically throughout the daily schedule bring you the newest happenings in the world, national and local news picture. Through the miracle that is modern radio, you are able to hear first hand from experienced reporters on-the-spot news from the various belligerent capitols throughout the world. Trained commentators interpret the news for you and outline its implications.

WMC's news service is under the direction of Allan Jackson, who sees to it that news of importance is relayed to you as soon as it occurs. Allan acquired much of his radio background at Station WLW in Cincinnati, Ohio where he was well-known.

In addition, WMC employs the services of local commentators who interpret the news picture for WMC's listeners. W. C. Teague of the Editorial Department of The Commercial Appeal, and Herbert S. Harper, esteemed Memphis lawyer, author and lecturer, are representatives of this division of the WMC news service . . . a service that strives constantly to keep its listeners better informed on news events as they occur.



ALLAN JACKSON, News Editor of WMC, is in charge of all news emanating from the station. His reports describe the very latest developments sent out over the air as they occur.



WALTER WINCHELL, Commentator. Winchell keeps his ear to the ground, broadcasts new and unusual facts . . . in addition to his own interpretations on the day's news.

BOB FIGUE, Sports Commentator. Heard Monday through Saturday on the nightly Sports Commentary and on the "Five Star Sports Quiz" show every Monday evening, Bob Figue has made a name for himself among Memphis listeners as a highly trained sports commentator. A native of Kentucky, he has held the position as Sports Editor for The Commercial Appeal and has been department manager for a sporting goods store. Although interested in all kinds of sports, golf holds the spotlight as his favorite. Bob is married and the proud father of two fine children. One son is on active duty at the present time with the United States Marines.

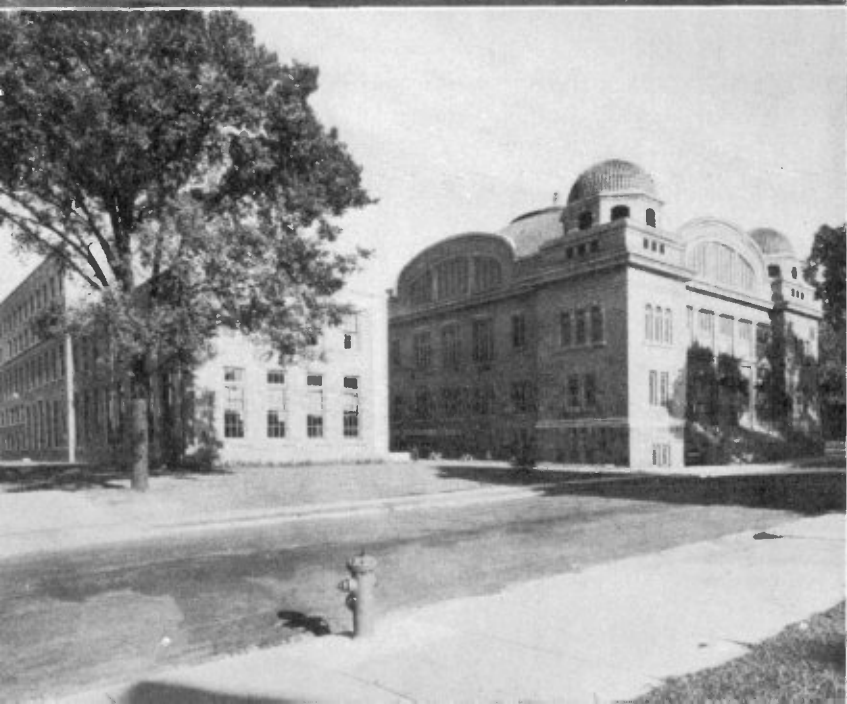




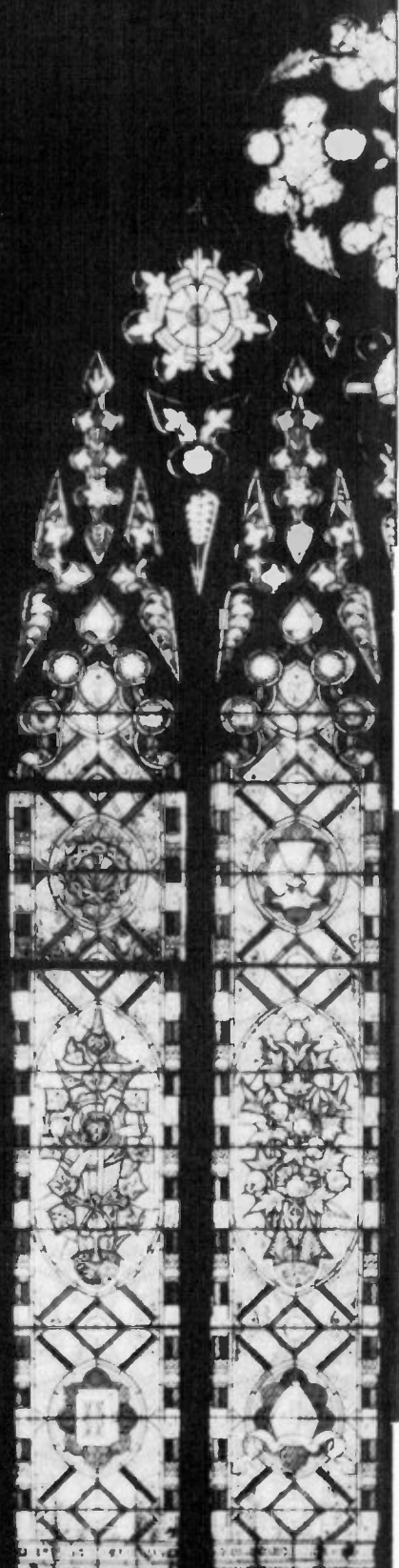
First Methodist Episcopal Church



First Presbyterian Church



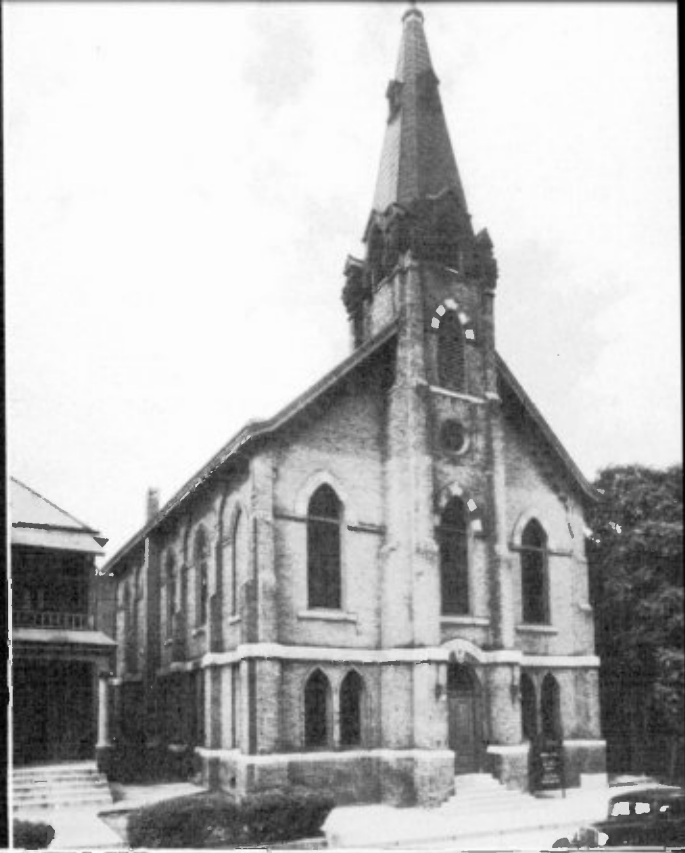
Bellevue Avenue Baptist Church



Reli

Through the facilities of WMC, listeners throughout the entire broadcasting area are offered the very finest in inspirational programs. Representatives of all denominations appear before our microphones to assure the widest possible expression of religious thought.

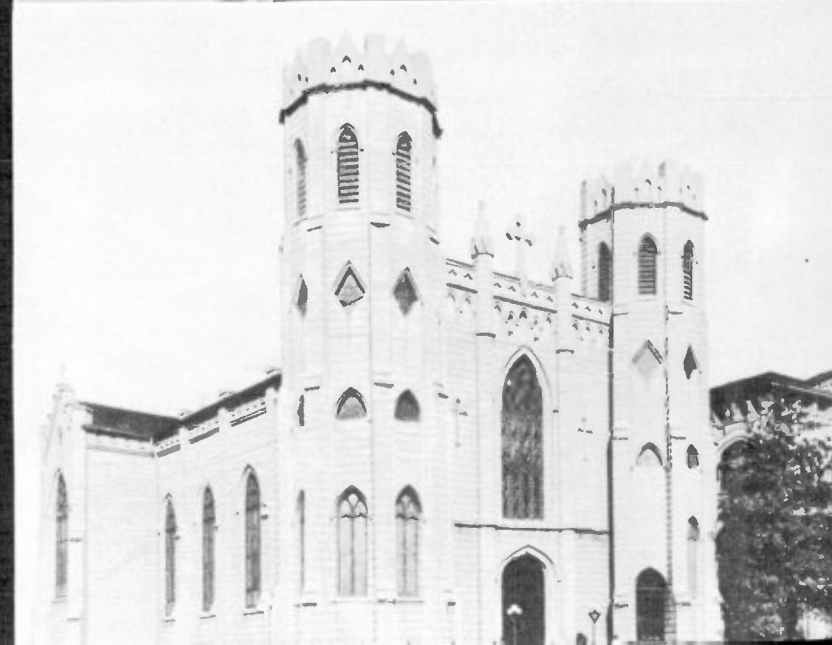
Trinity Lutheran Church



St. Mary's Episcopal Church



St. Peter's Church



gion

Pictured on this page are representative churches heard over WMC. The Sunday morning services are alternately broadcast from five different places of worship . . . in keeping with our policy of the widest possible expression of religious thought.



EDWARD F. BARRY, prominent Memphis attorney, spoke recently over WMC on the subject of Fire Prevention. Pictured here with Mr. Barry are two members of the Memphis Fire Department.



CAPTAIN FOWLER of the Memphis Traffic Division conducts the Safety Campaign program . . . enlightening pedestrians and motorists on the subject of traffic safety.



When WMC entered upon the Clean-Up Campaign recently, it aided in bringing crowds, like the one pictured here, to help, through a motive of civic pride, to clean up the streets of Memphis.

General Manager **HENRY SLAVICK** and **E. M. GREENSON** discuss possibilities for success in the Attic Radio Campaign.

Public Service and Education

WMC's record of public service is of national renown. The station won a national award for "Showmanagement" in 1939, and both before and since that time has striven successfully to render outstanding service in promoting worthy civic, cultural and agricultural enterprises throughout the Mid-South. WMC is definitely "your" station—yours to command in the advancement of every reputable group activity. The station keeps its complete broadcasting facilities—including short-wave portable transmitting equipment—busy bringing special event and feature programs. Thus we carry out our mission of operating in public service.

Another service to rural listeners by WMC is the Market Service Report delivered daily by **CLYDE C. McWHORTER**, of the United States Department of Agriculture.

To way-lay any possibilities for future unpreparedness in case of flood, WMC has been active in the organization of a crew of "ham" set operators to carry on the distress work. These volunteers are spaced strategically throughout the vicinity and each can control the communication for his own particular area.



GEORGE FAULDER, WMC announcer, is interviewing Forest Ranger Ivo Miller on the all-important topic of timber conservation. Ranger Miller's weekly talk is only one of the many important features of the Mid-South Farm and Home Hour, produced in WMC studios for the enlightenment, entertainment and progress of our rural listeners.

Past E. A. Y. M. C. President **JOE MARTIN** and incoming President **DAN COWLING** speak on the weekly program in the interests of the Eastern Arkansas Young Men's Clubs. This program is representative of WMC's policy of presenting to the public the activities of worthwhile organizations throughout its listening area.





The WMC remote unit was right on hand when two famous golfers visited Memphis. Earl Moreland (left) and Bill Fielding (holding mike) chat with Ralph Guldahl and Sam Snead (right) at the Memphis Country Club.



BILL FIELDING has a chat with 'Volney', huge African lion at the Memphis Zoo. Leo can't seem to make up his mind as to whether or not the microphone appeals to him. At any rate, he's sure to release a few roars for WMC listeners.



Lieutenant-General **BEN LEAR**, Commander of the Second Army, spoke at the WMC opening banquet in February of this year. The occasion was the dedication of the new studios.

Speaking to the farmers of the area through the facilities of WMC was Mr. **E. A. O'NEILL**, President of the Federal Farm Bureau.

JOHN CLEGHORN, Program Manager of WMC, enjoys a delightful chat with Miss Azema Flanagan, Airline Stewardess, in a recent broadcast from Memphis' beautiful airport.



Special Events

No matter where the news is being made or big events are breaking, you'll find WMC announcers and engineers on hand with their microphones and equipment. Typical are the pictures shown on these pages . . . pictures taken on the spot of big events happening in and around Memphis . . . events at which WMC was present to recount to you as they occurred. It is part of the duty of a radio station to keep the public informed of latest happenings in its broadcasting area. WMC has always fulfilled this duty, an example especially noteworthy, being its service during the flood in 1937 . . . and will continue in the future to bring you on-the-spot broadcasts of interesting events.



Above — Bill Fielding, Production Manager and Clyde Baker, Chief Engineer, were on the flood scene with the WMC portable short-wave equipment, bringing you a word picture of actual conditions.



Left — Dramatic and essential was the work of the volunteers during the 1937 flood. WMC kept microphones open at headquarters day and night during the time raging waters were devastating the countryside.

This is a picture of only one of the many Official Red Cross Emergency Stations operating during the flood. The engineer stayed on duty 24 hours daily . . . sending his appeals to similar operators throughout the country.

Another special feature carried over WMC to acquaint listeners with important happenings in and around Memphis was the competitive trials of the Ford Safe Drivers League.





The Great Profile matches glares with the Connecticut Yankee, as John Barrymore and Rudy Vallee continue to convulse listeners on their regular Thursday night program.



The 'Time to Smile' program means just what its name implies. Veteran laugh-getter Eddie Cantor and the Mad Russian, Bert Gordon, mix a bit of sparkling repartee for NBC-WMC listeners.



Above—The cue is given . . . the light goes on . . . and we're 'on the air' with another variety program designed for your listening pleasure from Studio A here in Memphis.

Below—The erudite regulars of the NBC-WMC feature 'Information Please' and their interlocutor assemble for their Friday night show. (Left to right) Oscar Levant, John Keiran, Clifton Fadiman and Franklyn P. Adams.





Frank Morgan gives out with a bit of novelty and levity much to the questionable amusement of Fannie (Baby Snooks) Brice and Announcer John Conte. The 'Good News' program is aired over NBC-WMC each Thursday evening.

Edgar Bergan and the precocious Charlie McCarthy appear before the NBC-WMC audience for a hilarious half-hour of comedy and fun.

Molly eagerly awaits her chance to foil the fable Fibber is foisting this time. This inimitable pair is going strong on the NBC-WMC series 'Fibber McGee and Molly'.





Variety Programs

Bob Burns' ear-denting 'bazooka' playing was the welcome note to Don Ameche when he recently became a new member of the 'Music Hall' cast. Connie Boswell was content with merely making a face.

The ad-libs tossed out on the NBC-WMC Bob Hope program didn't necessarily reflect the views of anyone concerned. Bing Crosby (right) was Bob's guest for this performance.

The comedy antics of Jack Benny and Mary Livingstone brighten the early Sunday evenings for NBC-WMC listeners.



This is Memphis

An aerial photograph of Memphis, Tennessee, showing a dense urban landscape with numerous skyscrapers and a large open area in the foreground. The title "This is Memphis" is written in a stylized, cursive font at the top of the image.

This book compiled and edited by Fred Carder, WMC, and S. Keith Jameson, Editor, National Radio Personalities, Inc. Photographs by the Poland Studios.

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The Novelty Revue



Here is a little insight into the workings of radio. A great many people wonder just how a radio program progresses in the various stages of its development. First, of course, the idea is formulated and discussed to determine the best possible handling. Next, the show is outlined and written. Then comes the rehearsal; and finally the finished production goes on the air. Each program must be carefully designed to fill a definite need, and still, it must please the listener. Pictorially we are presenting on this page the various steps in the working of the "Novelty Revue," presented three times weekly over WMC, one of the many programs designed for your listening pleasure.

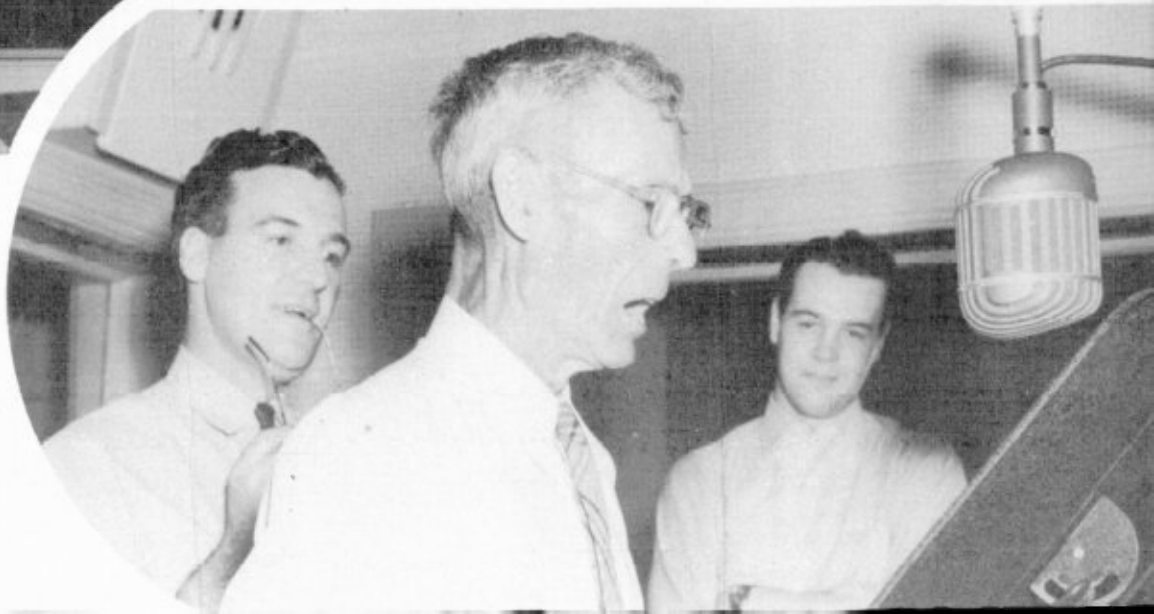
Above—The show is planned; the script is written. Here, Bill Fielding, Production Manager, and his staff gather for a production conference. (Left to right) Bill Fielding, Dorothy Dwyer, Len McEwen, Julia Ries and Tony Benander.

Right—Then comes rehearsal. The musicians go over their music in the rehearsal room . . . all levels are set and the program is timed.



Songstress **LUCILLE KEE** times and rehearses her vocal numbers before the show can go on the air.

And finally . . . they're 'on the air'. Bill Fielding and George Faulder, Announcer, listen to Parson Eef of his humorous philosophy . . . and another program is on its way.



Staff Musicians

LEONARD McEWEN, Musical Director. A fine musical background coupled with a wide experience in radio, affords the qualifications necessary for the successful fulfilment of Len's duties at WMC. He is an accomplished musician on the electric steel guitar, the standard guitar and the banjo. Listeners hear Len on the "Song Exam," and "Young America Sings." He is married and the father of two fine sons.



Here is pictured the ensembled musical staff of WMC. (Left to right) Leonard McEwen, Jerry McEwen, Katherine Benander, James Davenport and Vernon Beatty.



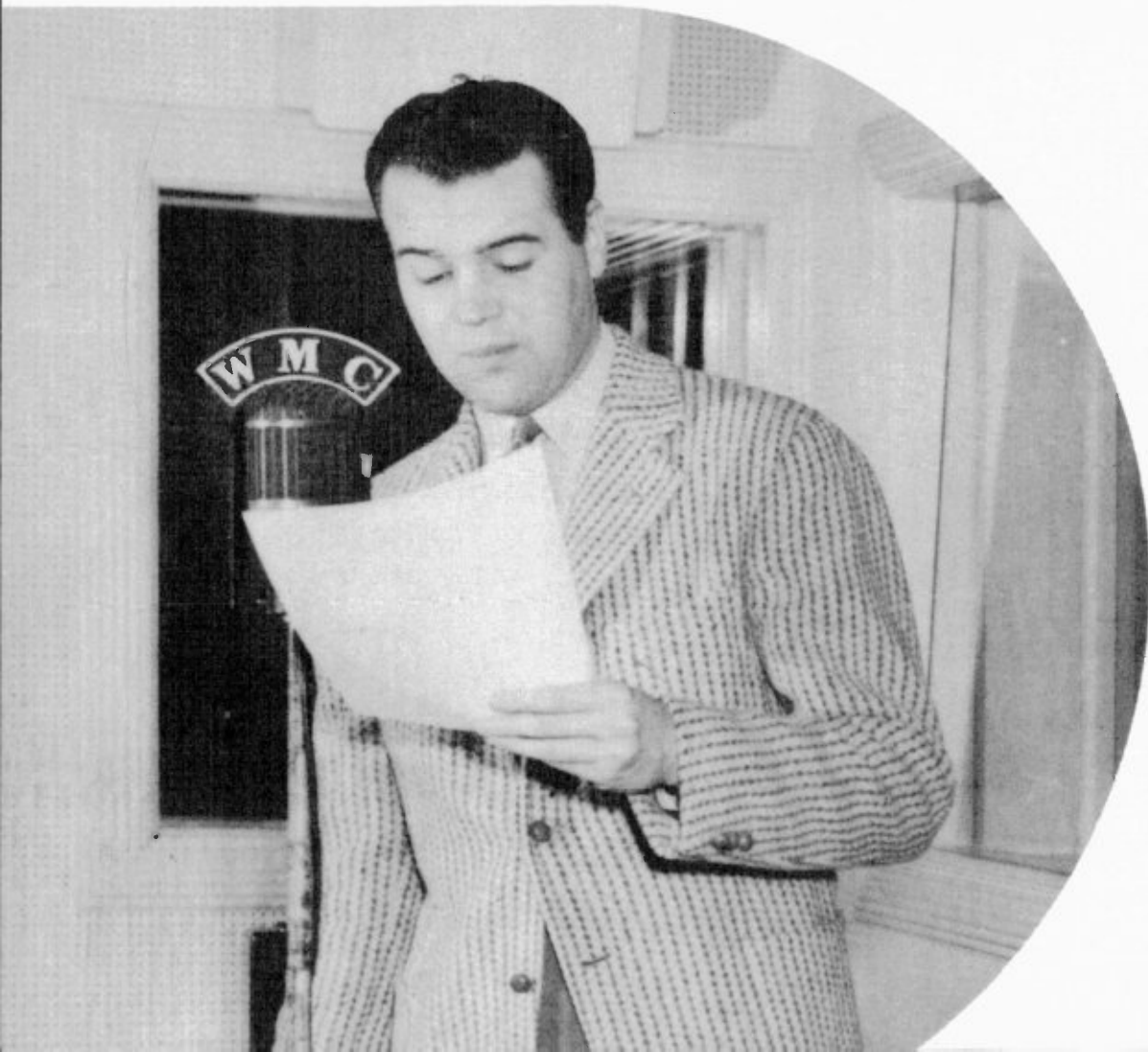
AUBREY GUY, Announcer. An enjoyment of amateur dramatics coupled with a fine musical knowledge led Aubrey Guy into the radio field as a medium of entertainment. Although his first ambition was medicine, caused by admiration for precision and cleanliness, radio at the present time holds his complete attention. He has been employed at WMC since 1939 and enjoys all kinds of major sports. A college graduate, Aubrey's current ambition is to do a good job at his present position with WMC.



EARL MORELAND, Chief Announcer and Head of Continuity. Coming to WMC in 1935, Earl has acquired a wide background of necessary training to handle his duties at WMC. He entered radio because he thought it offered him the greatest opportunity for success.

Men at the Microphone

WILSON NORTHCROSS, Announcer. Wilson came to WMC in February of this year and already has made himself a firm place. Undoubtedly, musical and dramatic experience played a great part in persuading him to enter radio work. Happily married, this 25-year-old announcer is heard on the "It's a Hit" program, and "Dance Jubilee" . . . besides the many other programs on his daily schedule.



GEORGE B. FAULDER, Jr., Announcer. Acquiring his education at the University of Michigan, George Faulder joined the WMC staff in March of this year. His father being a doctor, George's natural inclination was toward medicine. However, his interest in radio as a form of entertainment led him to forsake medicine for the radio industry. Listeners hear him on the "Novelty Revue," in addition to other programs on his daily schedule. George's present ambition is to gain practical experience for eventual entrance into the radio department of some advertising agency.

OWNED AND OPERATED BY
THE COMMERCIAL APPEAL
THE SOUTH'S GREATEST NEWSPAPER

