

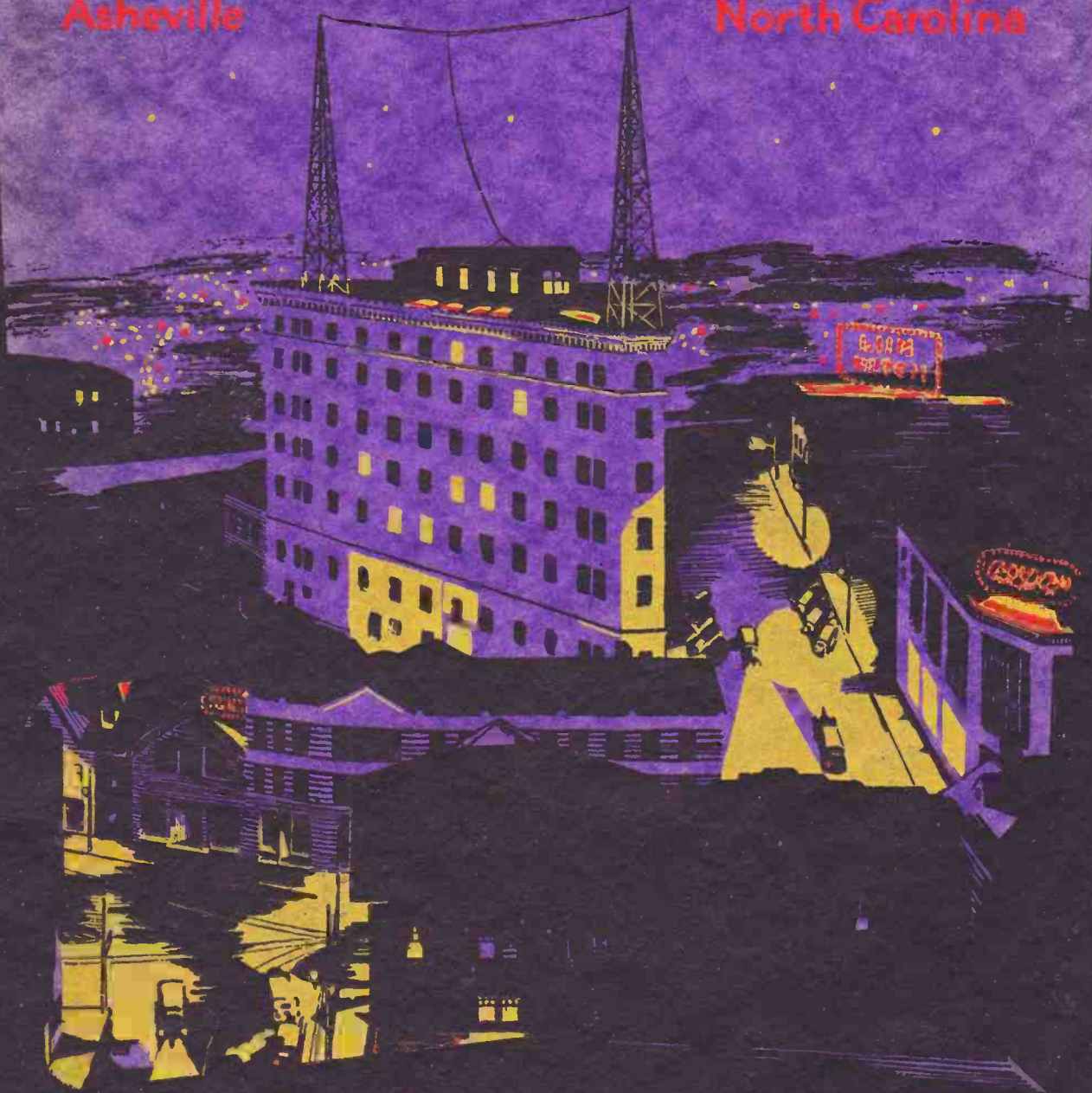
# FIRST ANNIVERSARY

Radio Station

# WWNC

Asheville

North Carolina



## OUR THANKS TO FRIENDS EVERYWHERE

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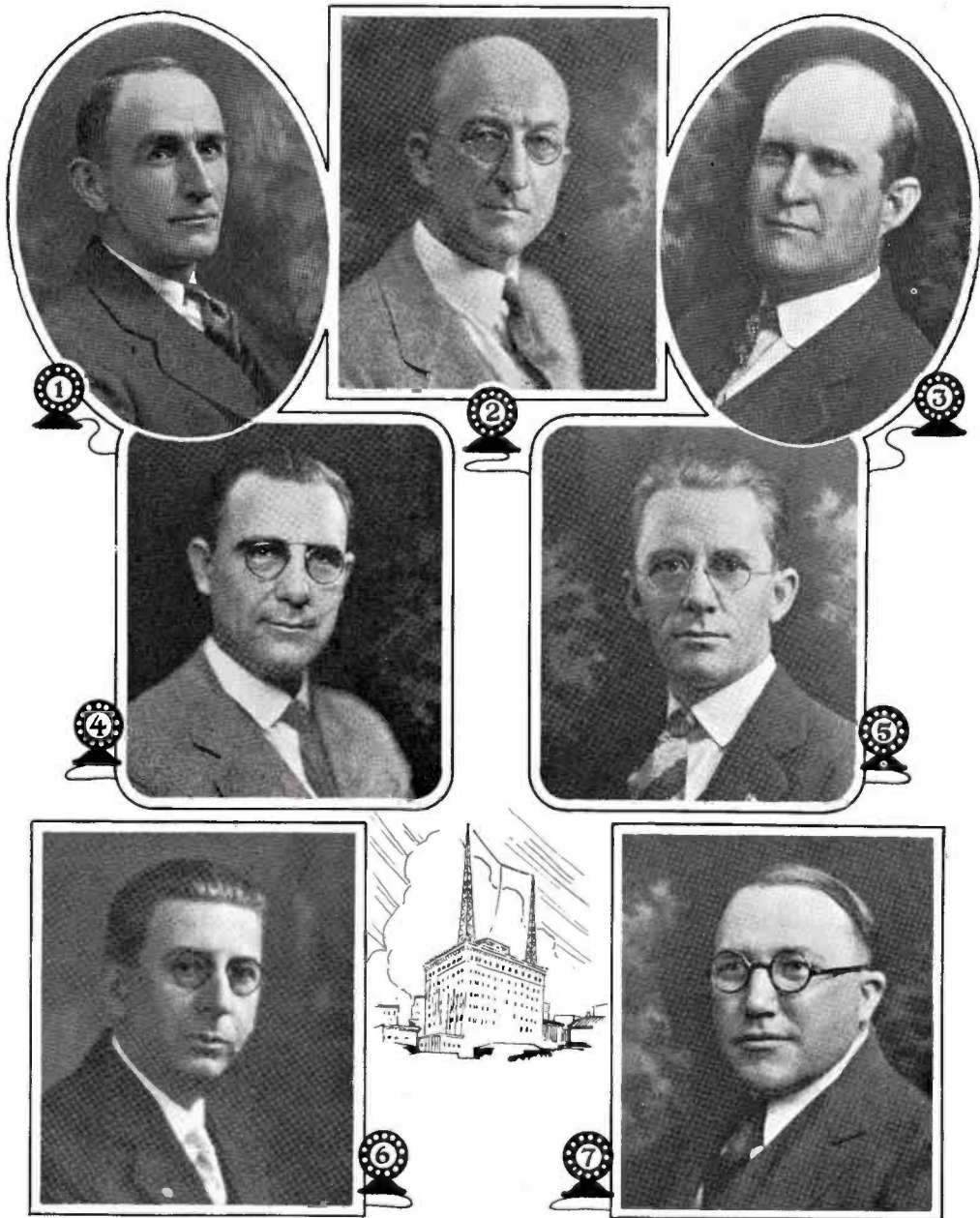
IN this, the first anniversary of the establishment of Radio Station WWNC, we acknowledge with genuine gratitude the material aid given us by subscribers and sponsors, the unselfish service of program participants, and the inspiring messages of commendation we have received from radio listeners throughout the United States, Canada, Mexico, Central America and Cuba.

Through the courtesy of the Federal Radio Commission we were given a favorable wave length and authority to operate at full power capacity without limitation as to hours of broadcast, day or night. We welcome this opportunity to again express our appreciation of the cordial treatment we have received at the hands of the Federal Commission. We are greatly indebted to Major W. Van Nostrand, Federal Supervisor, for many evidences of his friendly interest in our efforts to serve the radio listeners of America.

We are deeply grateful to the Asheville newspapers, and to radio editors everywhere for generous space given to reviews, announcements, and other complimentary references to our programs. The co-operation of the local press should receive much more appreciative acknowledgment than the limits of this brief statement will permit.

And, finally, friends of Station WWNC, here and everywhere, your interest has been a constant source of inspiration in the past. Your continued support will encourage us to greater endeavors in the future. We thank you, and we pledge our best effort in every activity of this department.

ASHEVILLE CHAMBER OF COMMERCE,  
DANIEL W. HILL, *President*.



THEY DIRECT THE POLICIES OF STATION WWNC

The 1927-28 Radio Committee:

1. Carl R. Bamford, Chairman
2. L. B. Rogers
3. A. G. Barnett

The 1926-27 Radio Committee:

4. Frank A. Barber, Chairman
5. E. A. Jackson, Jr.
- Frank L. Conder (No Photo)

Chamber of Commerce Leaders:

6. F. Roger Miller, Manager
7. Daniel W. Hill, President

## Resume

In the Fall of 1926 the Chamber of Commerce appointed a special Radio Committee to purchase and erect a radio transmitter for the purpose of broadcasting programs for the benefit of Asheville and Western North Carolina. This committee consisted of Frank A. Barber, E. A. Jackson, Jr. and Frank L. Conder.

After thorough investigation, the committee purchased from WSM, of Nashville, Tenn., their one thousand watt Western Electric transmitter which was dismantled and shipped to Asheville and installed on the top of the Flatiron Building, together with added equipment, towers, etc., necessary to operate a radio station.

This committee employed J. Dale Stentz as Managing Director and Announcer and A. W. Shropshire as Chief Operator.

After many hours of testing, we finally came on the air with our first official program February 21, 1927, and have been at it ever since, having sent out 1,696 hours of entertaining, educational and religious programs.

During these 12 months we have received more than 16,000 written comments and thousands of telephone calls on our programs. These letters have come from 48 states, every province but one in Canada, Cuba, Central America, Mexico, Panama Canal Zone and ships at sea.

The publicity we have received in local, state and national papers, also in radio magazines of national distinction, has been most gratifying and would in a large measure compensate for the entire cost of operation of the station for the year.

In this time we have presented thirty-one orchestras, hundreds of singers in solo, group and chorus singing and many instrumentalists in addition to those appearing with the various orchestras.

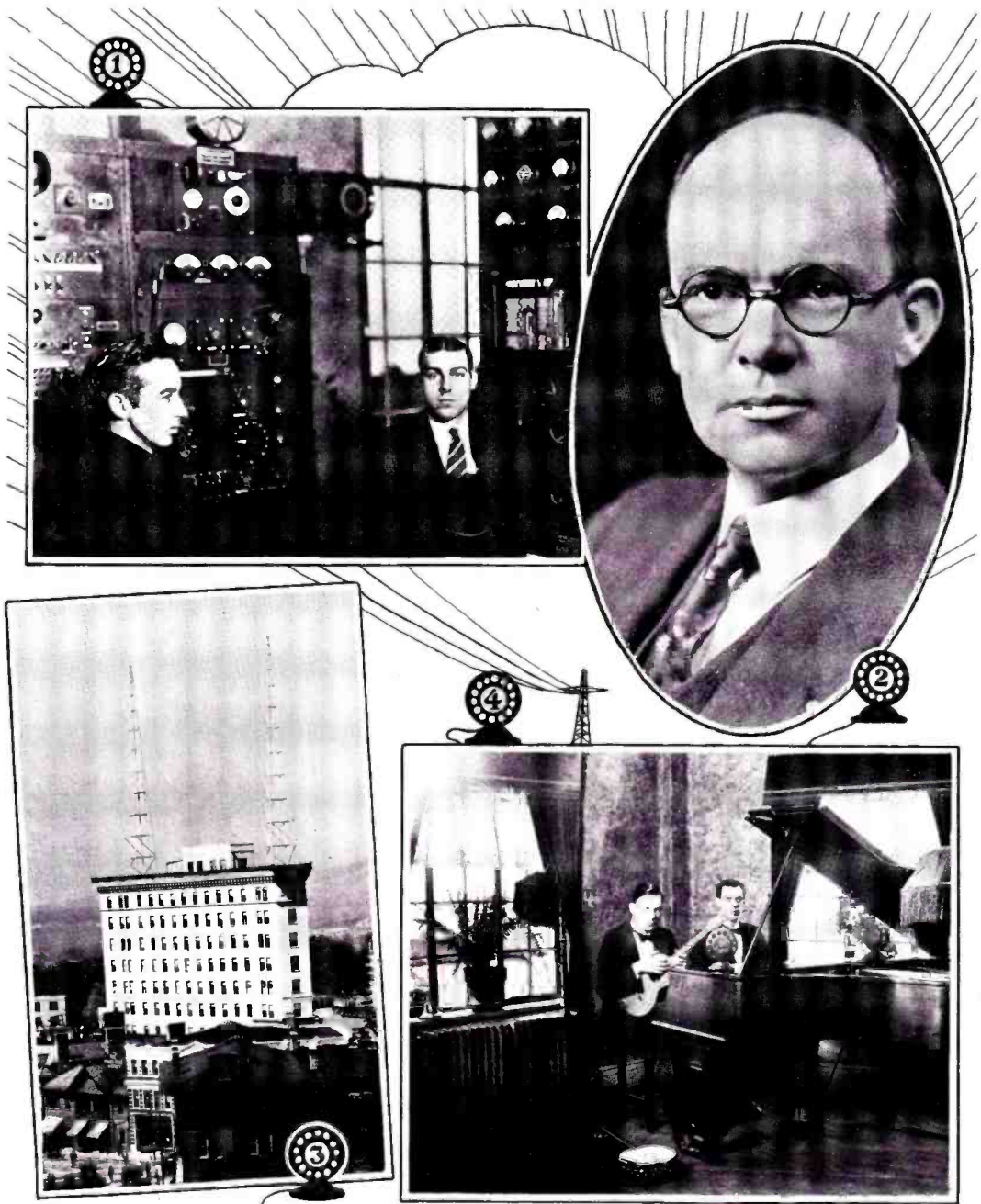
The station management has inaugurated series of programs from Chambers of Commerce, camps and schools in Western North Carolina as well as from Tennessee.

Special programs have been inaugurated by firms, institutions and our civic clubs. Just now we are presenting a series of industrial talks, in an effort to tell the outside world that not only are we AMERICA'S YEAR ROUND PLAYGROUND, but that we have a real industrial background.

When Station WWNC was first licensed we were given a wave length of 254.9 meters, but in the course of a few months through the courtesy of the Federal Radio Commission, we were granted a much more favorable channel and are now operating with 1000 watts on 1010 K.C. or 296.9 meters with unlimited time on the air.

As we enter our second year of Radiophone broadcasting, we are counting on the continued co-operation of the many interests of Western North Carolina, and look forward to the second anniversary in 1929 with the hope that this station will bring even greater publicity and prestige to Wonderful Western North Carolina.

The highest broadcasting station in Eastern America. Altitude 2,496 feet.



WHERE WWNC'S PROGRAMS ORIGINATE

1. A section of the Control Room A. W. Shropshire (Left), Chief Technician J. M. Lorick, Asst.
2. J. Dale Stentz, Director and Chief Announcer
3. WWNC, located on the top of the Flatiron Building
4. A corner of the main studio

## Artists Who Have Been Presented Over WWNC

Arnold's Seven Accs  
Avondale Quartette, Cliffside  
Mrs. Don Alderman  
Dr. and Mrs. Crosby Adams  
Asheville Normal School

Miss Marguerite Blackstock  
Mrs. Anna Byrd  
Blues Chasers  
Charles E. Burnham  
J. C. Ball  
Frank A. Barber  
Billie Booton  
Mr. and Mrs. J. Foster Barnes  
Bartlett Male Quartette  
Blue Ridge Association  
A. L. Brown  
Black Mountain Chamber  
of Commerce  
B. & B. String Band  
Blue Paradise Orchestra  
Brevard Chamber of Commerce  
Morris Buquot  
Bingham School  
Miss Brooks  
E. C. Bost  
Paul Butt  
George Bertram  
Walter Bischoff

Miss Emma Chandler  
Chimney Rock Chamber  
of Commerce  
Ray Cole  
The Asheville Citizen  
Miss Mary A. Coleman  
Mrs. C. E. Fleury Coleman  
Charles Clayton  
Collins Orchestra  
Miss Gypsy Clements  
A. D. Closson  
Canton Fiddlers  
C. H. Crawford  
C. O. Case  
Mrs. Mae Cochran  
Paul Craig

Dunn's Orchestra  
Benj. P. DeLoache  
Mrs. Kathryn Daniel  
Arnold Dann  
Mrs. Horace Dowell  
Joseph DeNardo  
Harry Ehle  
Electrolier Co.  
Horace B. Easom  
Johnny Farmer  
Gertrude Johnston  
E. H. Frothingham  
Fire Department, Chief Duckett

Jules Freedman  
Theo. Farr  
Franklin Chamber of Commerce  
First Christian Church Orchestra

Gibbs Players  
Mrs. C. C. Grimes  
Miss Ruth Gordon  
Harry Gilberg  
Mrs. S. A. Gayle  
L. Edwin Gill  
Mrs. W. Ray Griffin  
Webbie Gillen

Harmony Pups  
Mrs. H. B. Harmon  
Geo. Hartrick  
Helton Brothers  
Miss Dorothy Hancock  
Hendersonville Male Quartette  
Hendersonville Chamber  
of Commerce  
Happiness Girls  
Miss Nell Hampton  
Hayes & Lunsford Electric Co.  
Band

Albert Hewitt  
Hickory Chamber of Commerce  
Frank H. Hill  
Bob Harris  
Miss Fay Hannah  
E. A. Jackson, Jr.  
Frank Jackson  
Mr. and Mrs. Almond Jones  
Geo. Jones  
W. Morton Jones  
Perry T. Jones

Edw. W. Kimmey  
Otis Kuykendall  
Miss Marguerita Kean  
Kenilworth Troubadours  
Mrs. Maude Kilgore

Alva H. Lowe  
B. L. Lunsford  
Wm. L. Lanier  
Miss Blanche Loftain  
Mrs. Frank LaBar  
Lenoir Chamber of Commerce

Mrs. Lucille McInturf  
L. C. McCauley  
Mrs. John McArthur  
Prof. R. L. Madison  
Miss Dorothy Moore  
M. A. Mattoon  
W. E. Moore  
R. H. Mason  
J. Oscar Miller  
Paul McKinstry

A. L. Manchester

Miss Celeste Nesbitt  
Bo Norris

Miss Ava Orr

Miss Helen Pugh  
Miss Margaret Peterson  
Mrs. V. R. Patterson  
Mrs. Martha S. Parry  
Obie Pickard  
Ben. J. Potter  
Miss Martha Penland  
Packard Saxes  
Miss Dimple Payne

Mrs. Beth Peeke Roberts  
Miss Margaret Reynolds  
Grady Regan  
Ernest Regan  
Mrs. Mary Stevens Rosenthal  
Ray-O-Vac Twins  
Miss Lillian Rouse

Spencer Trio  
Mrs. Scroop Styles  
R. S. Sample  
Horace I. Seeley  
Marcus Sterne, Jr.  
Miss Lucy Stevens  
Dr. and Mrs. J. E. Sevier  
Mrs. Stanley Shores  
Miss Marguerite Smathers  
Harry Snodgrass  
Syva Chamber of Commerce  
G. O. Shepherd  
Mrs. Claude D. Sullivan  
J. H. Seaman  
Mrs. J. Dale Stentz  
J. G. Stikeleather

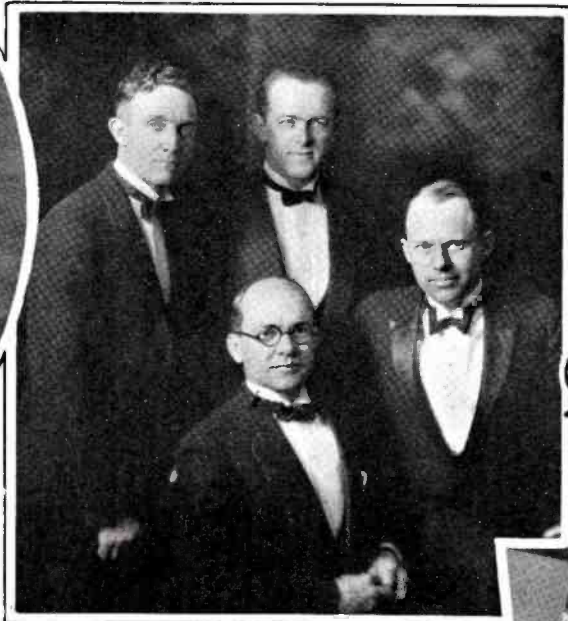
Mrs. Armand Thorpe  
J. S. Tyler  
Tusculum Glee Club  
Three Arts Club  
C. S. Trantham  
Mrs. Maria Topping  
The Asheville Times

Miss Helen Vassar

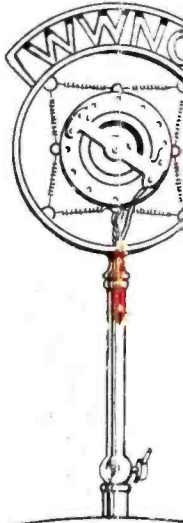
Miss Mary Waechter  
Arthur F. Wenige  
Mr. and Mrs. E. L. Wolstlagel  
W. T. Waters  
Miss Alma Wilson  
Mrs. Mae Woodall  
Mrs. Chas. E. Walters  
West Asheville Men's Club  
West Asheville Quartette  
Mrs. Frank Waller



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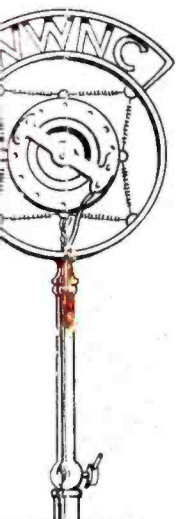


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WWNC ARTIST

1. Charles E. Burnham, baritone
2. WWNC Quartette (Standing), Horace B. Eason, first tenor; George Hartrick, baritone; Frank Jackson, bass; Johnny Farmer, violin
3. A popular duo, Johnny Farmer and Frank Jackson
4. George Hartrick, baritone
5. Mrs. J. Dale
7. The Plaza Serenaders, John Eversman, director
8. The Spencer Trio, John Eversman, violin; Mrs. C. Spencer, piano; Mrs. J. Dale, voice



3



4



6



8



9

WNCN ARTISTS

...t tenor; George Hartrick, baritone; (Seated), J. Dale Stentz, bass; Horace I. Seeley, second tenor  
Mrs. J. Dale Stentz, staff accompanist 6. Arthur F. Wenige, popular pianist  
...iolin; Mrs. Clyde Spencer, piano; Clyde Spencer, cello 9. Arnold's Seven Aces, Arnold Summey, director



## Excerpts from a Few of the Many Letters Received from Chief State Executives

### **Governor A. Harry Moore—New Jersey:**

"May I extend my congratulations to the Asheville Chamber of Commerce and Station WWNC upon the celebration of the first birthday of the station."

### **Governor F. B. Balzar—Nevada:**

"It is a pleasure to have the opportunity of extending my congratulations upon the occasion of the first birthday of WWNC. Many local radio fans have 'picked up' your station, even though it is situated across our continent, and enjoyed the programs as broadcast."

### **Governor Howard M. Gore—West Virginia:**

"Your city and our city, your State and our State, your folks and our folks are bound together, not only by the same range of rugged mountains, but by similar traditions and sentiments. On account of this close relationship, it is more than an ordinary pleasure to extend greetings to the Chamber of Commerce of Asheville and Station WWNC on its first birthday."

### **Governor I. L. Patterson—Oregon:**

"As Governor of Oregon, I am glad to send hearty greetings from this State to Radio Station WWNC on the occasion of its first birthday."

### **Governor Theodore Christianson—Minnesota:**

"Minnesota takes pleasure in extending congratulations to Radio Station WWNC on the first anniversary of its birth. During the twelve months of its existence its voice has been heard throughout the western world, bringing cheer and pleasure to innumerable thousands."

### **Governor George W. P. Hunt—Arizona:**

"I desire to extend my felicitation on the first birthday of Radio Station WWNC, and to wish continuing success and usefulness in your sphere of activity."

### **Governor A. J. Pothier—Rhode Island:**

"Congratulations and good wishes upon the attainment of your first birthday. I greet you and the members of the Asheville Chamber of Commerce and through you the citizens of your State."

### **Governor J. E. Erickson—Montana:**

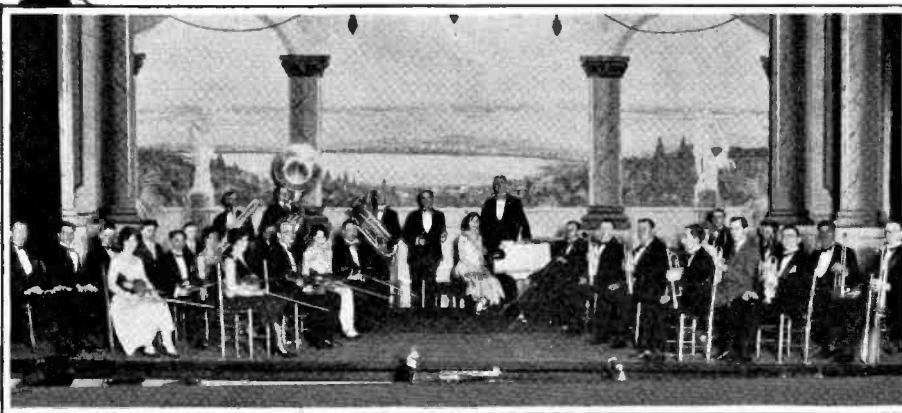
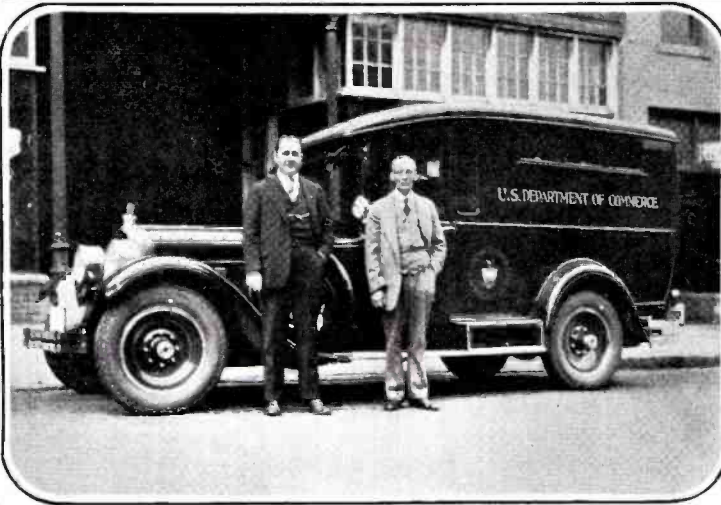
"It is a pleasure to add a word of congratulation to Broadcasting Station WWNC on the occasion of its first birthday anniversary, and to send greetings from the Land of the Shining Mountains to the Queen City of the Land of the Sky."

### **Governor Alvin T. Fuller—Massachusetts:**

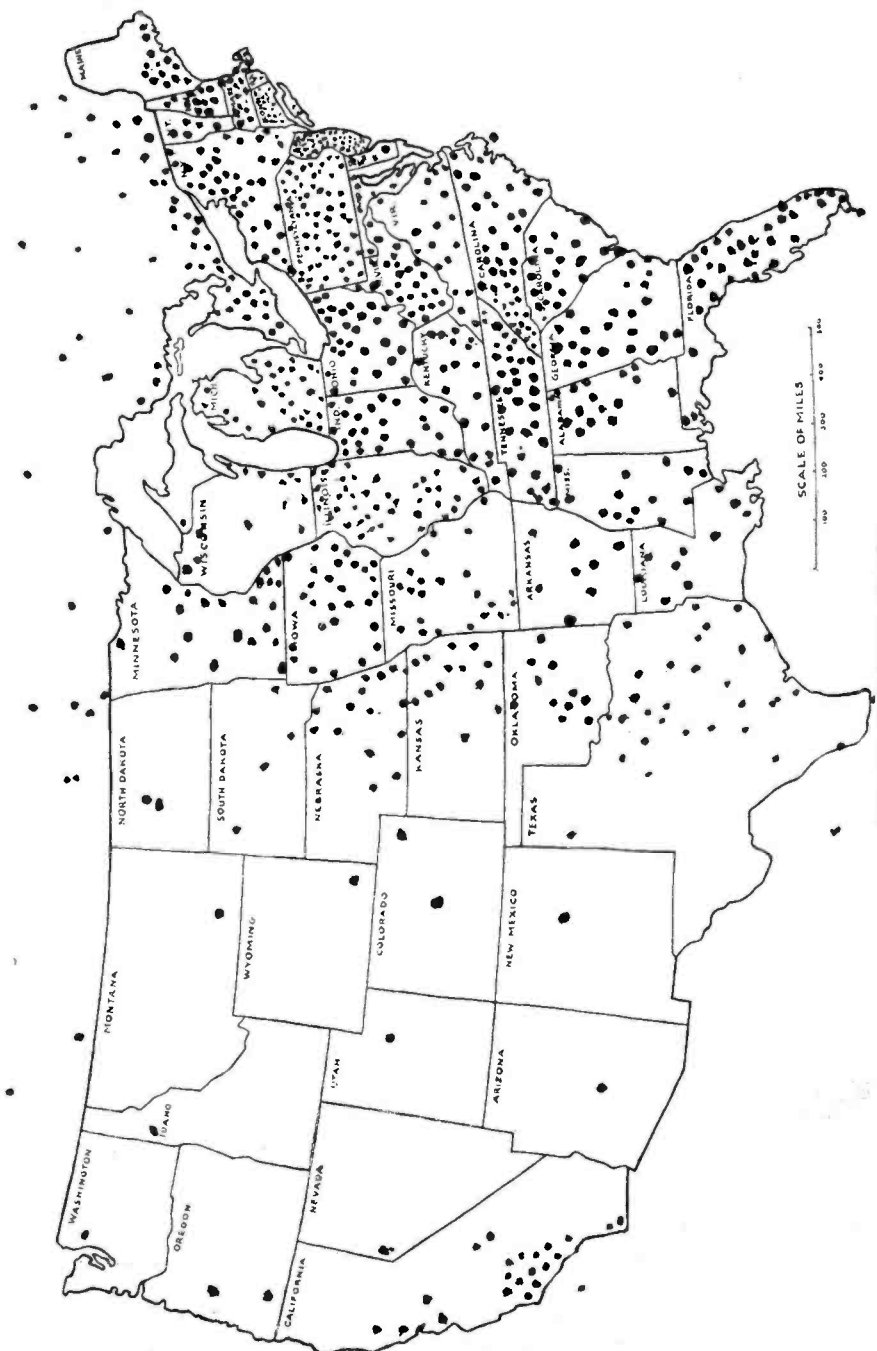
"I consider it a great pleasure to send to the Asheville Chamber of Commerce the cordial greetings of the Commonwealth of Massachusetts, and also my hearty congratulations on the first anniversary of its radio broadcasting through Station WWNC."

### **Governor Huntley N. Spaulding—New Hampshire:**

"New Hampshire takes pleasure in extending fraternal greetings to North Carolina on the auspicious occasion of the first anniversary of your State's representative radio station WWNC."



1. Dunn's Orchestra, Albert Dunn, director
2. Major W. Van Nostrand, Radio Supervisor Fourth District  
T. G. Deiler, Radio Supervisor Fifth District
3. First Christian Church Orchestra, Geo. Bertram, director



**WHERE WWCNC IS HEARD**

Radio listeners have responded to WWCNC programs from: every state in the United States, from most of the provinces of Canada, from the Canal Zone and other sections of Central America, from Cuba and ships at sea. Each dot represents 10 to 100 responses.

## Sponsors of Programs

### Asheville, N. C.

Sanitary Hand Laundry  
Farmers Federation  
Stuart's Boys' Shop  
Western Carolina Auto Company  
Imperial Life Insurance Company  
Sterchi Brothers, Inc.  
Bon Marche  
Dunham's Music House  
Austin-Vesey Company  
Central Bank & Trust Company  
Hayes-Lunsford Electric Company  
Abbott-Knight Company  
National Forestry Service  
Middlemount Gardens  
Bingham School  
Pollock's Shoe Store  
Kress Stores  
Little Theatre  
Asheville Normal School  
Electrolier Company  
Atwater Kent Dealers  
Asheville Citizen  
Asheville Times  
Asheville Fire Department  
Kiibler Motor Company  
Asheville Battery Company  
Richbourg Motor Company  
B & B Motor Company  
Sawyer Motor Company  
Plemmons Motor Company  
Weaver Motor Company  
Shepherd Advertising Company  
Ebbs Bros.

### Civic Clubs

Kiwanis Club  
Monarch Club  
Lion's Club  
Civitan Club  
American Business Club  
Optimist Club

### Out of Town

Hendersonville Chamber of Commerce  
Black Mountain Chamber of Commerce  
Weaverville Chamber of Commerce  
Fassifern School, Hendersonville  
Brevard Chamber of Commerce  
Franklin Chamber of Commerce  
Waynesville Chamber of Commerce  
Erwin, Tenn., Chamber of Commerce  
Chimney Rock Chamber of Commerce  
Camp Greystone, Hendersonville  
Camp Wyaconda, Waynesville  
Sylva Chamber of Commerce  
Lenoir Chamber of Commerce  
Tusculum College  
Blue Ridge Association  
Camp Junaluska for Girls  
Mars Hill College  
Hickory Chamber of Commerce  
Three Arts Club, Bristol, Va.

### National Hookup

Dempsey-Tunney Fight  
Radio Industries Banquet  
World Series Baseball

### Radio Prize Donors

Mr. F. L. Seely  
Biltmore Industries  
Electrolier Company  
Asheville Battery Company  
Radio Service Company  
Treasure Chest  
Carolina Power and Light Company  
Dunham's Music House  
Finkelstein's  
Dorian's Music Company  
Sterchi Brothers, Inc.  
North State Pottery Company  
Roberts Filling Station  
Asheville Mattress Company  
Piedmont Electric Company  
Chesterfield Mill Company  
Clover Farm Stores, Inc.  
Neely Clothing Company