

W

Going Forward with Radio
as presented by:

M

C

Down in Dixie"
Memphis, Tennessee



The Commercial Appeal Station

Memphis, Tennessee

SHORT WAVE
W A S G
W E I X

Dear Friends:

This Album is dedicated to the radio listeners of Memphis and the Mid-South. We hope you will enjoy "Going Forward With Radio."

The field of Radio is still in its infancy. Some of its branches such as Radar, Television, etc., are still in the experimental stages, but their future is assured; a future equally as colorful and useful as today's Radio broadcasting.

Within these pages you will find pictures of some of the top performers in radio, both local and network. You will also find pictures of Memphis and some of its institutions, which we hope you will enjoy. You will find pictures of those of us at WMC who are continually working in an effort to bring you more enjoyable programs. We hope this Album will further personalize friendship between WMC and its listeners.

This year the Radio industry marks its twenty-fifth year of existence, and WMC is proud to have operated twenty-three of those twenty-five years. Any success that might have been attained by WMC is due, in a large measure, to you, the listeners, and we are most grateful for your continued support throughout the past twenty-three years.

You are always welcome at our downtown Studios, which are located in the Goodwyn Institute Building, at Third and Madison Streets. We hope you will visit us when you have an opportunity to do so. We want you to feel that WMC is your station, and the people working here are your friends.

Our goal is to continue to operate WMC in a way that we will merit your confidence and always deserve that same enthusiastic support and response that you have demonstrated toward us in the past twenty-three years.

Cordially yours,

H. W. Slavick

H. W. Slavick
Director and General Manager
Radio Station WMC

HWS:n

AFFILIATED WITH "THE SOUTH'S GREATEST NEWSPAPER"

Compliments of:

A Quarter of a Century of Broadcasting

in

America

The year 1946 marks the completion of the first 25 years of the American system of broadcasting. Radio was not, as you might say, "discovered" in 1920. Experiments had been going on for a number of years.

.. In 1920, however, radio ceased to be an experiment and became a permanent adjunct to life in America. How permanent and how much of an adjunct remained to be seen, but it was in 1920 that broadcasting as we know it today was born — with the realization that here was a great instrument of public service.

.. In 1922, two years later, radio advertising began, with the acceptance by station WEAJ, New York City, of commercial copy from the Queensboro Realty Company—and America may be everlastingly grateful that such a vital medium of mass communication gained early support from advertising, which insured its freedom and placed it alongside our free press as another guardian of the rights of people.

.. Today there are more than 900 broadcasting stations in the United States. There is scarcely a spot in the nation where one or more of them cannot be heard.

.. These broadcasting stations range in power from 250 to 50,000 watts. They operate on wave lengths ranging from 550 to 1600 on the dial. Obviously, some stations have to operate on the same wave lengths and either shield one another or operate on low power because 900 powerful stations could not be crowded into approximately 1,000 spaces on the dial. There would be wholesale confusion, with interference ruining every program on the air.

.. Radio engineering is responsible for the near flawless reception of radio programs today, with the radio dial crowded to capacity. Miracles have been performed which parallel the invention of radio itself.

.. Personnel in radio, although not great from the standpoint of numbers, has always presented a problem from the standpoint of training and natural talent. Approximately 25,000 people are employed in the broadcasting industry in America. Thousands more could be added by taking in those who are employed in the medium of radio, that is, producing shows for advertising agencies, making transcriptions for broadcast purposes, writing for radio, representing stations and otherwise earning a living from radio work.

.. Accessibility is one of the more obvious characteristics of radio. Once the initial investment has been made, the radio set is always there—in the home, family car, lunch room, hotel lobby and club car. It can be turned on with a flick of the wrist. It can be tuned from station to station with a twist.

.. The full significance of this ease of listening becomes evident when you realize that today more than 31,000,000 homes are radio-equipped—that radios are more widely used than almost any other commodity.

.. A generation or two ago, life was relatively simple—people understood what was going on in their communities, and some understood what was happening in the country as a whole. Beyond that, most people knew little and cared less.

.. But today, because of radio and other rapid means of communication, the world is crowding in. People are bombarded daily with information about what is occurring all over the world. Most people are interested in these events because they realize that, in the long run, they can affect life in their own communities.

.. Radio has come to mean more to them in recent years. They have a different conception of its mission in the world. They have heard it do terribly important things. It has taken them to inconceivable places, brought them voices and personalities who are changing the shape of the world.

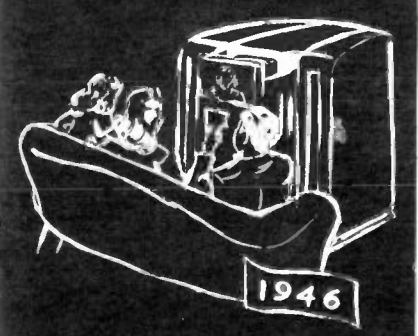
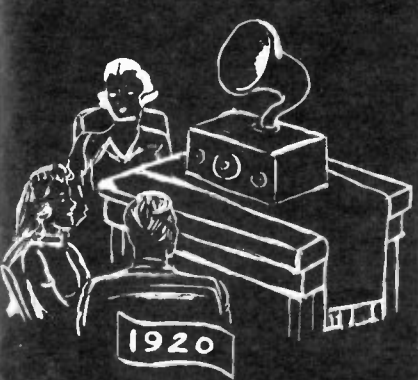
.. Assured of economic support by the free enterprise system of America and acclaimed by the public, radio will expand its service into many fields. New types of broadcasting—facsimile—television—all may flourish after the war.

.. The story of radio is the chronicle of American life and times during the past quarter century. Where radio has gone, what it has reported, the personalities and events it has brought to the people, are the popular history of a great American era. The re-enactment, and in many cases the actual rebroadcast of these stirring episodes will stand without equal as an appeal to the patriotism of all Americans.

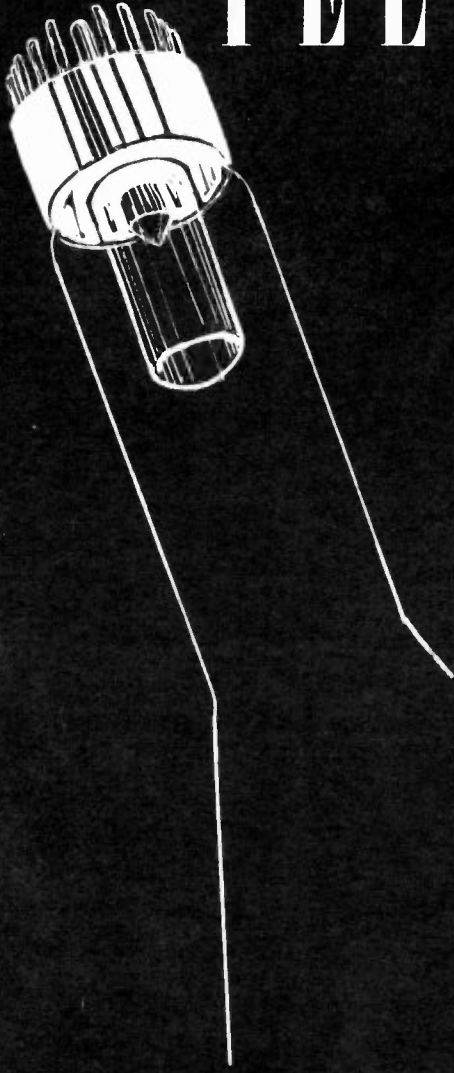
Excerpts from speech by

J. Harold Ryan,

former Pres. N.A.B.



TELEVISION



For more than 60 years scientists have been striving for means of seeing events remote from the observer. The scanning disc was invented by Paul Nipkow in 1884. The basis for all modern electronic television was described by Campbell Swinton in 1911, but it took years of work by Vladimir Zworykin before this system produced a picture. Dr. Zworykin invented the "Iconoscope" which became the 'eye' of television cameras.

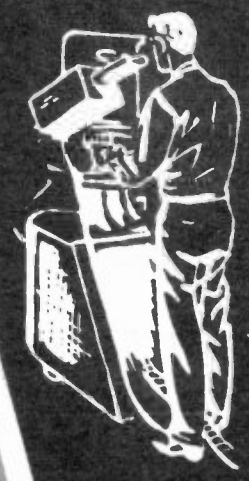
In the early 1920's, experiments by John Baird in England and C. Francis Jenkins in this country, brought successful transmission of low definition pictures. RCA erected a television transmitter in 1928 and on January 16, 1930 showed television pictures on a 6 foot screen, as transmitted from the studio.

The long awaited debut of television finally took place April 30, 1939 when President Franklin D. Roosevelt's speech opening the New York Worlds Fair was telecast.

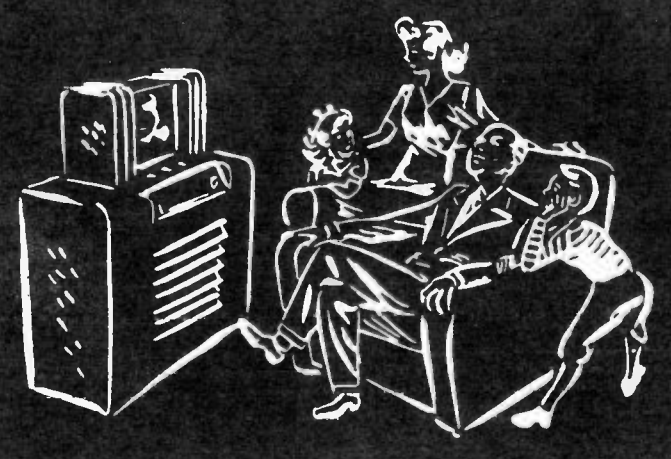
Today there are 9 television stations in operation, and the FCC has applications for permission to construct 140 others. On the East Coast, approximately 10,000 television receiving sets are now in use.



IT GOES IN HERE



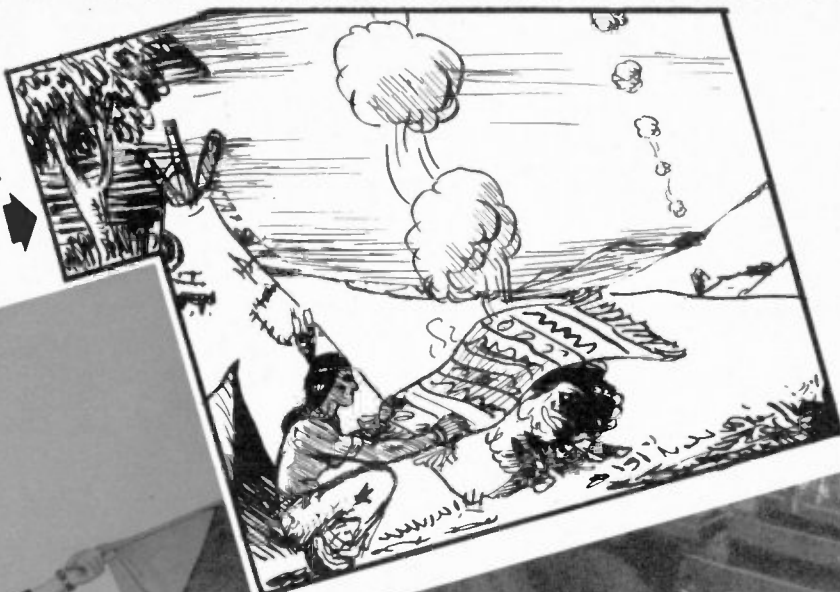
AND COMES OUT HERE



"Transition in Communication"

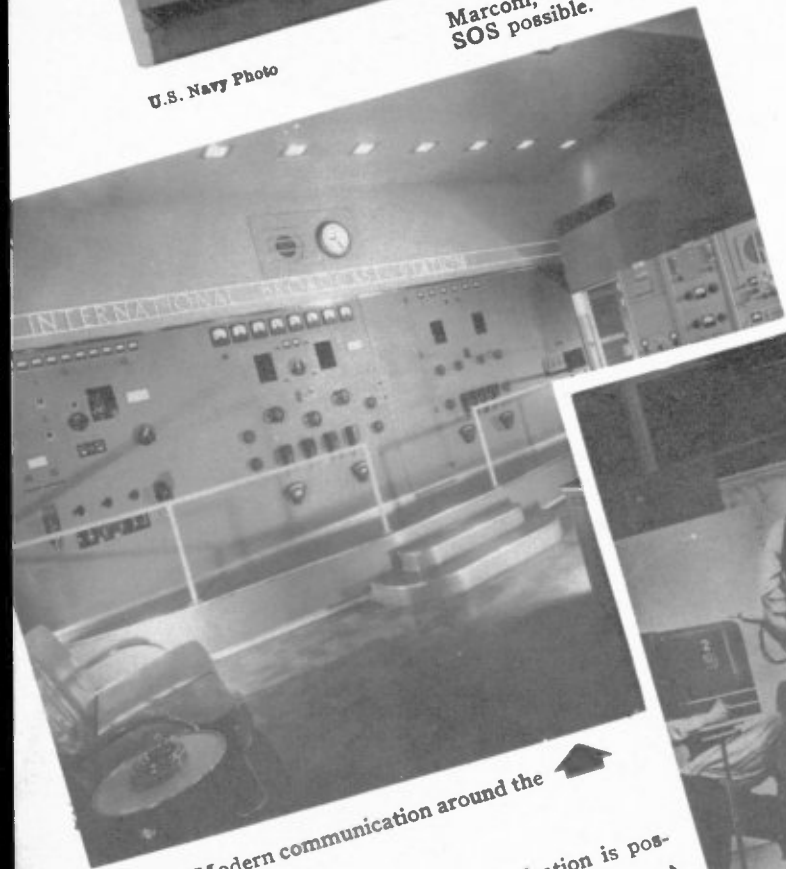
The earliest form of communication:

Sailors wig-wagging with semaphore signaling.



U.S. Navy Photo

Marconi, the man that made the SOS possible.



Modern communication around the globe.

Now sight communication is possible with Television.



Serving

Constantly striving to produce programs of finer and more discriminating types for a fuller radio listening audience, Radio Station WMC, Memphis, is always on the alert for the latest in electronic engineering developments that they may better augment public services and take their place as directors of public thought. All departments—engineering, programming, and executive, have but one goal in view . . . to more efficiently bring the finest programs to the greatest possible listening audience for the entire period of the broadcasting day.

WMC's tower (to the right) is 611 feet tall.





WMC Staff



Traffic Manager **DOROTHY SUDDUTH** has been with the station since the middle of 1938. She is in charge of the scheduling of all programming traffic.

Newest member of the WMC staff is **SUE CLEVELAND**, secretary to the program manager. **MRS. EARL MORELAND** (right) is secretary to the commercial manager, and has been with WMC for 12 years. In the circle is **JEAN EVANS**, who is in charge of the mail received by WMC. She is also vocalist with the station's musical staff.



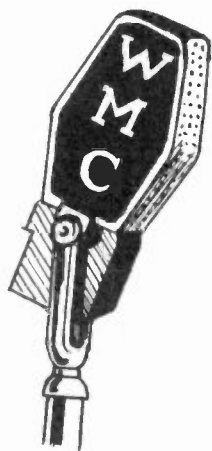
In conference over a new sales program are WMC salesmen, **JOHN C. MERRILL**, **ERLE J. CUTRER** and **FRED CARDER, JR.**

KATHERINE NELSON, secretary to the general manager. "Miss Kitty" has been with WMC for 22 of its 23 years.



HENRY W. SLAVICK, General Manager of WMC, has been heart and soul in the field of radio since he was seventeen. Starting out as an apprentice in the communications division of the Merchant Marine, he joined WMC in 1924 and rapidly through many positions of responsibility, rose to General Manager in 1930. The many engineering advancements of The Commercial Appeal station are largely due to Mr. Slavick's efforts, as is the design and modern construction of the studios in the Goodwyn Institute Building. Aside from his life in radio, Henry Slavick is very active in civic affairs, has a love for swimming and baseball and claims that his wife and three children are responsible in no small measure for his success.

Commercial Manager J. C. EGGLESTON is a man of broad and varied background in contacting the public. He was with the Branham Company from 1929 to 1934 as newspaper advertising representative, then joined the staff of the Atlanta Journal in the field of National advertising. In 1935 Joe Eggleston came to The Commercial Appeal and the following year joined WMC, assuming his present duties. He is married and has two sons.



Commercial Manager



Program Director

JOHN H. CLEGHORN, Program Director of WMC, has been with the station since 1929. He is a graduate of the University of the South, Sewanee where he received his Bachelor of Arts degree. John is only recently discharged from the navy where he was Executive Officer of an attack transport. He is married, has two children, and his hobbies include singing and household puttering.

Entertainment . . . WMC - NBC

CRISO.



Marion and Jim Jordan . . .
the beloved FIBBER Mc-
GEE AND MOLLY.

mf

TRUTH OR CONSE-
QUENCES visits Memphis.



Lovely Dinah Shore heard on
her own program, DINAH
SHORE'S OPEN HOUSE.

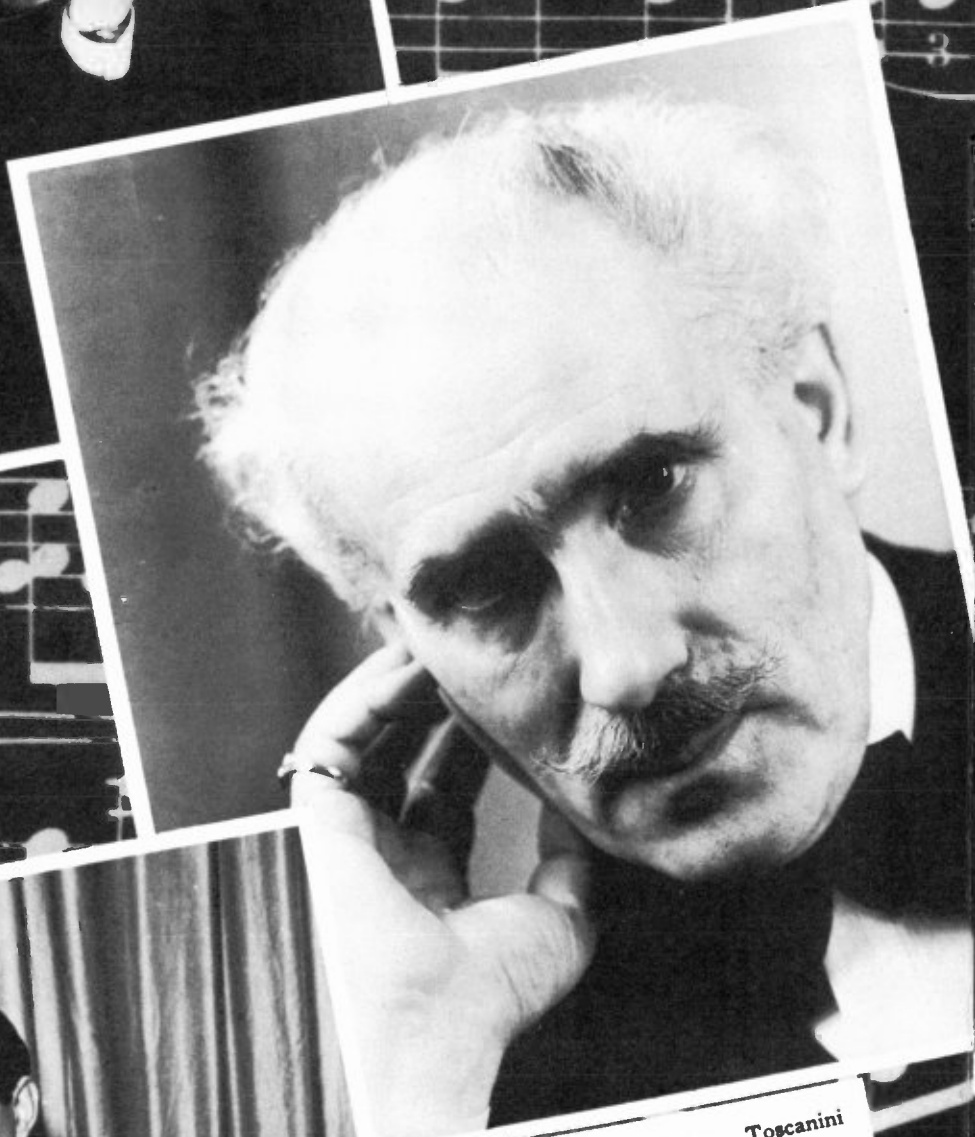


Memphis
in Dixie!!

The Cream of Network



Roy Acuff, star of GRAND OLE OPRY.



Conductor Arturo Toscanini of the NBC Symphony.

Comics Hope and Colonna heard on the BOB HOPE SHOW.



Over WMC,
Down

Local Programs for Your



"Gene Steele" on a program of his own name is heard daily at 8:30 a.m.

"Stumpus Court," a request for information type program ... every Friday night at 6:30.



Vocalist LEE BARRY on WMC Tuesday and Thursday at 9:15 on "Melody Lane."



Music by the "Variety Gang" Monday through Friday at 12:15 p.m.

The "Dixie Four," every day over WMC facilities.



Enjoyment via WMC



"In The Groove" featuring emcee Aubrey Guy, Monday through Friday at 5:15 p.m.

Every Saturday brings "Young America Sings" broadcast from The WMC auditorium at 1:00 p.m.



Another favorite on WMC is OLIVIA BROWNE's "Memphis, Today and Tomorrow." Monday through Saturday at 8:15 p.m.

Bob McKnight's "Ranch Boys" are heard at 7:30 a.m. on WMC, Monday, Wednesday and Friday.



Rounding out the list of WMC favorites is "Slim Rhodes and His Mountaineers." WMC, 11:30 a.m., Monday through Friday.

Sports, Special

WMC



WMC's CHARLEY SULLIVAN broadcasts one of the local football games. For the past two seasons, Charley has been giving listeners a microphone-side-seat on programs covering all of the games of outstanding schools of the south and the Southeastern conference for Coca Cola.

For sports in the national eye, WMC brings forth NBC'S veteran sportscaster Bill Stern.



Engineer JOE H. GRESHAM makes ready for a "remot" broadcast from the WMC "Mobile Unit."



W. E. FRASE holds the new WMC wire recorder while WALTER (Bull) DURHAM, WMC Farm Director, and Commissioner O. B. Ellis record a special program from the Shelby County Penal Farm. Mr. Durham is also the director of The Commercial Appeal's "Plant to Prosper."

Events, and News

NBC

ROBERT L. PIGUE, chief of the WMC news department, was formerly sports commentator for the station. Bob is married and has two children . . . one son is a captain in the Marines.



"Kaltenborn Edits the News" is a regular evening feature on WMC.



Another commentator of national renown to be heard over the joint WMC-NBC facilities is John W. Vandercook.



WMC's own news analyst and commentator is **W. C. TEAGUE**. "Parson," as he is known, is a graduate of Vanderbilt, is a noted local "emcee," an editorial writer for The Commercial Appeal, and appears on WMC as news analyst and with "Stumpus Court" as one of the experts.

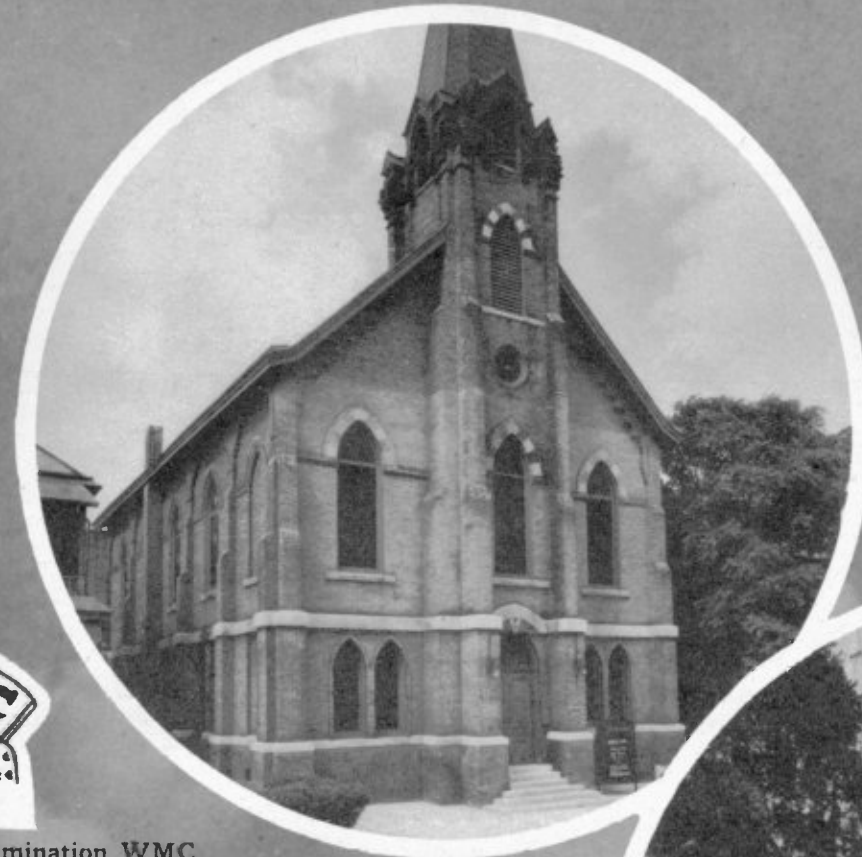
... (UPI) -- A YOUNG RAF DEMOLITION EXPERT FLIRTED
 BOTTOM OF A 30-FOOT SLIME PIT IN LONDON'S ST. JAMES
 FOR THE FUSE OF A LIVE, 1,100-POUND GERMAN BOMB
 KINGHAM PALACE AND THE BING MEETING PLACE IN CENTRAL
 BALANCE AND
 POLICE HAVE ANNOUNCED T
 TOWNY BATTLESHIP, GRAP
 AT VILLA CONDALINI IN
 BY ITS OWN CREW OFF MONTPELIER
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Among the Memphis Churches

First Methodist Church



Trinity Lutheran Church



Without denominational discrimination WMC offers programs from all churches to their listeners. In keeping with the policy of broadcasting the widest possible expression of religious and inspirational thought, Sunday morning worship services are alternated among five different churches of the city. In addition to the Sunday programs, many week-day programs and programs of special interest bring the representatives of all faiths to the WMC microphone.

First Presbyterian Church



St. Mary's Episcopal Church



Bellevue Baptist Church



St. Peter's Church



Music and Continuity



W. T. EDGE, JR., continuity writer, confers with ELEANOR FITZHUGH, music librarian, musical and program checker.



In the continuity department HARRY ELDRÉD checks over the material for a show with staff writers JOSEPHINE MCKINNON (center) and KITTY McCULLOCH. Jo is a graduate of the U. of Tennessee and attended Columbia U. and Southwestern. Kitty has an A.B. from Southwestern and attended Memphis State.



The studio orchestra heard at noon daily is under the direction of NOEL GILBERT, (in circle) concert master for the Memphis Symphony. Other members (left to right) JEAN EVANS, vocalist; OWEN ELKINS, violin; BOB HORSLEY, pianist; OZZIE BLOMBERG, violin; BOB VUNKANNON, clarinet; JILL BISHOP, organist; VINCENT de FRANK, cellist; and CHARLES VUNKANNON, bass viol.

In the "Mike" Department



Announcer **WILLIAM R. BRAZZIL** is a native of the lone star state... Fort Worth. Bill, just released from the AAF as navigator, appears on many WMC programs.



AUBREY E. GUY, JR. is a graduate of Memphis State College. Aubrey is emcee for the ever popular "platter" show, "In the Groove."



Another of the "men behind the mike" is WMC's **CHARLES B. SULLIVAN**. "Charley" as he is known to listeners, is heard on many regular programs, special events shows and dance "remotes."

Just released from duty with the navy is **WILSON J. NORTHROSS, JR.** of the WMC staff. He is a baritone soloist, is married, and for sports he'll take tennis.

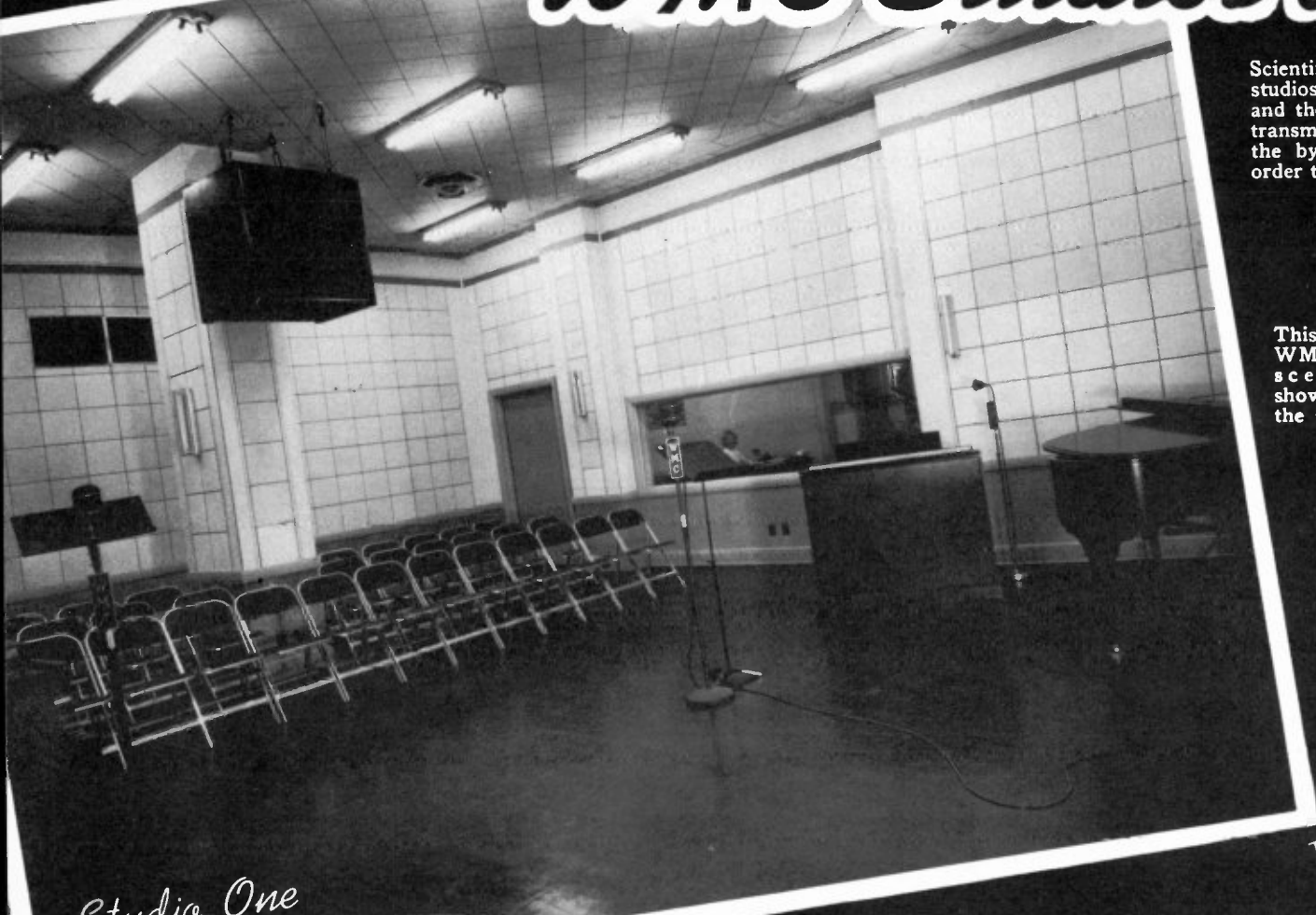
FRANKLIN MELTON, a native son, was formerly with **KWKH** at Shreveport. He is heard with "Gene Steele," "Slim Rhodes" and handles newscasts.



WMC Studios and

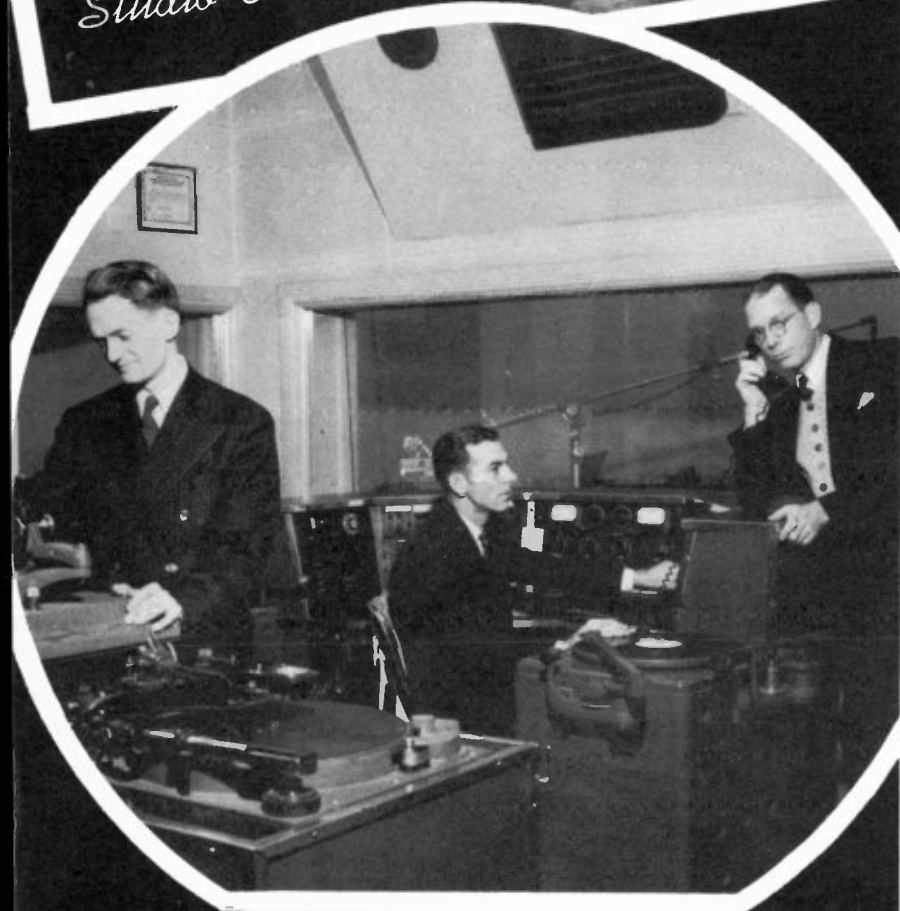
Scientifically engineered studios of modern design and the latest in electronic transmission equipment are the by-word at WMC in order to assure their listen-

This, the largest of WMC Studios, is the scene of most live shows originating at the station.



Studio One

WMC



All a part of the day's work . . . WILLIAM H. BRADLEY sets up to record a program while HERBERT W. ZIMMERMAN and J. R. WHITWORTH (right) check arrangements for a "remote" from one of the city's leading hotels.



Announcer's Booth

At 790 on

Auditorium Studio

ers completely enjoyable and uninterrupted programming throughout the entire period of the broadcasting day.

Unique in the field of radio is the large auditorium which is a part of WMC's studios. This auditorium seats approximately twelve hundred people and is the point of origination of "Young America Sings" and other large audience shows.

-NBC

WMC Auditorium



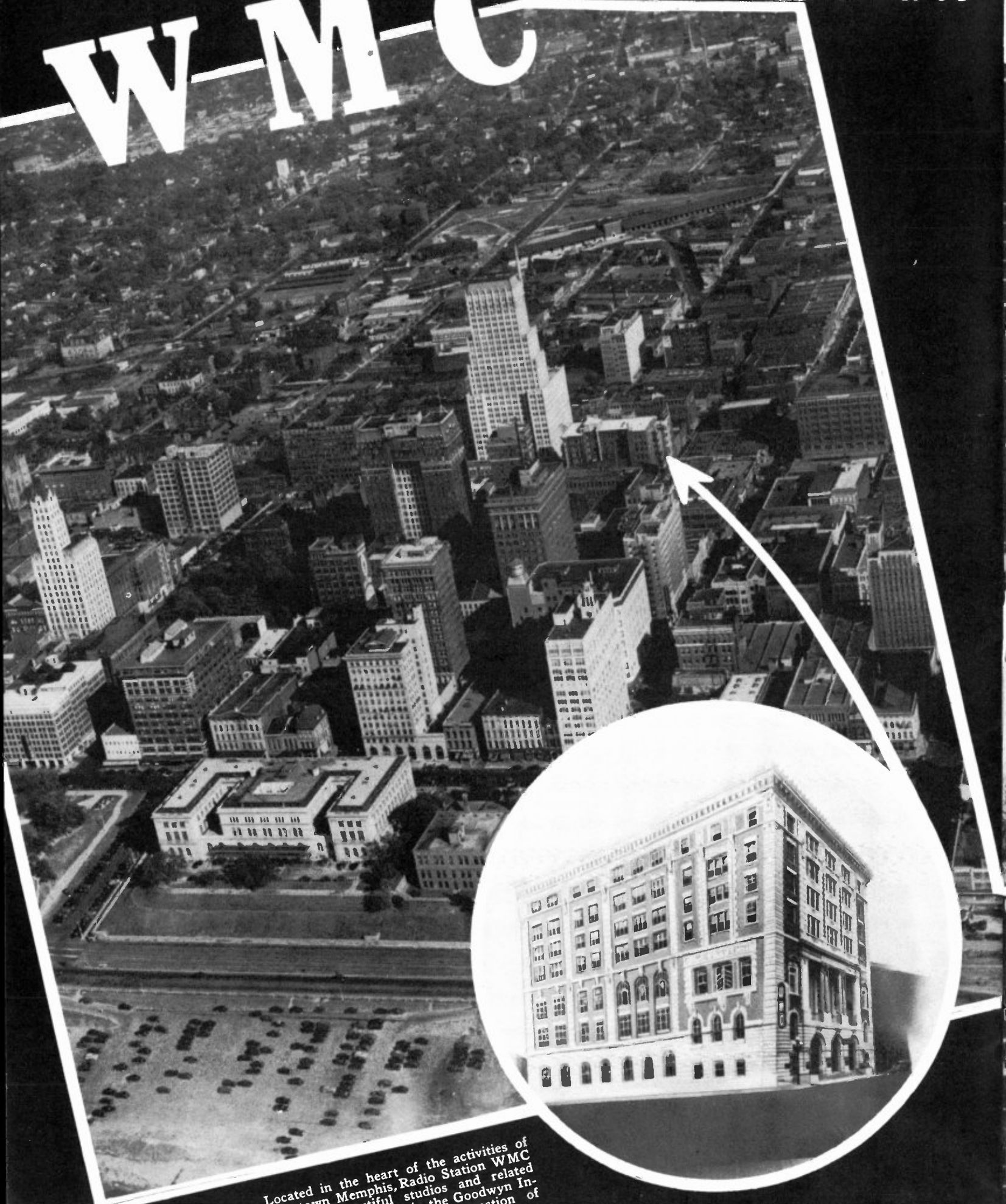
Audition Lounge



Running a maintenance check on the new transmitter console are LANDON L. COVINGTON, transmitter supervisor, and engineers CLAUDE W. BASS (center) and GEORGE BUTLER (right).

your radio dial!

W-M-C . . . In the heart



Located in the heart of the activities of downtown Memphis, Radio Station WMC maintains beautiful studios and related broadcasting facilities in the Goodwyn Institute Building at the intersection of Third and Madison Streets.

of Memphis . . . "Down in Dixie!"



WMC's
Reception
Lounge

Greeting all visitors to the WMC Studios are receptionists ANN BLEDSOE, left, and PAT SANDERS. Ann's hobbies include tennis, swimming, and dancing. Pat, a native Memphian is an undergraduate at the Memphis State College.

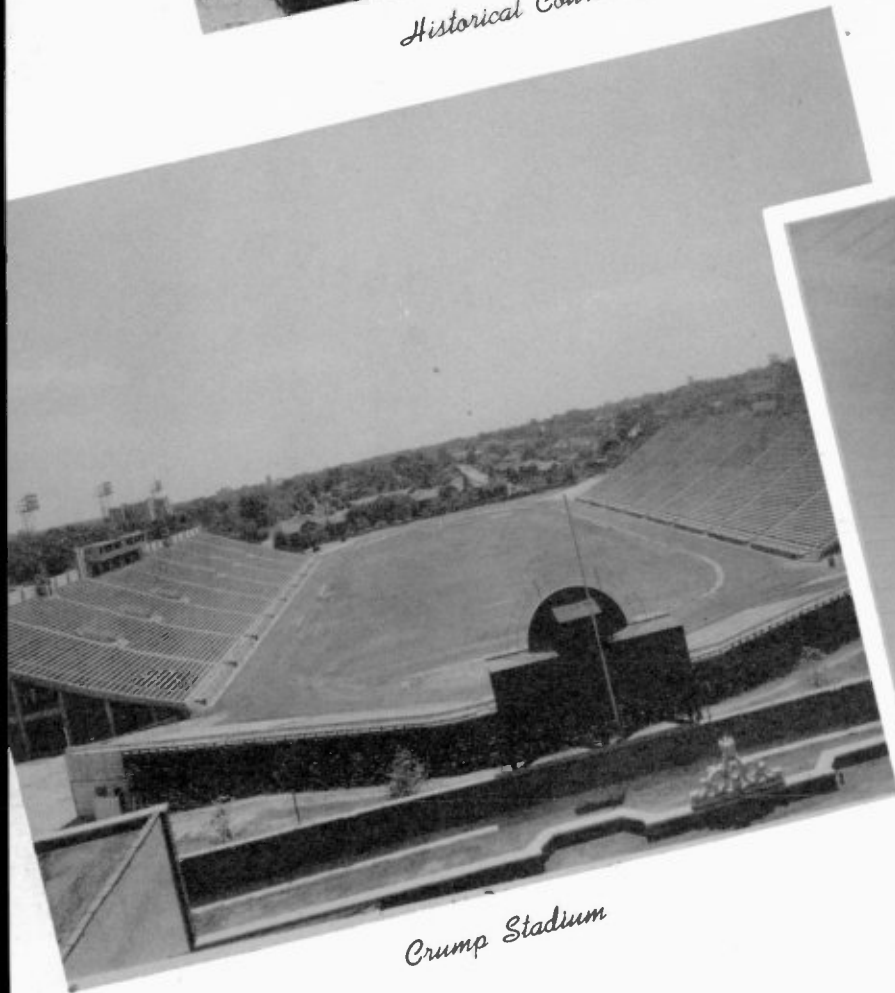
Memphis . . . In the heart



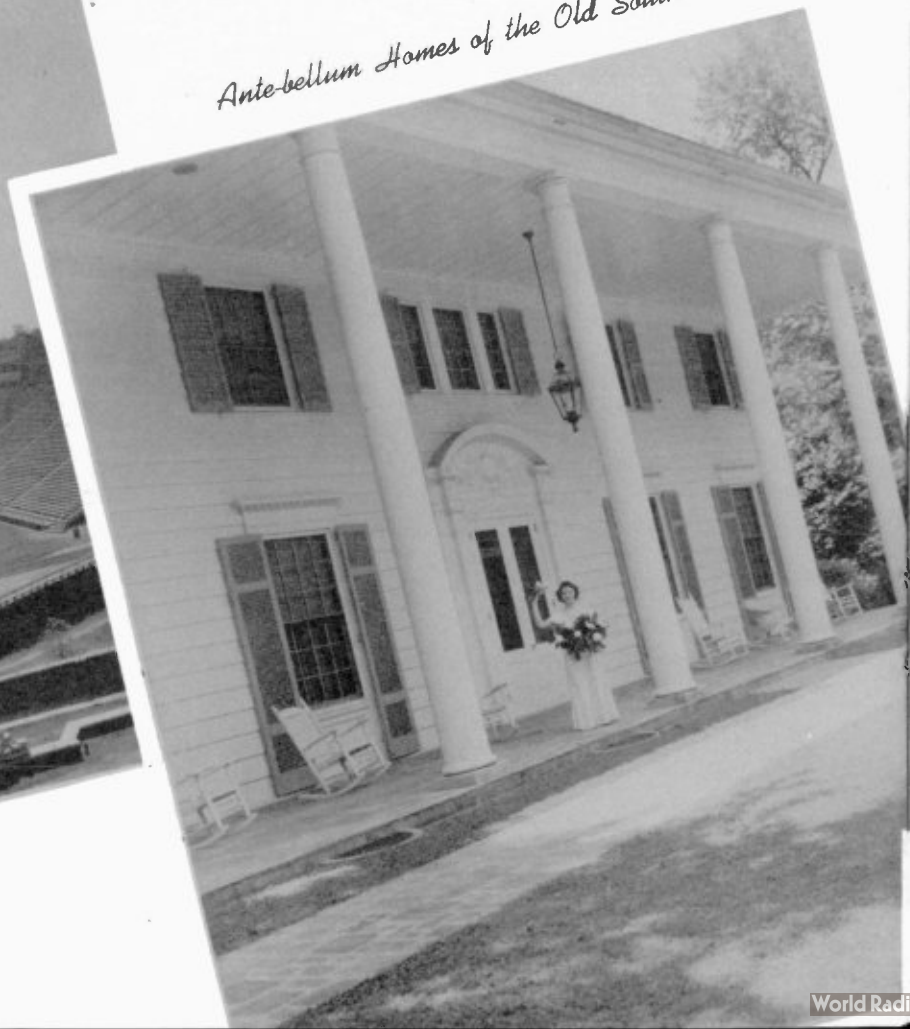
Historical Court Square



University of Tennessee Medical School



Crump Stadium

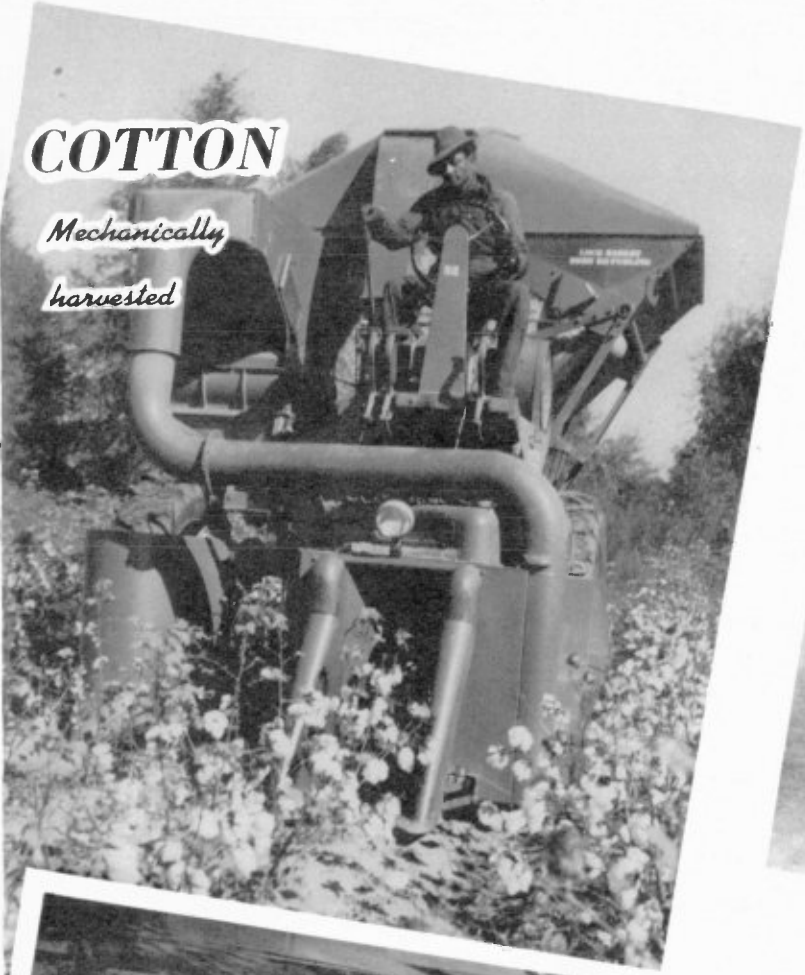


Antebellum Homes of the Old South

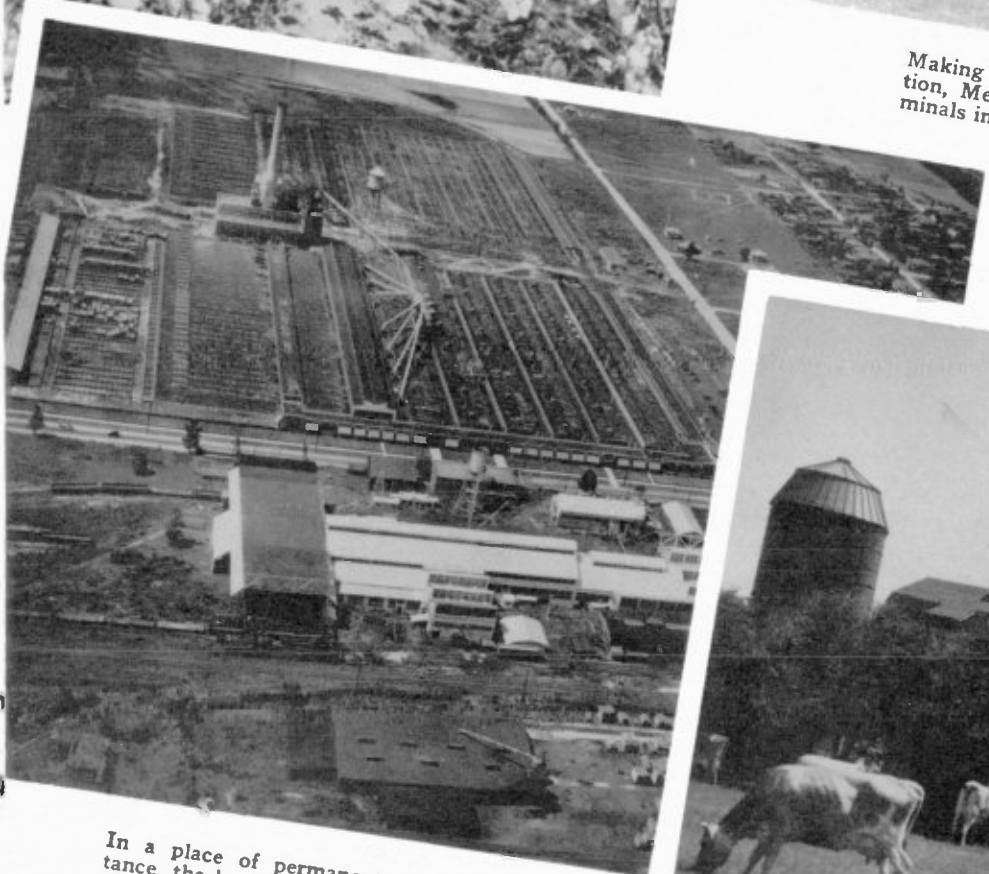
Southern Agriculture and Industry

COTTON

*Mechanically
harvested*



Making a bid for her place in air transportation, Memphis has one of the finest air terminals in the country.

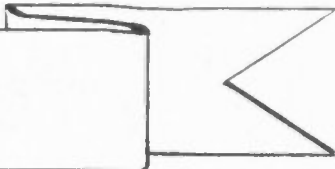


In a place of permanent industrial importance, the hard-wood processing plants.

Great herds of dairy cattle graze over the land surrounding Memphis.



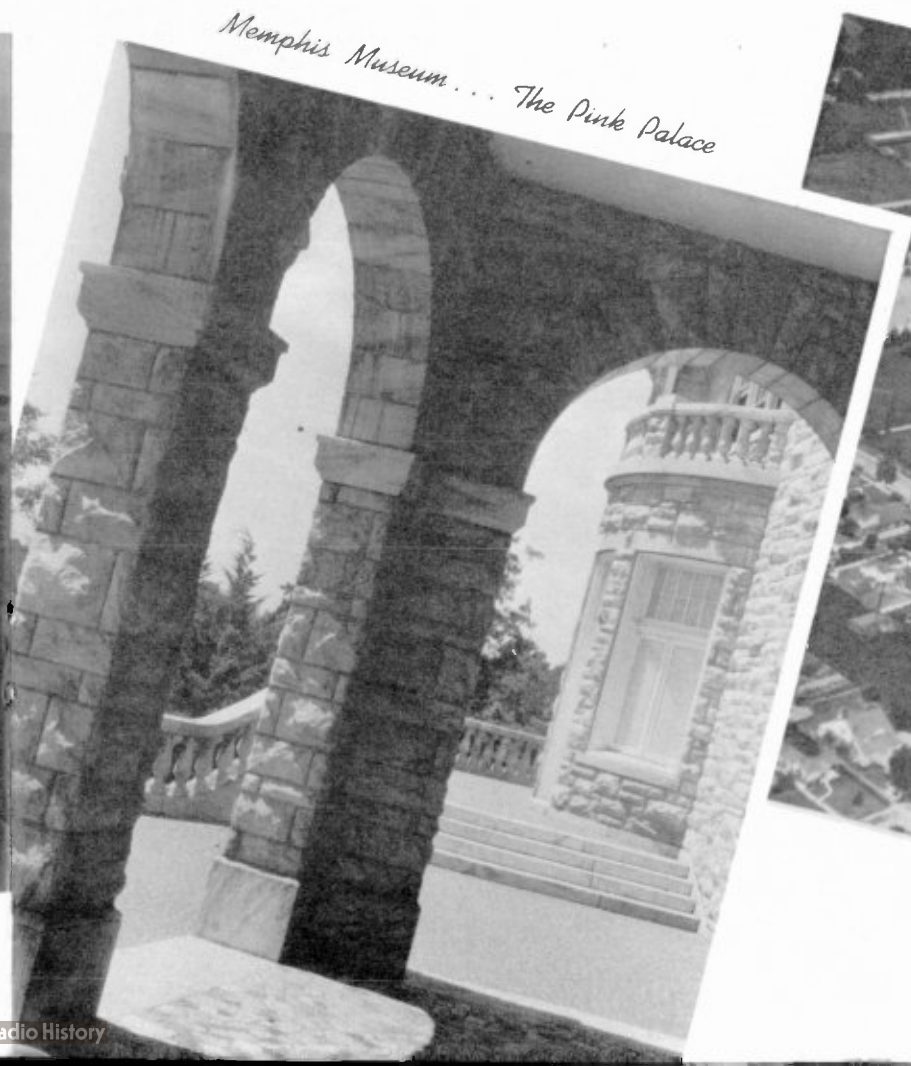
of Southern Culture



Palmer Hall, Southwestern University



Brooks Memorial Art Gallery



Memphis Museum... The Pink Palace



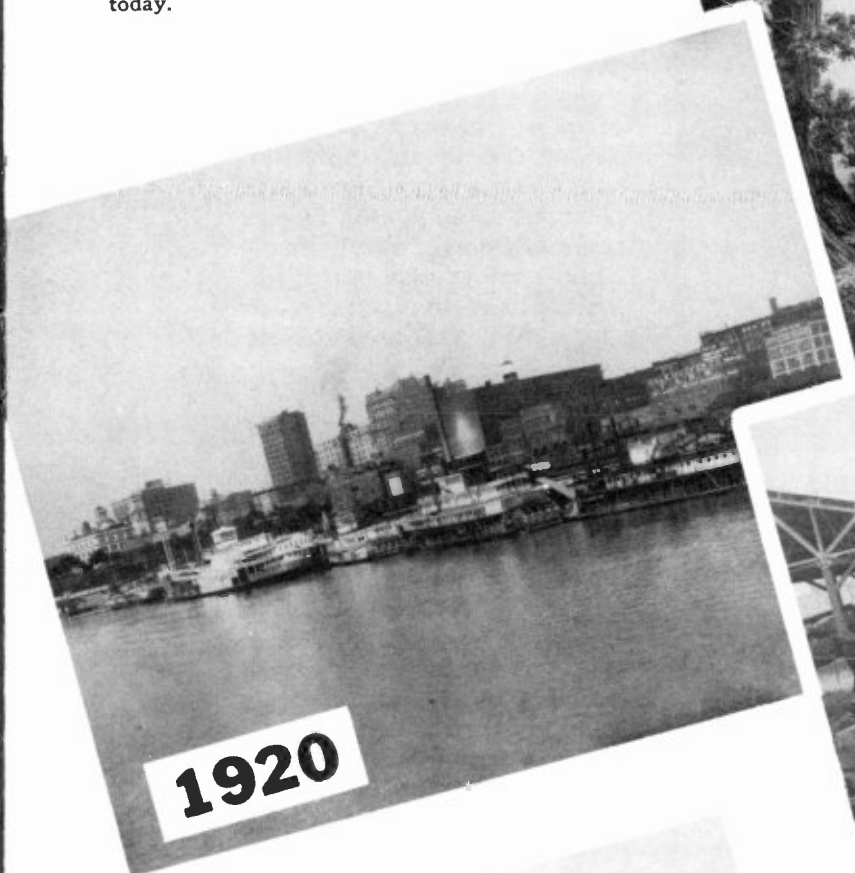
Memphis State College

Transition in Memphis

The adjoining scenes show the dated development of Memphis from a pioneering, river frontier town to the teeming metropolis and heart of the south that it is today.



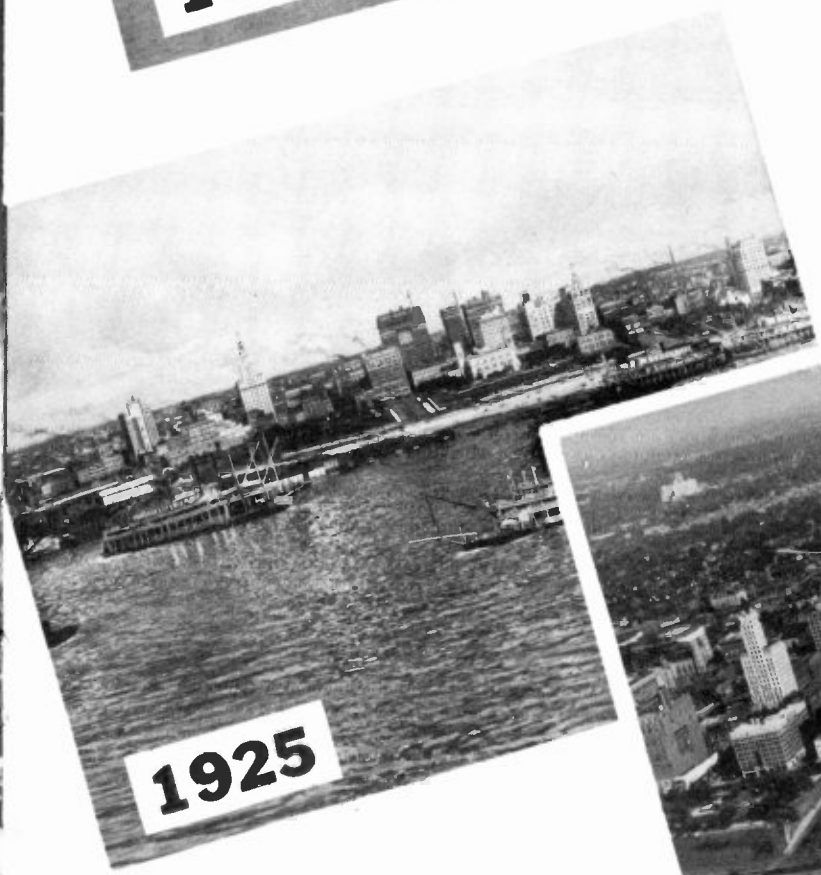
1847



1920



1912



1925



TODAY

THE *Future* IS BRIGHT FOR THE POST WAR SOUTH

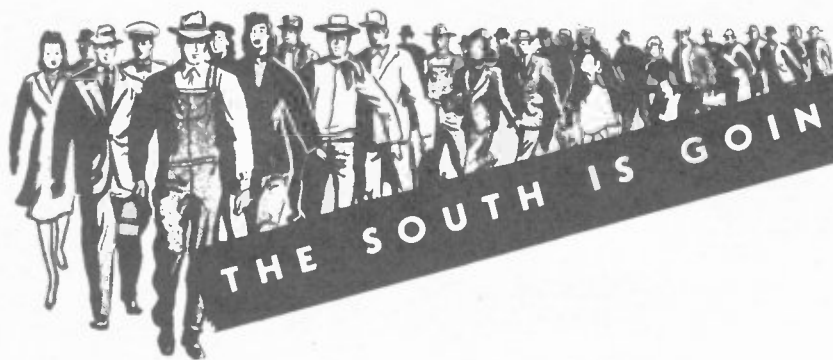
With the same abundant energy and realistic viewpoint, citizens of the South have set their sights to postwar. Public works—roads, bridges, earthwork, airports and building programs costing millions of dollars, are getting under way. Private enterprise and government have already allocated the money.

. . . Unified effort already set in motion will make permanent the bulk of the South's wartime economic, industrial and population gains. Re-conversion plans by private enterprise call for production and employment topping all previous peace-time records.

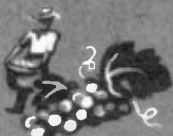
. . . Southern goods will flow through war-expanded transportation systems to wider markets at home and abroad. A war-born merchant fleet will carry the products of the South to the ports of the world to exchange for raw materials for the new industrial empire.

. . . The South faced a multitude of problems in gearing itself to the production achievements of war-time. It rolled up its collective sleeves and did a tremendous job.

. . . The problems of peace-time are plentiful and big, but opportunities are even bigger. Wise forward planning has put these opportunities within reach, many of them have been saddled already.



THE SOUTH IS GOING FORWARD



Status of FM

Frequency Modulation (FM) broadcasting, practically all radio experts now agree, may some day replace the type now generally heard except for a few strategically-located high-power stations which will be needed to serve remote rural areas not now receiving any service.

By mid-1945 there were 46 commercial FM stations operating in the United States. Seven others were nearing completion. An additional 24 FM stations were operating experimentally and about 444 applications were on file with the FCC for permission to build FM stations. About 600,000 persons already possess FM receivers.

FM WILL BRING LIFE-LIKE REPRODUCTION

FM WILL BRING NO MORE PROGRAM FADING

FM WILL STOP INTERFERENCE BETWEEN STATIONS

FM WILL ELIMINATE STATIC AND OTHER ANNOYANCES

R A D A R

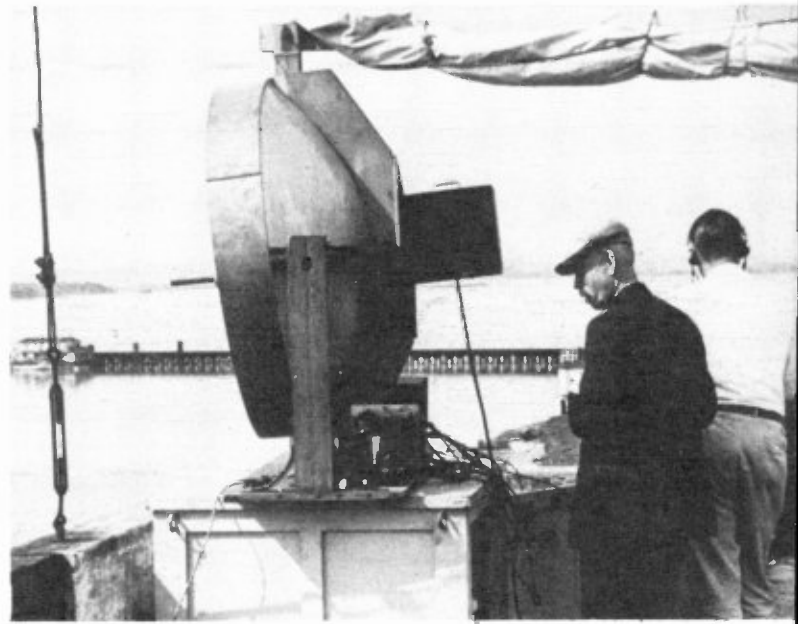
... THE SILENT WEAPON OF
WORLD WAR II... TO BE AD
APTED FOR PEACETIME USE

An electronic 'eye' apparently developed independently by U. S., British, French and German scientists in the 1930's, radar owes much of its rapid growth to the advent of war. First used in detection of surface objects in the near-distance under conditions of poor visibility, radar's range and versatility were quickly extended to provide long-range detection of airborne as well as surface objects, accuracy in fire-control, safety in navigation and identification of distant or unrecognizable planes and ships. To radar goes much of the credit for England's doughty defense in the dark days of the 'blitz'; and much of the credit for 'lighting the road' to Berlin and Tokyo.

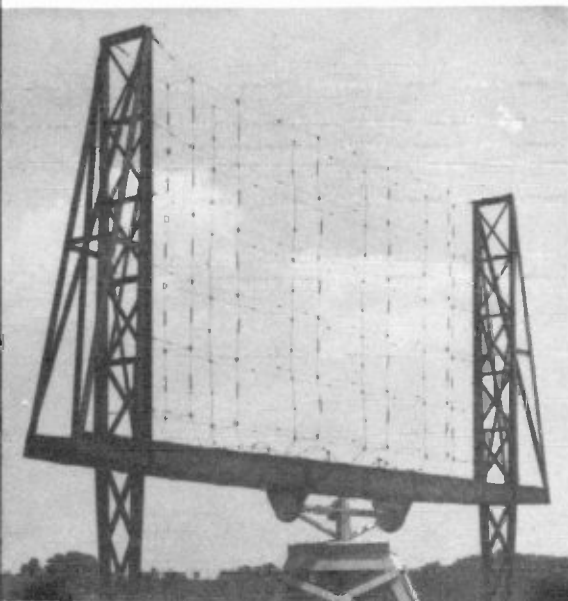
.. Scientists have made great strides in converting the principles of radar to peacetime uses—with the extent limited only by the field of imagination.



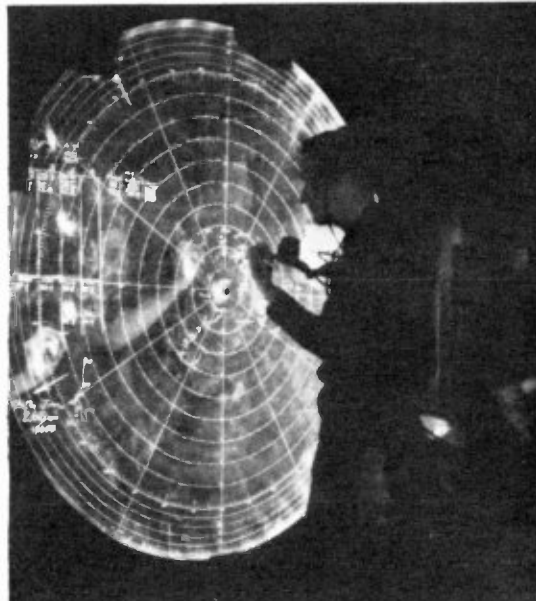
Five-man Army radar crew in Italy track approach of enemy planes.



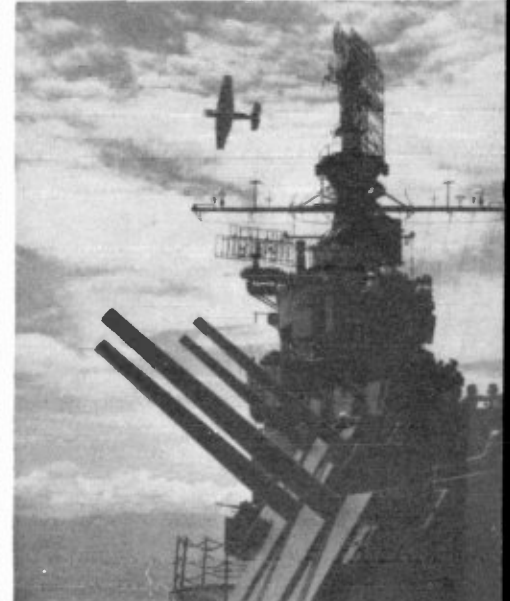
Prelude to the first test of radar, experimental work on the roof of the Naval Research Laboratory in Anacostia, D. C.



The antenna of the first complete radar, installed 'topside' a building at Naval Research Laboratory in Anacostia, D. C. It is mounted so that it can be turned to allow for around-the-compass search.



Information provided by radar's electronic eye is marked down on vertical chart, in radar plot room aboard aircraft carrier. Behind the transparent chart, other men chart other aspects of incoming information.



Symbolizing close tie-line of communications between aircraft carrier and plane supplied by radar, photo shows Navy Avenger speeding past Essex-class flattop with latter's radar antennae outlined against the sky.

The VETERANS'

RIGHTS AND BENEFITS ★ ★ ★

MUSTERING-OUT PAY . . . \$100 for less than 60 days service; \$200 for 60 days or more but no foreign service; \$300 for 60 days or more plus foreign service. Payable to all with base pay less than \$200 monthly at time of discharge; payments to be made in three installments.

OLD JOBS . . . Permanent jobs abandoned to enter service after May 1, 1940, may be recovered by application within 90 days after discharge. In case of difficulty, contact local Reemployment Committeeman.

NEW JOBS . . . Register with nearest U. S. Employment Service office as soon as possible after discharge. GI Bill provides vocational training with government allotments of from \$50 to \$75 monthly while learning. Veterans are on the preferred list for Civil Service jobs, and are entitled to 5 to 10 points in examinations simply by reason of military service.

EDUCATION . . . GI Bill provides year's refresher course; plus education equal to actual time in service, up to four years. Veterans' Administration pays \$500 per school year toward tuition, supplies, etc.; also provides subsistence \$65 monthly for single veterans, \$90 monthly for veteran with dependents. No subsistence allowance for those taking correspondence courses.

READJUSTMENT PAY . . . Federal unemployment-compensation program grants veterans four weeks unemployment pay for every month of active service after Sept. 16, 1940 up to 52 weeks. If veteran is completely unemployed, he receives \$20 a week. Contact local USES on state unemployment compensation benefits.

LOANS . . . Veterans' Administration will guarantee loans for a home or farm up to \$4,000, and for a business up to \$2,000 anytime within five years after discharge. Real estate loans must be repaid in 25 years, farm realty loans in 40 years, and non-real estate loans in 10 years.

PRIVATE ENTERPRISE . . . Preference given veterans in obtaining surplus government property for business purposes but not for resale. Veterans given priority in purchase of raw materials and equipment from Smaller War Plants Corp., the Farm Security Administration, War Production Board and Office of Defense Transportation.

MEDICAL CARE . . . Through Veterans Administration, hospitalization provided for veteran for any ailment as long as he lives, without cost. Medical service or dental care not requiring hospitalization provided by VA, if the condition was caused or aggravated in line of duty.

INSURANCE . . . Veteran may keep his national service life insurance in force for 8 years and then convert to ordinary life, twenty-payment or 30-payment life.

LEGAL EXEMPTIONS . . . For six months after discharge, veterans have legal exemption under Soldiers and Sailors Civil Relief Act of 1940, from lawsuits for collection of debts, collection of taxes, sale of property for taxes, dispossession of dependents for nonpayment of rent, and collection of insurance premiums.

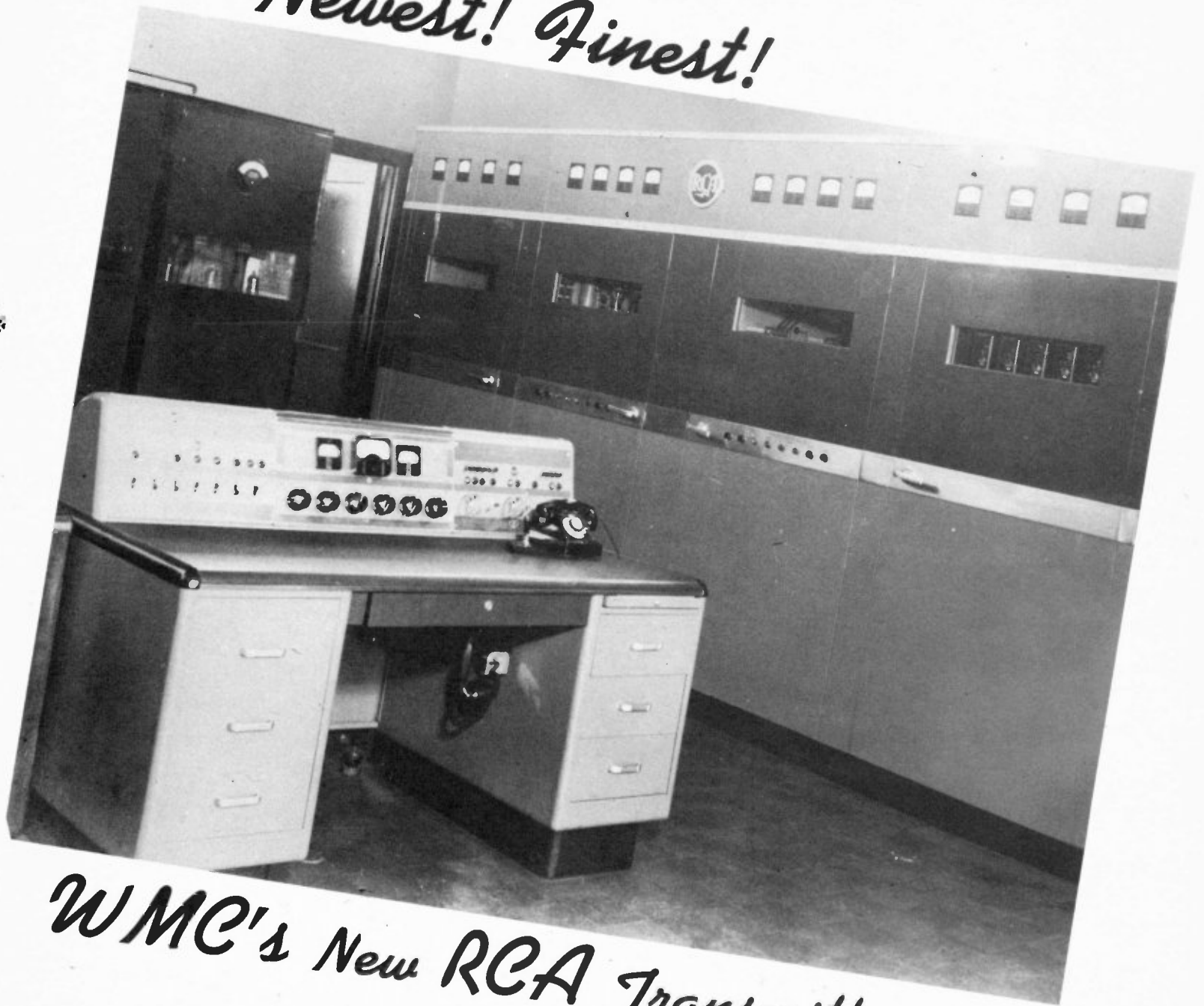
DISABILITY PENSIONS . . . Free vocational rehabilitation provided for disabled vets, plus \$105 monthly if single; \$115 if married, plus \$10 monthly for first child and \$7 for each additional child, and \$15 for each dependent parent. If discharged with disability due to service, veteran may be entitled to disability benefits including a pension. Amounts payable from \$11.50 a month to \$115 a month for 100% disability.



If there is no Veterans' Administration Office in your home town write to the nearest Field Station. Address, "Manager, Veterans' Administration"—



Newest! Finest!



*WMC's New RCA Transmitter
and Control Console*

*5,000 watts, 790 kilocycles, and
18 hours-a-day every day for
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This brochure compiled and
edited by Charles W. Ringel,
Editor, National Radio Per-
sonalities. Photography by
the editor. Scenes about
Memphis, courtesy of the
Memphis Chamber of Com-
merce.

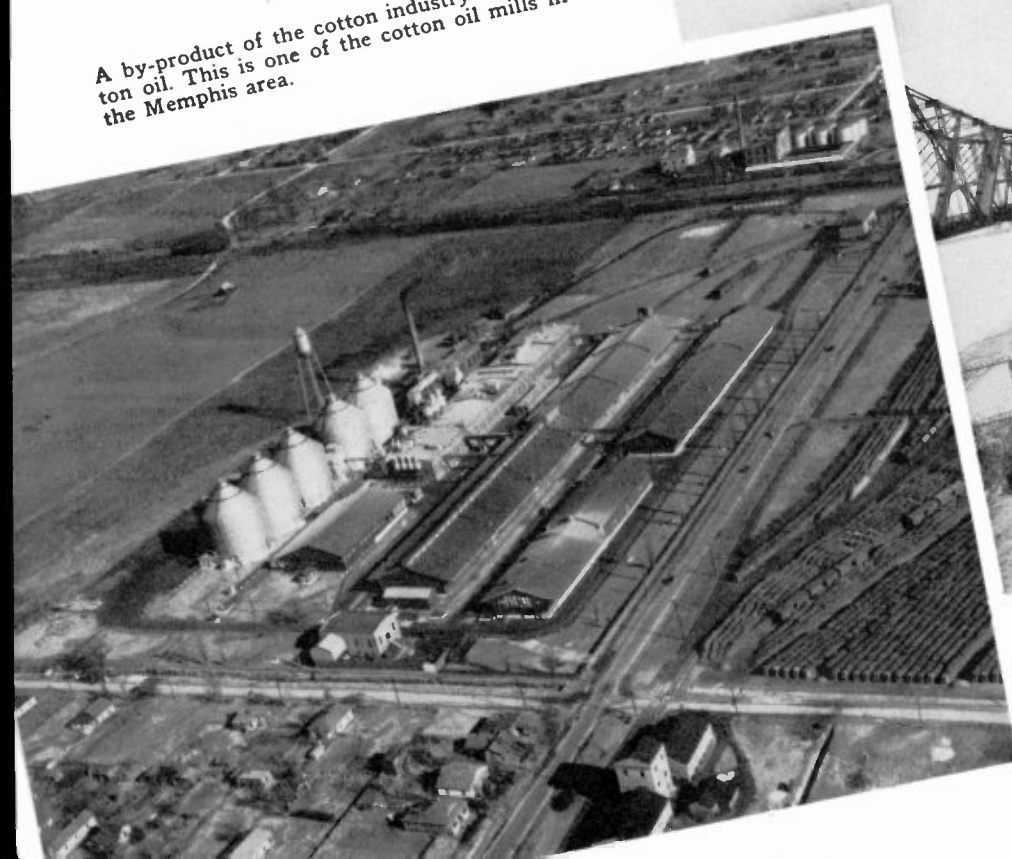
Memphis . . . In the heart of



Processing tires at Firestone's Memphis plant.



A by-product of the cotton industry . . . cotton oil. This is one of the cotton oil mills in the Memphis area.



Still an active terminal on "Ole Muddy." Memphis sees a great volume of river traffic.

of Southern Culture

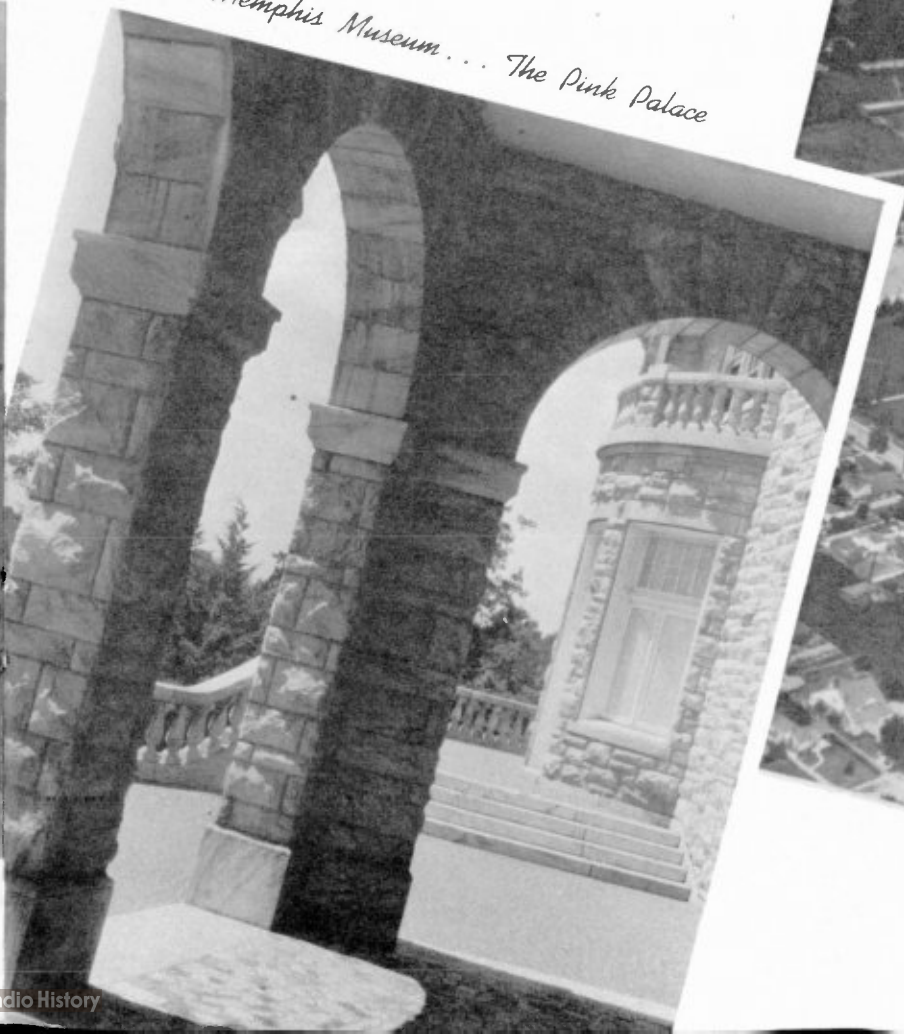


Palmer Hall, Southwestern University



Brooks Memorial Art Gallery

Memphis Museum... The Pink Palace



Memphis State College



*"...and Ole Man River,
he just keeps rollin' along"*