

RADIO STATION

# WSAZ

HUNTINGTON, WEST VIRGINIA



*and the*  
**WEST VIRGINIA  
NETWORK**

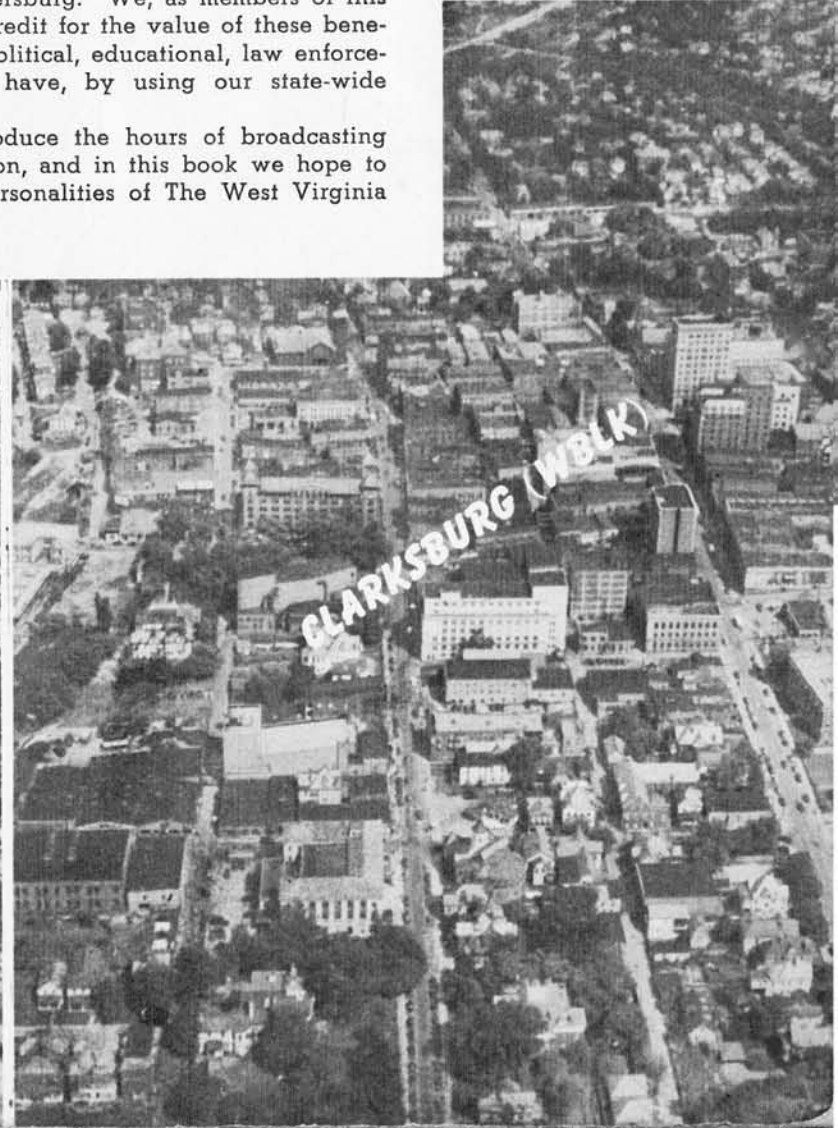
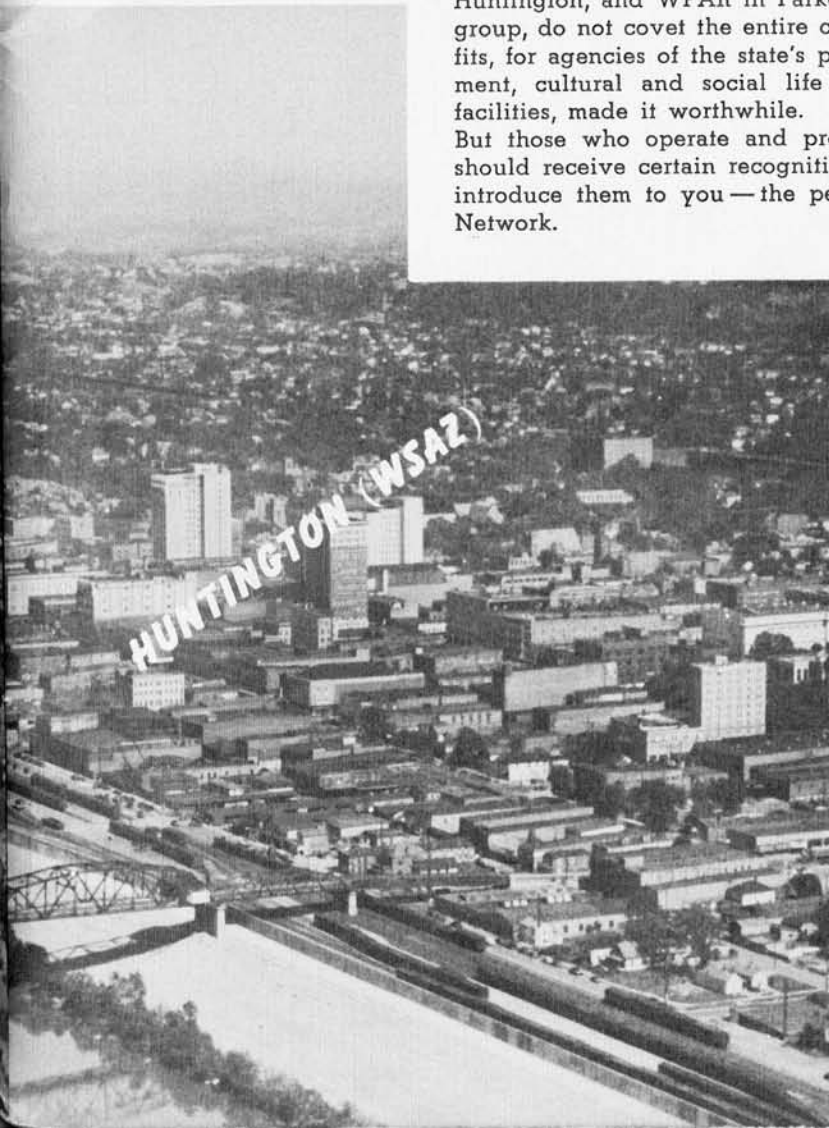


## **THE WEST VIRGINIA NETWORK** *Personalities*

American Radio plays a far greater part than as a mere entertainer. Entertainment, to be sure, is important in keeping minds refreshed and ready to encounter the more serious elements of life, but continually your radio has brought you public information, education and appeals in time of emergency. It is this latter part of radio that prompted the development of The West Virginia Network.

Here, in some of the nation's most beautiful hills, public service has been enlarged by the linking of West Virginia's four leading stations — WCHS in Charleston, WBLK in Clarksburg, WSAZ in Huntington, and WPAR in Parkersburg. We, as members of this group, do not covet the entire credit for the value of these benefits, for agencies of the state's political, educational, law enforcement, cultural and social life have, by using our state-wide facilities, made it worthwhile.

But those who operate and produce the hours of broadcasting should receive certain recognition, and in this book we hope to introduce them to you — the personalities of The West Virginia Network.



# LEADERS IN WES.

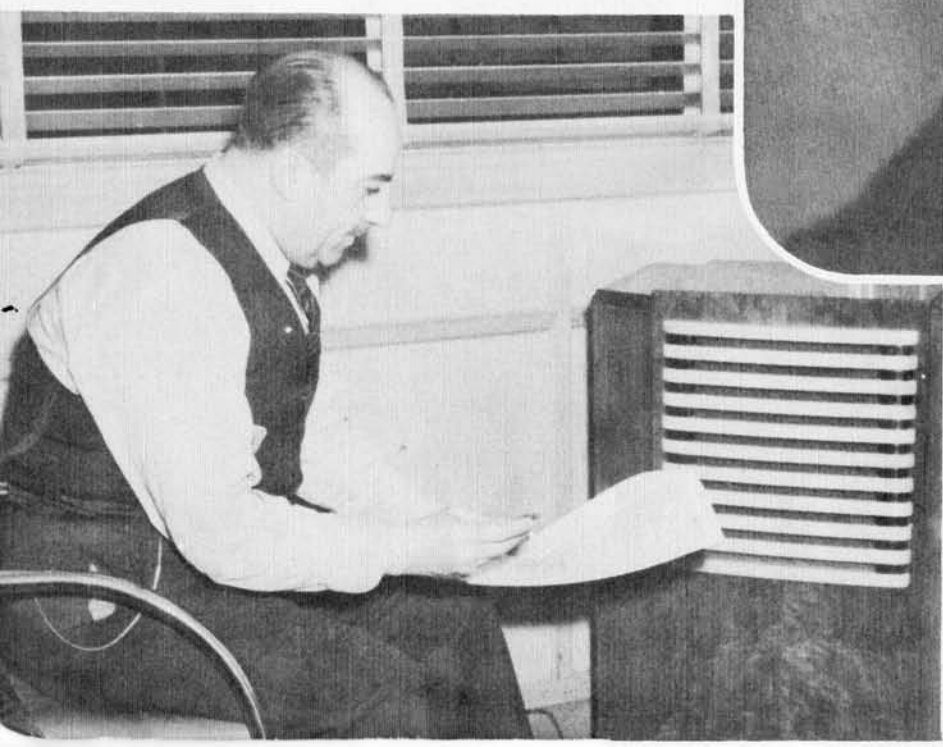


**JOHN A. KENNEDY**, President and General Manager of The West Virginia Network.

**HOWARD L. CHERNOFF**, Assistant General Manager of The West Virginia Network.



**NICHOLAS PAGLIARA**, Program Director of The West Virginia Network.



# VIRGINIA RADIO

**COL. J. L. LONG**, Chairman of the Board of Directors, WSAZ, Inc. Col. Long is also head of The Huntington Publishing Company and President of the Huntington Chamber of Commerce.



**ODES E. ROBINSON**, Technical Director of The West Virginia Network.

**WALKER LONG**, Secretary of WSAZ, Incorporated, in Huntington.





**HERBERT C. WRIGHT**, Commercial Manager of WCHS, Charleston.



**GEORGE C. BLACKWELL**, Station Director of WBLK, Clarksburg.

## ***STATION EXECUTIVES***

**A. RAUCH**, Station Director of WPAR, Parkersburg.



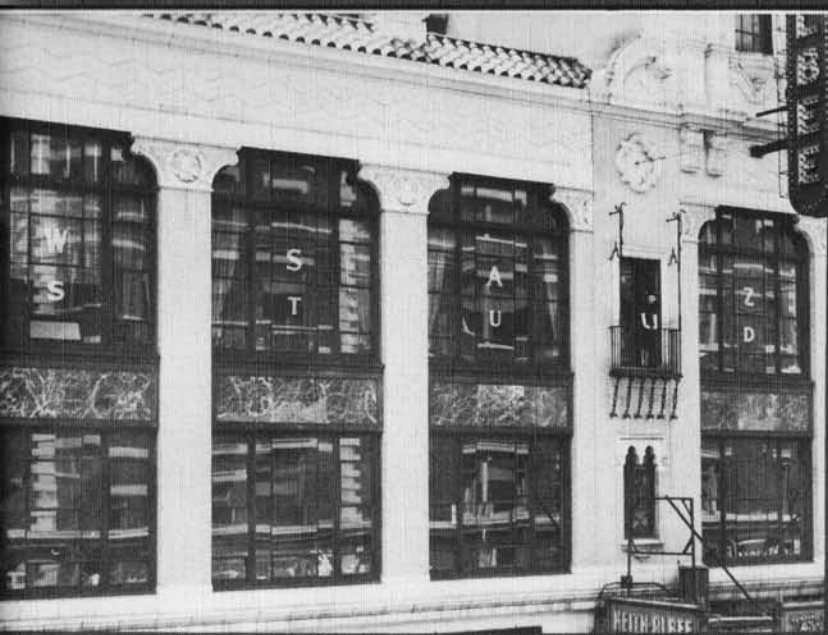
**MEYER LAYMAN**, Station Director of WSAZ, Huntington.



# RADIO STATION WSAZ

**HUNTINGTON, WEST VIRGINIA**

Welcome to WSAZ, the Huntington member of the West Virginia Network, and the second oldest radio station in the state. Dedicated to public service in the Tri-States area, WSAZ devotes its time to the furtherance of worthy civic enterprises as well as to entertainment features. At the time of the 1937 flood, WSAZ received national recognition for its action in hastening emergency communication and alleviating suffering.



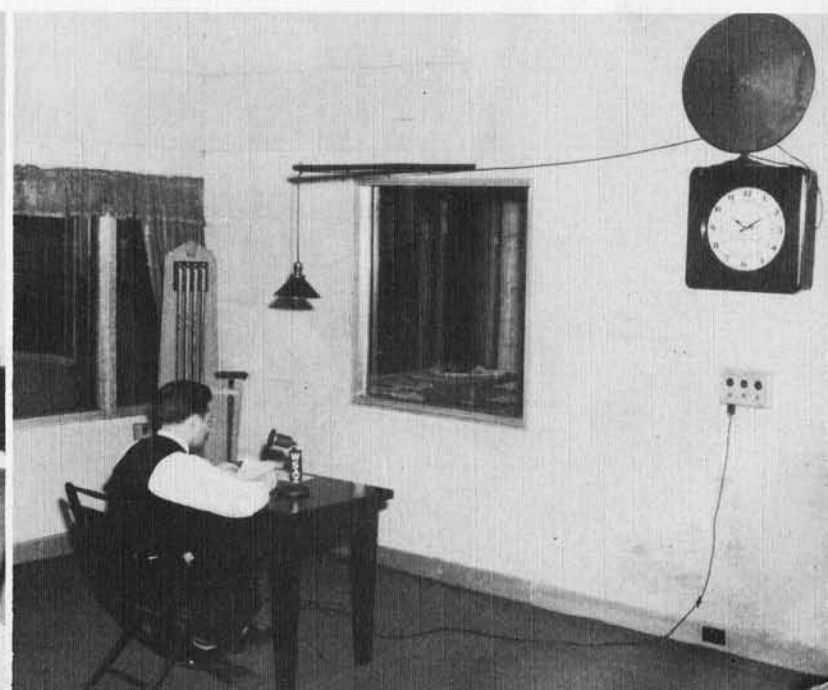
The exterior of the WSAZ studios in the Keith-Albee Theatre in Huntington.

Studio "A," whence originates WSAZ musical presentations. At left organist Frank Knutti is seated at the Nova-chord, one of the most recent developments in instrumental music. At right is the studio control room window.



The Reception Lounge at WSAZ provides a comfortable place for those who visit our studios.

Studio "B" at WSAZ provides speaking facilities principally, but is arranged also for musical programs. The inevitable, automatically rectifying clock with its long sweep second hand overlooks the whole studio, while Joe Herget faces the control room window as he announces.



# WSAZ PERSONALITIES AND



**BILL ADAMS**, Program Director at WSAZ, has tasted the spicy flavor of radio writing, directing and announcing from Boston to Los Angeles. After ten years of it, Bill still retains his original enthusiasm for this, one of the newest and effort-demanding professions in the land. As early as his "soda-punching" days in a Pittsburgh drug store Bill liked to set down ideas—"no matter how screwy"—on paper, to the dismay of his high school teachers, and the pleasure of his college instructors at three colleges. Through association with some of the best radio writers and producers he has developed a fine "savior faire" regarding radio writing. To induce that glow of pleasure, let his life comprise children, dogs and baseball. Bill is married and a "papa."

**GENE KELLY**, Sports and Special Events Announcer for WSAZ, is ranked as one of the loftiest "word-workers" in our industry—six feet, six and a half inches toward the ceiling! Currently, Gene is on leave of absence from WSAZ, having been called to his home-town ball club for "rookie" classes, for he is a far better baseballer than he will admit and the Brooklyn Dodgers want young players who are "far better than they will admit." Now will come the time for Gene to decide between his twin ambitions—to play ball, and to tell about it. As a student at Marshall College, and head of Marshall's chapter of a National Honorary Dramatics Fraternity, Gene wanted radio work, applied, had his sport-spieling chance—P.S., he got the job. At 21, he is hyper-conscientious, allergic to "nosey women" and thinks he is too tall.



**JOE HERGET**, WSAZ Announcer and Writer, recalls but one—single and steadfast—ambition, for the past, present or future. That is Radio. Even while he was turning out some mean "licks" on the drums, bass fiddle and guitar with bands 'round about his home-town of Grafton, W. Va., Joe dreamed of taking a place in radio. He considered the technical side of our profession, and studied radio engineering. But a sense of showmanship took him into the program department three years ago when he won his spurs as an announcer at WBLK, the West Virginia Network station in Clarksburg. Since then he has announced at each of the other three stations of our "loop": WPAR, Parkersburg; WCHS, Charleston; and finally, here at WSAZ. His hobby is listening to new announcers to improve his style.

**BOB DREXLER**, Announcer-writer at WSAZ, was probably one of the most surprised fellows under the West Virginia sun when he first heard his own voice on a transcription—it was the tone of a man of 35 summers. You see, Bob is only 17. The Sunday comics provided his radio entrance: Invited to take part in a weekly "Funnies" dramatization, Bob soon was writing the script. This lead to announcing and more writing until he is now a full-time WSAZ member—and he is still finishing his education at Marshall College. Up in his home—Chicago—Bob always was interested in music (He plays the violin) and good speaking, so he fits nicely into the radio scheme. Incidentally, the high fever he runs is for none less than Hedy LaMarr.



# PROGRAMS



**THE TRI-STATE ROUNDUP** assembles a cast of about 35 on the stage of Huntington's Margaret Theatre each Thursday evening for an appearance-broadcast of the best Hill-billy-western-old-time performers in the Tri-States region. Only a few months old, this program is overflowing the theatre at each performance. The "emcee" is Gene "Blooklyn Slim Sims" Kelly.



**THE SANDY VALLEY EXPRESS** comes streaming through the WSAZ airline each Saturday afternoon with music and information provided by Marion Houck, director of food research and dietetics for The Sandy Valley Grocery Company and nationally recognized home economist, and Karl Vogel, advertising director of that company. The Sandy Valley Express is the oldest commercial program on the station.

Your "**MEMORY LANE SINGER**," H. B. Calbrero, has had a consistent and loyal listener following since his first show on WSAZ early in 1940. Of Spanish descent, Mr. Calbrero has performed in Latin-America as well as on about 60 stations in this country. He plays a number of instruments besides the piano with which he accompanies himself.



**CATHERINE ENSLOW** presents your movie reviews and edits the Huntington "News In Review" over the West Virginia Net each week. Before extensive newspaper, publicity and radio work, she studied dancing in Chicago, and it was in that city that she first ventured into broadcasting. At first Miss Enslow appeared as a singer, and turned later to commentation.

**THE WSAZ PLAYERS' GUILD**, consisting partly of the group shown here, makes its dramatic presentations each Sunday. Left to right in this picture are Flo Brown, Calvin Welch, Nathan Wade, director, Henry Broh, E. A. Ward, Jr., Irene Drexler, Shirley Ginsburg and William Mullen. Others of the group are drawn from the ranks of the Huntington Community Theatre, as are these members.







**THE BIRTHDAY PARTY** gives youngsters an opportunity to celebrate their yearly anniversaries with appearance on WSAZ — singing, dancing or reciting. With program director Bill Adams conducting, an average of twelve juveniles performing, and 25 or 30 kiddies in the audience the program attracts a host of listeners, even though their children may not appear.



**THE TREASURE CHEST**, the Wednesday and Friday broadcast of impromptu questions and answers from downtown Huntington, is conducted by John L. Henry and Bob Drexler — behind the microphone facing the camera. Questions sent in by listeners are graded as worth from 25c to \$1.00. If they are answered, the cash is awarded the answerer, if not, the sender receives the award and the interviewee receives theatre tickets.



**DR. ARTHUR S. JONES**, nationally prominent orthopedic surgeon and physician, founder of the Jones Orthopedic Hospital for Crippled Children and director of Morris Memorial Hospital at Milton, has appeared frequently over WSAZ for the benefit of the national Infantile Paralysis Prevention Week drive. Dr. Jones also was recently a guest of Gabriel Heatter on the CBS feature "We, the People."



Left—On numerous occasions WSAZ has been privileged to have as their guest **JUDGE H. CLAY WORTH**, Judge of the Common Pleas Court, Cabell County. A graduate of Marshall College, Judge Worth received his advanced training at Oberlin College and his degree of L.L.D. from the University of Iowa. During the World War he was active as Y. M. C. A. Secretary all over the world and proved his outstanding merits as a singer.

Right—**PRELUDE TO WORSHIP** represents all of Huntington's churches. Each Sunday morning one of the lay members delivers a short talk regarding that day's texts in various churches, and provides devotional music. With an avowed purpose of encouraging church interest, regardless of creed, Prelude To Worship has proved a popular religious index. Here pictured is Mr. R. F. Knight, at the time he was present on the program.



In cooperation with the nationwide campaign to focus attention on the need for early detection and treatment of cancer, WSAZ broadcast a series of programs combining talks by leading physicians and music by prominent Huntington artists. Here, left to right, are Bob Drexler, WSAZ announcer, Dr. J. M. Bloss, Sarah Louise Lacke, at the piano and Sarah King in one of the broadcasts.

Instrumental ensemble and vocal quartet of the Huntington Citadel Band of The Salvation Army who are heard occasionally over WSAZ on "Sabbath Day Meditations," conducted by Major Gordon G. MacGillivray, center.





Another of Huntington's distinguished citizens to whom the WSAZ microphone is not strange is **JUDGE GEORGE H. WALLACE**, long active in local civic activities and political functions.



**FRED W. SMITH** and his "Sunday School Lesson" program once a week have found favor throughout the Tri-State area. Mr. Smith was a missionary in India for over six years.



**FRANK R. KNUTTI**, WSAZ Musical Director, operated his own amateur radio station back in the "twenties," studied for radio engineering, landed a job, saw possibilities in the talent end of broadcasting . . . and away he went. Devoting his life to music, Frank has worked in radio from Alaska to Argentina. He is shown here at the console of the \$50,000 Keith-Albee Theatre organ.

**THE HUNTINGTON WOMAN'S CLUB** broadcasts a weekly program from the studios of WSAZ each Wednesday. Aimed at educational topics, each of the eight departments of the Club has charge of a successive program. Left to right in this picture: Medames A. G. Summers, W. L. Stinson, W. T. Donaldson (director of the series), Creed Neff, J. C. Helburn, Berkley Shafer, C. C. Douglas and J. C. Lenhart.

**HUNTINGTON STORY-TELLERS' LEAGUE**, a group of local business women, teachers, musicians and housewives, meet at WSAZ each Monday for a program of stories and music. Here shown, left to right, are Mrs. A. C. Dodge, Mrs. J. H. Robinetts, Mrs. Merlin Boher, Mrs. H. V. Mullens, Mrs. John L. Henry and Miss Ruth Thornburg.



# PERSONALITIES AND PROGRAMS



**THE HUNTINGTON SYMPHONY ASSOCIATION AND ORCHSTRA** is heard over WSAZ. Conducted by Raymond A. Schoewe, veteran of the Boston Symphony (4 years) and Cincinnati Symphony (12 years), and notable violinist, the Symphony has been a welcome addition to the Tri-State culture since its organization in 1939.



**THE HUNTINGTON MOTHERS' CLUB** program of discussions of civic problems is conducted by the following ladies (left to right): Mrs. Allen S. Perry, director; Mrs. C. C. Dickey, Mrs. E. Guy Robertson, Mrs. R. E. Morgan, Mrs. John R. Topping, president; Mrs. L. T. Siens.

The verse of local writers is read twice a month over WSAZ by the **HUNTINGTON POETRY GUILD**. This picture shows, left to right: Mrs. Walter M. Parker, for twenty years a teacher in West Virginia schools and colleges and director of the Guild broadcasts; Mrs. Ross F. Beckett, Mrs. J. O. Leadman, Mr. B. E. Hovey, secretary of the Guild; Mrs. Walter Scott Purdy, head of the Literature Department of the Woman's Club; Mrs. C. O. Reynolds of the Ways and Means Committee of the Guild.



Current literary products are reviewed by **THE MORNING BOOK CLUB** on its twice-monthly quarter hour over WSAZ. The group comprises 24 active members who prepare and deliver synopsis of the latest books. Left to right here are Mrs. W. H. Donaldson, Mrs. John L. Henry and Mrs. C. C. Douglas.

Each week the meeting of the **HUNTINGTON ADVERTISING CLUB** is broadcast from the Frederick Hotel, featuring discussions of advertising's place in commerce by local leaders. In this picture, left to right, we see Rev. Arthur Lindbeck of Ceredo; Ed. F. Adams, President of the Advertising Club; Monte Little (behind speaker's stand); and J. L. Patterson, executive secretary of the Business Men's Association.





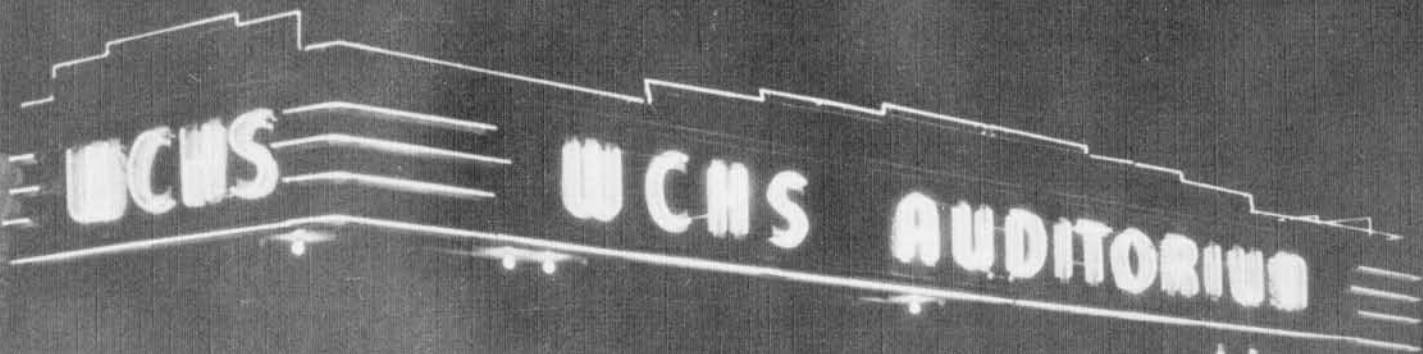
New ideas in the professions, business, science and education are discussed twice a week on **THE SCHOOL OF THE AIR** from Marshall College. Headed by Dr. Frank A. Gilbert, Professor of Botany at Marshall, the program features both students and professional and business men. Here shown is a program in progress with WSAZ announcer Bob Drexler (right) in charge.

The students of journalism of Marshall College present the weekly **PARATHENON NEWS CAST** of campus happenings. In the role of commentators are Virginia Daniel and Robert Guckert. Here, in a special interview, are WSAZ announcer Gene Kelly (right) with student Aldo Paletti. WSAZ engineer Glenn Chase is at the controls.

The Marshall College **CAMPUS QUIZ** brings you an extemporaneous recital of college functions each Tuesday. Robert Guckert is director, assisted by Harry Price. This is a scene of one of last fall's broadcasts.

The Fine Arts are the points of discussion and performance on the **WESTMORELAND WOMEN'S CLUB** program each week. Left to right here are Mrs. C. G. Watts, Mrs. A. E. Peterson, Mrs. George Todd (at the piano), Mrs. K. R. Hutchinson and Mrs. A. Mitchell.





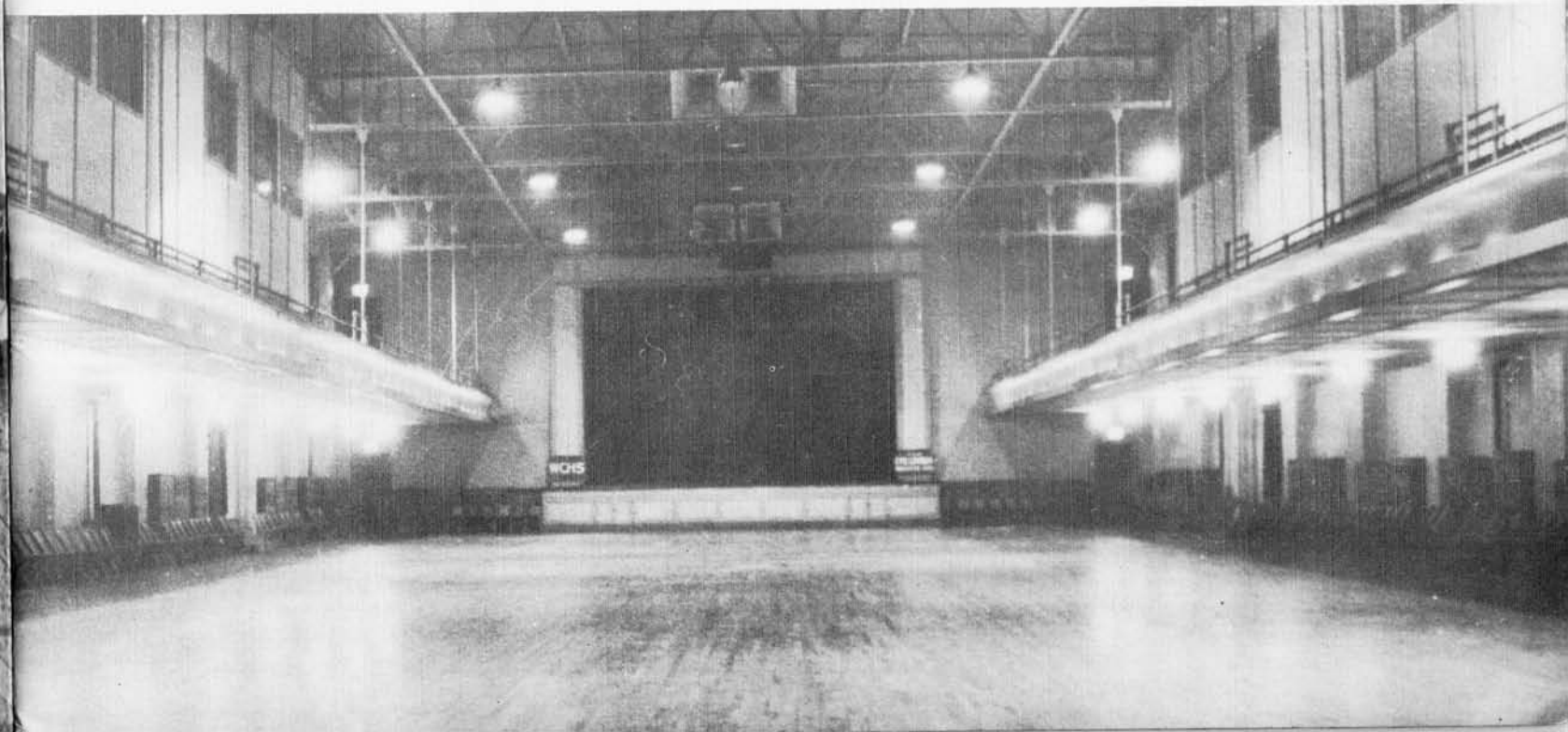
The entrance to the WCHS Auditorium at night.

## WCHS

# CHARLESTON'S ENTERTAINMENT CENTER

Whether to see or hear, WCHS in Charleston provides a center of entertainment. The WCHS Auditorium at 1021 Lee Street is the scene of many appearances to nationally known dance orchestras and stage stars in addition to its numerous visibly broadcast programs. Surrounding the spacious auditorium are the offices and studios of Radio Station WCHS, in which your daily programs of drama, music, education, civic service, news, sports, comedy and domestic advice emanate. Either at 580 on your radio dial, or at 1021 Lee Street, Charleston is provided the best available entertainment.

The interior of the WCHS Auditorium, showing the windows of the WCHS office corridors high on either side of the room.



# WCHS PRESENTS...



The **MINISTERIAL ASSOCIATION** of Charleston, shown here in assembly for planning the 1940 WCHS religion series, present church service broadcasts each Sunday from eleven o'clock until noon. The services of a different church are aired in rotation each month over WCHS.



**YOUNG STARS OF TOMORROW** are heard Sunday noons. Children from 2 years to 15 years of age are given an opportunity to perform under the experienced direction of "Uncle Nick" Pagliara (second from right). Their acts range from songs through dances, instrumental solos, yodels, recitations to "sweet potatoe" concerts. Leah Perry (left) accompanies, and Flem Evans (right) is the announcer for this "must" feature over WCHS.



**THE WEST VIRGINIA STATE COLLEGE CHOIR**, the a capella group from one of the nation's leading negro educational institutions, is noted throughout the state for its interpretations of spirituals and light classic choral compositions. This aggregation presents a series of programs during the school season over WCHS and the West Virginia Network, and is ably directed by Gladys Johnson (Not shown in picture).



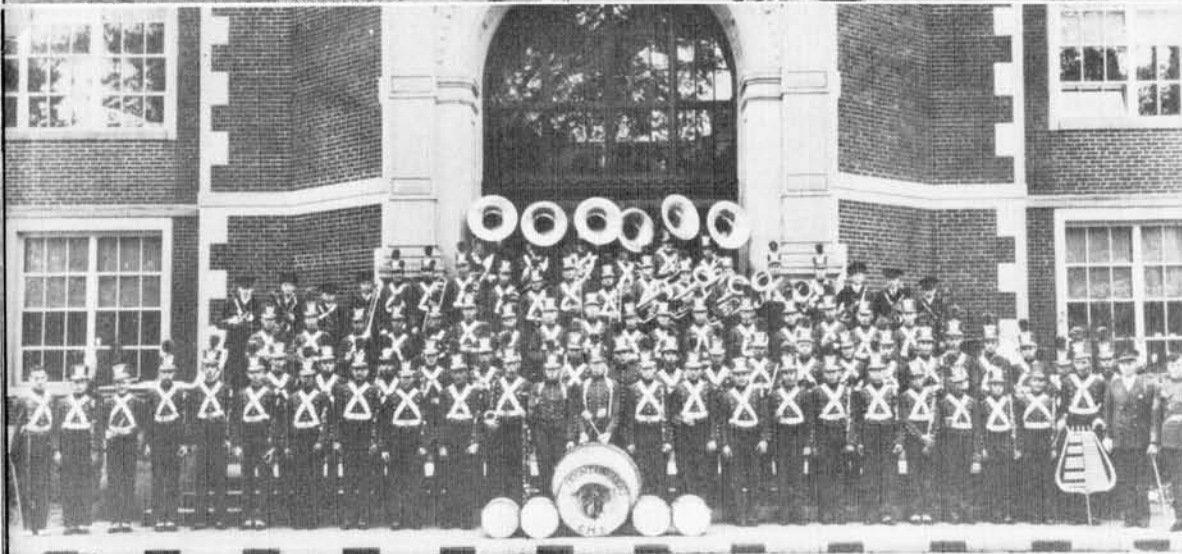
**"LET'S DANCE" — THE COMMANDERS ORCHESTRA** is one of the leading dance bands in Charleston and a favorite over WCHS and the West Virginia Network. Playing from the WCHS Auditorium, The Commanders are entering their third year as a weekly broadcast feature from Charleston to the Network. Either "sweet" or "swing" fits its repertoire.



**THE SCHOOLMASTER'S PROGRAM** provides a weekly review of the activities and aims of the entire Kanawha School District. Conducted by The Schoolmasters organization, the entertainment is provided by students, as in this broadcast picture.



**THE DYNAMOS**, four boys with a single thought—harmony. The sweet resonant boom of the deep bass notes blending with the tenor's easy treble narrative and punctuated by the rhythmic strumming of the guitar generates a type of pleasantly unusual melody consistently in favor with WCHS listeners.



**THE CHARLESTON HIGH SCHOOL BAND** broadcasts over WCHS during the school season. This, the largest high school band in West Virginia, has received "Superior" rating in many state contests.



**THE CHARLESTON CIVIC ORCHESTRA** is shown in rehearsal prior to a WCHS-West Virginia Network broadcast. This is part of our year-round local music features.





**THE HIGH SCHOOLS SAFETY PROGRAMS** present a weekly broadcast under the supervision of W. C. Easley, Director of Highway Safety of the West Virginia Department of Public Safety. From local high schools are recruited the talent for each week's dramatization.



**THE CHARMCO MONEY BAG** — We spin the wheel . . . you answer your 'phone . . . Presto! The Charmco Money Bag is yours. Further details are described on each broadcast. The startled gentleman at the right is "Chief Twirler" Nicholas Pagliara, director of programs for WCHS and the West Virginia Network.



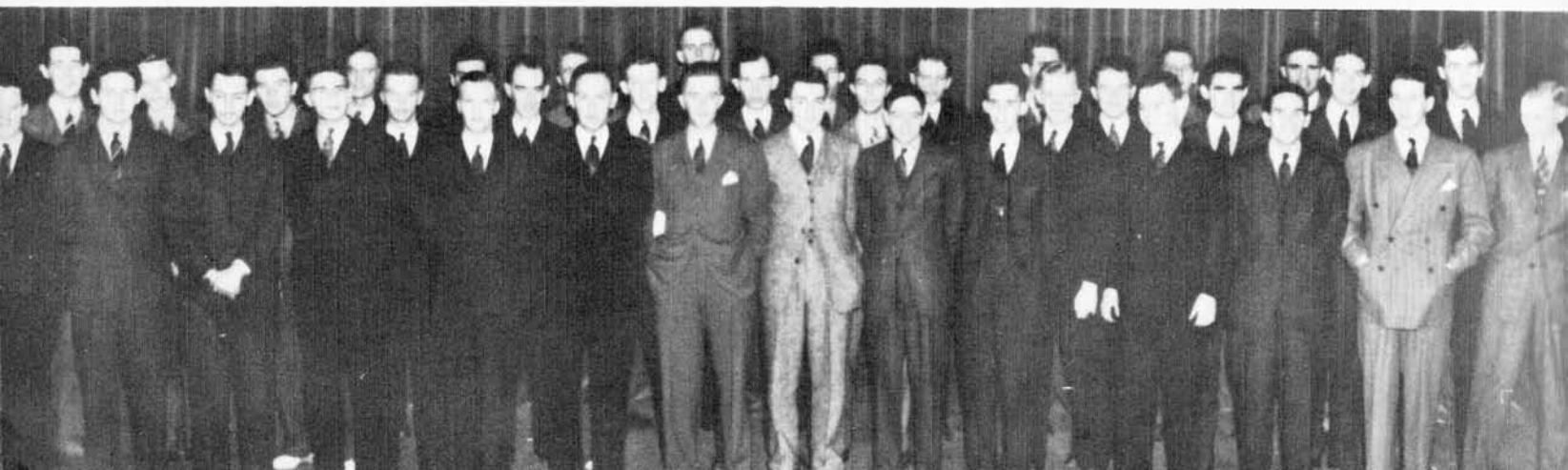
**THE GIRL SCOUT'S** weekly broadcast is another phase of WCHS-West Virginia Network community interest features. Boy Scouts and other youth organizations also broadcast.



Columbia's "AMERICAN SCHOOL OF THE AIR," rated nationally as the outstanding radio network educational feature, is a daily feature over WCHS and WPAR. Each Friday a ten minute local participation period is allowed after the CBS New York portion is ended. In West Virginia students from high schools as far away as Princeton (115 miles) present discussions from the studios of WCHS and WPAR. This group on the stage of the Charleston High School Auditorium are engaged in one of the weekly broadcast forums under the eyes of Prof. Edwin Blum, (standing left) head of the high school history department, WCHS engineer Dick Helms, with headphones, and Melva Graham Chernoff, West Virginia Network Educational director (standing right).

## WCHS

**THE GLEE CLUB OF WEST VIRGINIA UNIVERSITY** of Morgantown is heard periodically over WCHS-West Virginia Network air waves.



# WCHS CHARLESTON WEST VIRGINIA

**KEY STATION —  
— WEST VIRGINIA NETWORK**

On October 12, 1927, at the witching hour of midnight, a new radio station went on the air for the first time . . . it was WOBU, Charleston, W. Va., forebearer of the present WCHS, the key station of the state-wide West Virginia Network.

The Huntington Publishing Company acquired the budding radio enterprise in 1935, and in 1936 moved it from the Ruffner Hotel to new quarters on Capital Street, increased power to 1000 watts in the day, and 500 at night, and changed its call-letters to an abbreviation of "Charleston," WCHS.

Later in 1936, John A. Kennedy, Clarksburg newspaper publisher, purchased the station to serve as the nucleus of our present West Virginia Network — WSAZ in Huntington, WBLK in Clarksburg, and WPAR in Parkersburg.

1937 brought further changes: The Columbia Broadcasting System selected it as its leading West Virginia affiliate, and in May the Midelburg Auditorium at 1121 Lee Street was purchased and rechristened "The WCHS Auditorium," as the home of the expanding station.

Not content to accept minor status, WCHS definitely abandoned its swaddling clothes on October 16, 1939, when 5000 watts of energy were applied to send its programs out to its listeners.



# FROM SIX TILL EIGHT A.M.

We West Virginians like hill-billy music . . . but not all day long. Since the early days of WCHS these old melodies have had a place on our schedule, but a persistent elimination has finally given us talent of real quality—entertainers who know their music and sincerely love it.

Thus, "from six 'til eight A.M." WCHS devotes entirely to hill-billy music. That is the appetizer course of our daily menu, tasted again in aggregate when our morning acts combine for the Friday night "Old Farm Hour."



**FRANK WELLING** is in charge of our old-time talent and the "Old Farm Hour" in addition to his staff announcing duties. For fifteen years Frank has battled around in this radio world, with an occasional recess to make records for one of the nation's leading recording companies. Over in Gallia County, Ohio, young Frank loosed his first yelp "goin onto forty yars" ago. After vaudeville and radio in Ohio, West Virginia and Kentucky for a quarter of a century, he came to WCHS in 1937. Three daughters grace the Welling household, the oldest is 12 years and the youngest is only six months old.

"**UNCLE SI**" on "The Old Farm Hour" each Friday evening is hardly recognizable for his real identity—Frank Welling. Frank started his career on the vaudeville stage at the age of ten. In that realm he acquired a definite dislike for HIGH sopranos.

In still another role, Frank Welling becomes "The Powatan Old Timer" at 6:15 a.m. with old ballads, hymns and homespun philosophy. He "emcees" the other 6 'til 8 a.m. shows.





6:45 a.m.—**BOB BIDDLE & HIS BUCKAROOS** burst out in their "wake-up time" music.



7:40 a.m.—**CAP, ANDY & FLIP** came into being "piece-meal." In 1920 Warren "Cap" Caplinger, from Kanawha, visited Tennessee to look for a mining job. There he met the son of a Baptist preacher, Andy Patterson. They became "Cap and Andy," made phonograph records and moved into radio up in Akron, Ohio. Soon, an Alabama fellow paid them a visit, introducing himself as William Austin Strickland. A fine musician and good singer, "Flip" — so-called for his pronunciation of slippers as "flippers" when a baby — joined the duo and it was rechristened "Cap, Andy & Flip." The boys have never separated since their meeting. In the picture they appear in the order of their titles — Cap, Andy and Flip.

Friday evening — **THE OLD FARM HOUR** combines the talents of your morning entertainers, plus guests. This, one of WCHS' oldest programs, has been presented for the past four years in the WCHS Auditorium in the presence of an average audience of 2,000 persons — in addition to the thousands who listen at home.





# ...TIL EIGHT A.M.!

**THE TRAIL DRIFTERS** are the early birds of our "wake-up" crew. At six a.m., each morning but Sunday, these boys open the station's broadcasting. The featured Parker brothers, Curly and Tom, are on the right with "bull fiddle" and guitar respectively.



Come six-thirty in the morning and **HARMIE SMITH AND HIS OZARK MOUNTAINEERS** take over the "right of wave" for a continuation of the morning gaiety. Harmie, a pioneer hill-billy radio performer, is hiding behind his "gitter" at the right.



**RED AND RAYMOND** (First and third from the left, respectively) and their musical cowboys, took their places this spring at the seven a.m. position in WCHS' "up-an'-at-em" two hours.



**SMILIN' TEX TYLER** inaugurated his "Public performin'" career in his home town of Mena, Arkansas, when he entered an old-time fiddler's contest. Here, he strums the guitar in the center of his Monday-through-Saturday-morning-group.

# 580 ON YOUR DIAL



**MELVA GRAHAM CHERNOFF** is Educational Director of the West Virginia Network, in addition to her favorite activity — conducting the Woman's 580 Club. Her life has been interesting: Born and reared in New York City, Mrs. Chernoff entered newspaper work upon graduation from college. Soon this experience led to special column writing and styles became the grist for her typewriter. Advertising writing followed.



**THE WOMAN'S 580 CLUB** meets at four o'clock each weekday — in thousands of homes in Charleston and vicinity. At that time Melva Graham Chernoff with Flem Evans ("Mr. 580") conducts her half-hour of chatter regarding styles, movies, music, housekeeping, recipes and so forth, for the "listeneroster" which includes the finest and largest group of ladies in this area. Intelligent, congenial and interesting, Mrs. Chernoff enjoys the daily chats with Club members who call her, and thrills to the success of the periodic "Club Meetings" in the WCHS Auditorium.



**PAT B. WITHROW** set out early in life to make his part of the world a better place. It was a slow, hard trip to his present position as superintendent of UNION MISSION. Ten years ago he started broadcasting his programs over the pre-WCHS station, WOBU, and has continued by popular request ever since. He is happy at fifty-nine that son Pat, Jr. has chosen to follow his same career. "The Hymn Singer" is that son.



**THE HYMN SINGER**, Pat B. Withrow, Jr., serves as his father's "good right hand" as associate superintendent of Charleston's Union Mission. Nine years ago he was asked to sing on the air and remained as a steady feature. Pat is only 28, but has traveled Europe, appeared on The Columbia Broadcasting System network, studied under the noted Rollin Pease in Arizona, is married and father of two fine children. At nine each morning (weekdays) this group gathers: (left to right) Richmond Houston, Leah Perry, Victor Parcell and Pat, himself, to present hymn music. Pat presents each with a stick of gum after each program.



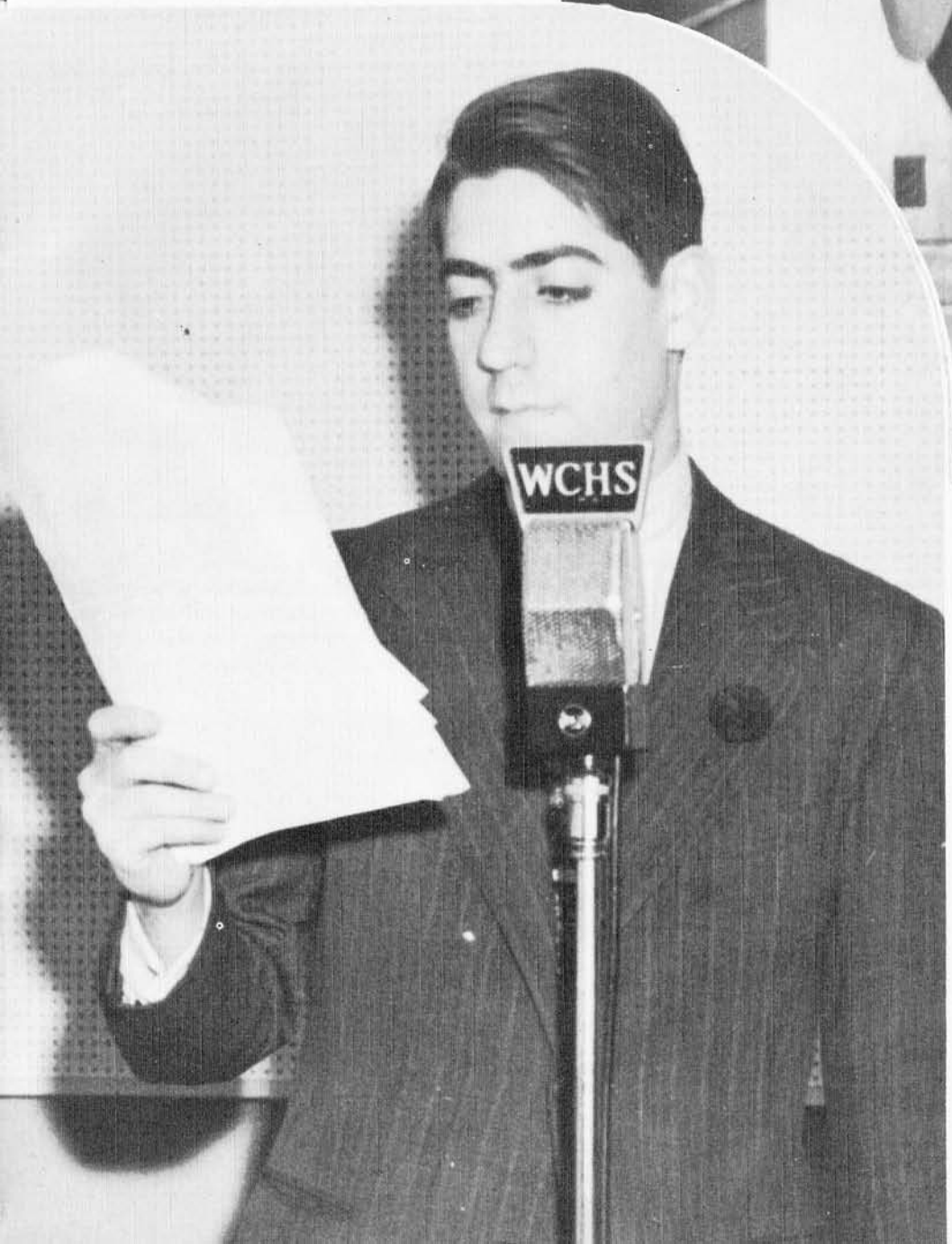
... **FLEM EVANS.** Back around 1927 a young fellow of eleven summers stood boldly out on a Williamson, West Virginia street announcing new stock market highs and passing out the local newspapers . . . but his heart wasn't set on the news or the pennies that accumulated, only on the "announcing" part. Even at that time Flem Evans was interested in what one could do with his voice, and he wanted to be a preacher. However, in the course of college, teaching, selling and musical training, he turned to radio at WSAZ, Huntington. In 1935 he came to WCHS, and a year later, married. Flem both writes and announces at WCHS, and can operate a violin fairly well.

## **YOUR ANNOUNCER IS . . . .**

... **ROGER MARVIN CADE.** "One day, out of a blue sky . . . took an audition . . . have been in radio ever since." How true that is in the case of many radio announcers. And it was a rather startling experience for Roger Cade that July 13 in 1936. Most of his life Roger had planned just how his "shingle" would look when he became a doctor—like his favorite uncle. But he was already twenty—his college hopes just hadn't materialized, so he walked into his home town station in Fairmont and . . . he came down with us in 1938. Roger is married and has a baby son. His age? Twenty-four.



. . . **JACK SHELDON.** Is it any wonder, in view of the activity Jack displays in this picture, that he doesn't like to get out of bed early, or, as he adds: "at any time?" Jack's entire life and present activities contradict his claim to laziness: As one of WCHS' special-events announcers there is small chance for lassitude, neither was there when he engaged in the duties (early in life) of paper boy, florist's helper and dish washer. Dramatic parts at WGAR in Cleveland started him in radio and the experience prompted him to forsake his engineering college career for announcing. Jack is twenty-four and married.



. . . **LEON MAY.** The youngest member of the WCHS announcing staff—Leon is ready to cast his first vote—is a native of Charleston who claims his job comprises "the day shift when 'soap operas' are on." "Soap operas" mean, in radio vernacular, the network serial dramas, and are so named because so many are sponsored by soap companies. But Leon's duties extend far beyond "them pickin's." When he was only 19, Leon started at WCHS as a salesman, bided his time until he had a chance at announcing, and here he is. There was the time when ichthyology was his hobby interest—he had a fine collection of tropical fish.



# NEWS SPECIAL



**GEORGE GOW** doesn't hand out guesses when he presents his "Sports Page of the Air" each evening. For thirty years George has followed sports as either a participator or active reporter. He has played professional football and basketball, semi-pro baseball, amateur polo, tennis, golf, track and hockey, and has given play-by-play radio descriptions of each at one time or another. From Colorado he came to Aquinas College in Ohio for a B.S. degree, and then started out to do biological research. All that changed, however, when he was asked to substitute for a person whose speech impediment would hamper a radio lecture. George stayed on in radio to specialize in sports and special events and assumed those duties at WCHS on June 1, 1938. In this picture George is interviewing Con Hardman, Sports Editor of The Charleston Daily Mail.

Right—**THE ROVING CARAVAN** is the weekly-on-Saturday-evening interest throughout Charleston. Informal interviews bring out opinions and social habits of your neighbors. Here Jack Sheldon broadcasts the remarks of a man on a downtown street.



Your **ESSO REPORTERS** at work in the WCHS News Room: Roger Cade stands at the left removing news copy from the United Press teletype machine which brings it from points throughout the world; Flem Evans, center, separates and sorts the items on the continuous strip of paper off the teletype; Leo Peters, at the 'phone, checks his local news sources for home items. These are only the minor factors that go to make up the four regularly-scheduled newscasts and an indefinite number of "extra" flashes every day.

Below—**BILL HANDLAN**, Publicity Director for the West Virginia Department of Agriculture, constantly keeps farmers and dairymen posted on current agricultural developments with his daily, Monday through Friday, broadcast based on official reports and bulletins.



# SPORTS EVENTS

**LEO E. PETERS**, WCHS News Editor and Publicity Director, has kept all forty-one of his years brimming with activity. Back in his native Pennsylvania Leo earned his first spending money holding horses for dairy deliverymen at the immense stipend of five cents per day. Then followed a varied career as news reporter, political writer, telegraph reporter for Associated Press, United Press, International News Service, Canadian Press, Western Union and Postal Telegraph. Alert to the developing opportunities in radio news, Leo shifted his activities to broadcasting and came to WCHS this year.



Again out on the street with the WCHS "mike" goes Jack Sheldon for the popular "Inquiring Reporter" show. The questions and answers, impromptu and spontaneous, make the program an index of public thought as well as a medium of entertainment.

Below—**LEWIS WELCH** relates news fresh off the wires each afternoon from the offices of The Daily Mail. A direct line between the newspaper and our studios provides access to any important news story the minute it is revealed.

**THE SPORTS FLASHBACK** each Wednesday evening is George Gow's review of famous sports incidents on his Sports Page of the Air show. These dramatizations are done by students of the radio production class at Morris Harvey College. Shown here are (left to right) Paul S. Bowman, Kyle King, Don Dunn and Harvey Farris. In addition to this feature and The Sports Page, George Gow has interviewed nearly a hundred stellar sports figures on the air, and carries the play-by-play baseball accounts during the season.





**LEAH PERRY**, piano and organ accompanist and arranger, looks younger than her age (23), but is a musician of accomplishment. Upon graduation from Sullin College, Leah went on to Cincinnati College of Music for her degree and continued at the Cincinnati Conservatory under noted piano and organ tutors. In 1938 she wrote songs and a ballet for a Cincinnati musical production. P.S.—her nickname is "Pinkie."



**AGNES SMITH** is also a PBX operator. Last year she came to us from employment with the Daniel Boone Hotel. Although she is married and has her own home to care for, she is anxious to complete the business course she was obliged to terminate some time ago. As receptionist at WCHS "Smitty" must draw upon her talents as a diplomat in more than one case.



**MARY LEE GROVE** acts as secretary to Mr. Chernoff and - - - well, the rest of her duties are heaped before her. The thousands of letters — suggesting, commending, inquiring and sometimes complaining — that come to WCHS must be individually reviewed and answered. Of course, Mrs. Grove doesn't bear the entire burden of this obligation — to our listeners, but her share is visibly substantial.

# IES PART

**CAROLYN JOHNSON** is responsible for listing the right program for the correct studio with the intended announcer at the correct time every day of the year—she is Traffic Manager. In April of 1938 Mrs. Johnson came to WCHS from employment with a furniture company and a division of the United States Treasury Department.



**VELVA WILLIAMS** is officially PBX operator (switchboard) at WCHS, but myriad duties enter into that title. She must be familiar with every minute on the broadcasting schedule, know the location of anyone on the staff—and some who are not, do stenographic work in spare moments and keep her sense of humor intact. Mrs. Williams joined WCHS in 1937.



**ELEANOR GREGORY** lays her auditor's report on Mr. Chernoff's desk in this picture. In Florida the Depression caught up with her when the bank in which she was a Teller went the way of so many institutions of its kind. Thus, in 1932 Miss Gregory returned to West Virginia and found a place as auditor-bookkeeper with WCHS. Extra-business interests are interior decoration and her contralto part in a church choir.



# FEATURES



Left—GOV. HOMER A. "ROCKY" HOLT speaking at a Memorial Day ceremony. Gov. Holt makes use of the WCHS facilities to reach his constituents through the West Virginia Network.

Right—SONG SERENADE is presented by EDITH HILL BRIGODE in the manner of the old troubador. Her songs and accordian melodies waft through your loudspeakers each Wednesday night.



Right — W. ELLIOTT NEFFLEN, Charleston attorney, represents American Legion activities over WCHS and The West Virginia Network. Mr. Nefflen is past Department Commander of the American Legion of West Virginia and present National Executive Committeeman of the state contingent for 1940-41



Left — TIME FOR THE POETS, by CONNIE McCLURG BRYANT, features the works of local bards in a twice-weekly quarter hour.



Right—THREE GIRLS IN BLUE—this smooth harmony trio is one of the pioneer sustaining features of WCHS. Because of its tremendous audience appeal it has been sponsored a number of times. Trick arrangements and precise execution are the factor responsible for the success of these three maids.



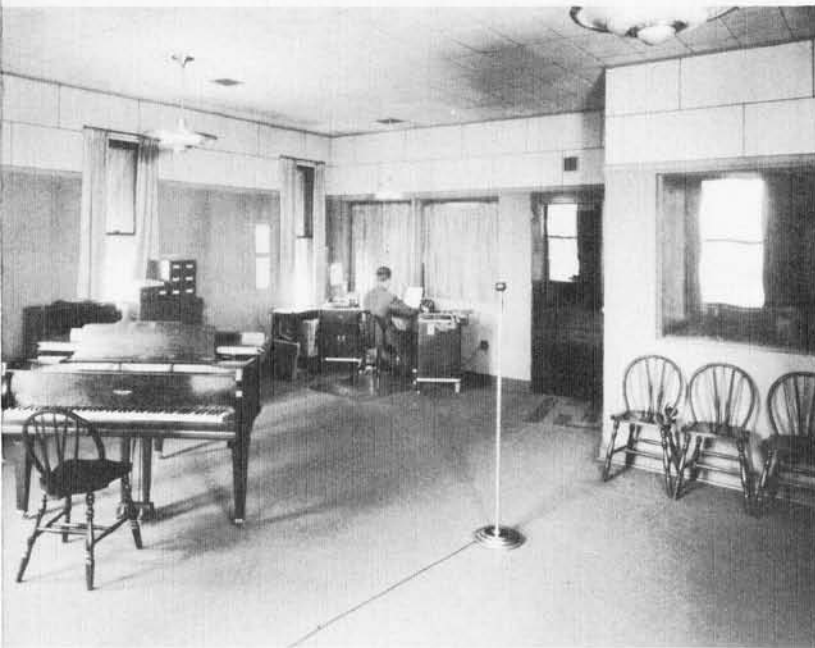
# WPAR

# PARKERSBURG, WEST VIRGINIA

From the tower shown in this picture the WPAR programs radiate to your radio receivers at home. WPAR is not devoted alone to the programs that originate in the Parkersburg studios. Through this station's facilities comes entertainment, education, news, emergency service and civic promotion. At 1420 on your radio dial you will find the pick of West Virginia programs from the West Virginia Network, the finest nationwide features from The Columbia Broadcasting System; plus the greatest service and entertainment of local character. WPAR is not made up of electricity, scientific gadgets and black and white copy as much as it is composed of you thousands of listeners who advise, contribute or even perform for the betterment of this entire radio area.



# WPAR PERSONALITIES AND PROGRAMS



WPAR's Studio "A," showing the transcription turntables in the rear. These tables are equipped with "pick-up," or reproducing heads, in which diamond or sapphire points are used, instead of the ordinary steel needle used on a phonograph.

**R. D. MARSHALL** and his inevitable black cigar came to WPAR this year from WCHS in Charleston to assume the duties of assistant station manager and sales representative. Following his studies at Franklin University, "Rollie" spent sixteen years in newspaper advertising. This took him, at one time, down along the Mexican border, Father of three girls (Aged 3, 5 and 9 years), R. D. Marshall has somewhat forsaken his ambition to be a boxer, which once tempted him.



Studio "B" is used for smaller musical presentations and for speakers. The curtained windows show into the general offices, and windows at this side of the studio — unable to show in the photograph — visually connect the studio with the master control room.

**AUDRA N. ARCHER** is well known about Parkersburg. He has been a lifelong resident of our city with only a brief departure to attend Thiel College in Pennsylvania for a year. "Aud" supposed he wanted to be a construction engineer — and fails to remember exactly why. After a number of years in newspaper work, Audra Archer has a well-rounded knowledge of the market served by WPAR, which allows him a distinct advantage in his sales work.





**LEN CARL** is Program Director at WPAR, and one with a background in music sufficient to even greater needs. For years Len toured the country from New England to New Orleans as a bandman under contract with Music Corporation of America (MCA), one of the leading booking agents in the nation. Len, himself, sings and plays both violin and bass violin with his own band even today. Returning to his native Parkersburg when WPAR was new, Len was soon recruited into our staff.

**SARAH LOUISE HECK** has more duties than a foreign duke has given names. Sally is secretary, bookkeeper, vocalist and has her own program "From Me To You." But it's a grand life, this radio, thinks our congenial "maid of all work," for she had studied music and yenned for radio for some time when the opportunity to join WPAR was presented.



**BOB CHARLES**, Announcer, left his home in Delta, Ohio about seven years ago to study medicine at Ohio State University. But once enrolled, Bob became interested in speech and radio, took the proffered courses, found a job at a Kentucky station and came on up here early in 1940. Bob has had additional varied experience in newspaper work, and as theatre usher, ice man and "barker" at an exposition. His serious and earnest mien belies his twenty-five years.

**HAROLD HAUGHT**, Announcer, is currently undergoing all the quakes and questions that are the lot of a young, ambitious apprentice radio man. From fellows like twenty-two-year-old Harold must come the network announcers of the next five or six years. Since attending Indiana Technical College, his other experience has comprised a short time in the shipping department of a newspaper.







THE UNION MISSION PROGRAM, headed by Rev. H. G. Witmeyer (standing at left), broadcasts devotional music three mornings each week. Many requests come from shut-ins and those with birthdays and public schools sometimes tune in the music for their morning assembly.

Right—**THE LONE SCOUT TRIBE OF THE AIR** is broadcast each week for the benefit of boys who are unable to attend regular scout meetings. This is a unique slant for even the aggressive organization of The Boy Scouts of America. In one of the broadcasts we see here (left to right) H. C. Thrasher, Scout Commissioner for the Kootago Council, Thomas W. Joyce, originator-conductor of the program and District Scout Commissioner, and R. D. Dalrymple, Kootago Area Scout Executive.



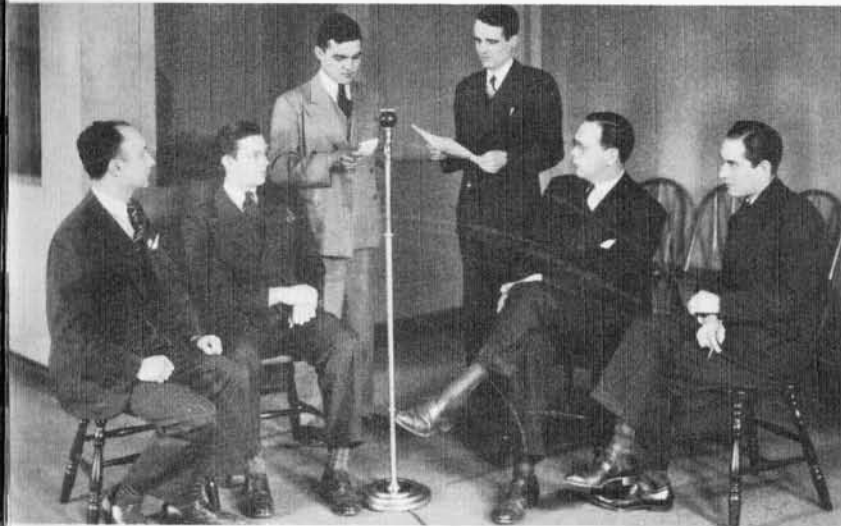
Left—**OLIVE BRISCOE RAUCH**, wife and one-time vaudeville "teammate" of WPAR's station director, followed the stage in persurance of a family tradition of several generations. With Mr. Rauch, she has sung to audiences throughout the United States. After attendance at the Spencerian School in Washington, D. C., Mrs. Rauch intended a business career, but the profession of her forebearers won out. Currently, she is dramatic director at WPAR.

**THE CHURCH LOYALTY GROUP** of from ten to twenty lay church men and women present a religious evening program once each week to encourage church attendance. That aim has been successful even in the few months of the broadcast.





**THE "BURROUGH'S TRIO"**—actually six people—is a favored morning feature for many WPAR listeners. Although the oldest WPAR program from the point of continuous broadcast, it is "the youngest" in the ages of those who perform. "Billy" Jean Burroughs, whose illness prevented her presence for this picture, is the 17-year-old director, singer and "business-head" of the crew. The program is nearing its 800th broadcast.



**THE JUNIOR CHAMBER OF COMMERCE** of Parkersburg, represented in the group here, broadcast a salute to neighboring towns from WPAR's studios bi-weekly.



**THE WPAR RADIO THEATRE GROUP**, shown here in rehearsal, enacts favorite plays each Monday and Friday evening. The group is directed by Olive Briscoe Rauch.

Right—"THE ROMANCERS" are three young people who purvey modern harmony once a week from the WPAR studios. Headed by Myrtle Mead and accompanied by Sally Heck, the trio is fast developing into experienced talent.



# WPAR PERSONALITIES



**CARL LOOSE AND HIS CLUBMEN** — plus the charming, vocal "Clubwoman" — broadcast from the Coliseum each Saturday evening while dancing is in progress. This fourteen-piece dance aggregation is headed by WPAR's program director Len Carl.



**THE PARKERSBURG PARENT-TEACHER ASSOCIATION** presents its own program each week. This group comprises children of the fifth and sixth grades of Tavennerville School. At the rear of the group are Mr. Varner, principal of the school, and Mrs. O. W. Sammons, chairman of the radio committee for the P. T. A. of Wood County.



An audible demonstration of the working of modern high school is broadcast each Friday afternoon on the **"LET'S GO TO SCHOOL"** program from the Parkersburg High School. The feature originates in classrooms or on the auditorium stage, and is arranged by Miss Ida M. Peters of the school.

Right—**"THIS LIVING WORLD"** is the Columbia School of the Air program each Friday from New York. In the last ten minutes of each program seniors of Parkersburg High School present a local "tie-in" broadcast with discussions of points presented during the CBS nation-wide broadcast. This educational feature is directed by Mrs. Kendall Bryan, teacher of American Problems at the High School.



# AND PROGRAMS



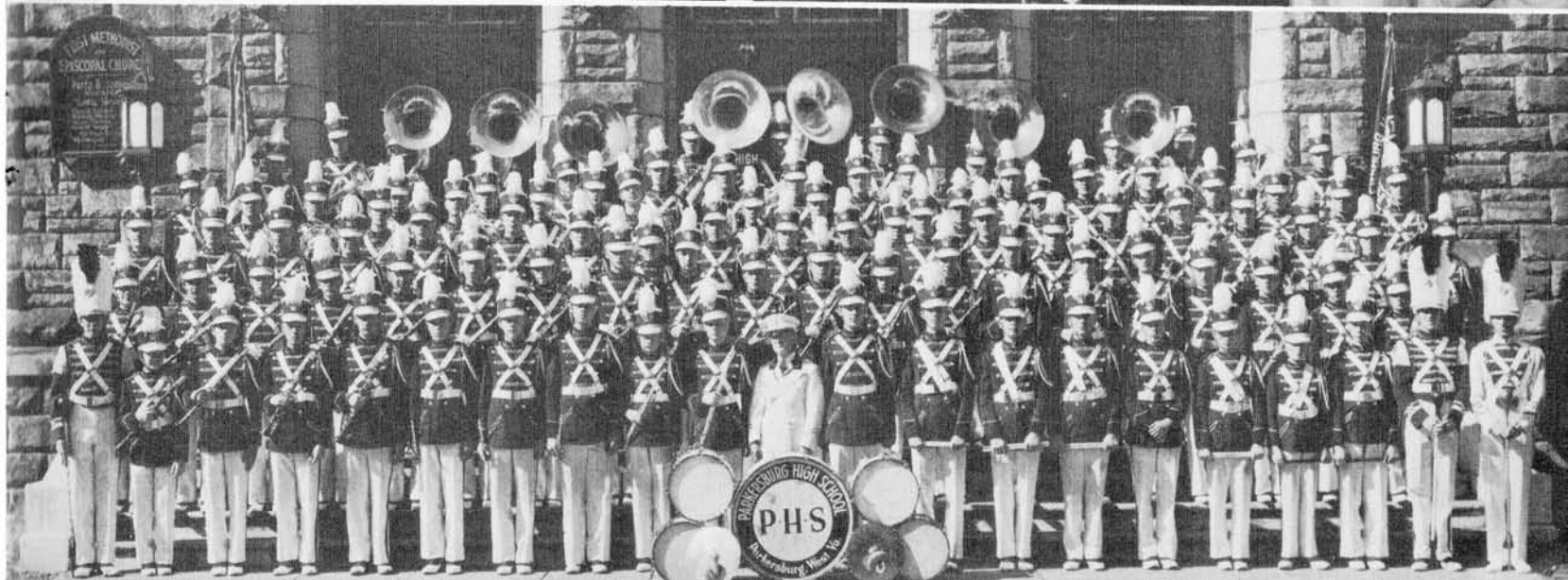
**THE WOOD COUNTY SAFETY COUNCIL**, organized in the fall of 1939, turned to WPAR to promote greater driving safety in this area. Their programs have been highly successful. Here shown is the program's director and president of the Council John Hogg. Prominent local citizens speak on the program.



**BETTY MAE'S HOME CHATS** are popular features for the ladies each Tuesday morning. In conjunction with this program of cooking and housekeeping advice is "Betty Mae's Radio Club," limited to 250 women, but for which nearly 600 have applied. The guiding light of the show is Austine Slater, a Parkersburg girl who received her training through an A.B. degree from Mareitta College and advanced study at the University of Wisconsin and Carnegie Tech.

Right—After two and a half years on the WPAR air, "**WATT'S THE ANSWER**" is still tops in the popularity heap. Conducted by David Kinsler, center, the questions and ensuing answers are at once educational and entertaining.

Below—"THE BIG RED BAND" of Parkersburg High School has won first place in the National Contest of the Lion's International Conventions three times. Directed by George Dietz, and sponsored by the Parkersburg Lion's Club, this musical organization reflects much credit on our community. WPAR is privileged to broadcast the band on numerous occasions.





"THE STARLIT HOUR" is sung for WPAR listeners by sixteen-year-old **WANDA LEACH**, Parkersburg school-girl. Although young, Wanda has appeared on the air for the past two years, and hopes for a career with a good dance band.



**REV. G. I. WILSON** broadcasts the regular church services from the First Presbyterian Church each Sunday morning. This has been a religious program on WPAR for three years.



**ARLEY ZINN** (right), secretary of the YMCA, and H. B. "Skip" Goading, athletic director of the YMCA, are the men who bring you football and basketball play-by-play accounts over WPAR. Both are outstanding sports performers and good "ad lib" speakers.



**THE WOOD COUNTY ANTI-TUBERCULOSIS LEAGUE** sponsors instructive talks by medical and lay men in an effort to curb sickness. This picture shows (left to right) W. A. Smith, president of the Parkersburg Board of Commerce and president of the Wood County T. B. League, and Miss M. A. Durham, graduate nurse with twenty years of nursing experience.



Every second Sunday morning **REV. JOSEPH WATERMAN** is heard from Trinity Episcopal Church as services are broadcast over WPAR.

# CBS STARS OVER WCHS AND WPAR



**THE ADVENTURES OF ELLERY QUEEN** cause many early and late conferences between the romantic amateur sleuth and his devoted secretary, Nikki. Over their coffee cups, here, they discuss the next exciting chapter of the CBS show.

**BURGESS MEREDITH** (left), brilliant young star and "emcee" of the CBS-WCHS-WPAR Sunday feature, **"PURSUIT OF HAPPINESS,"** is shown here with Lon Chaney, Jr., as they appeared in the recent film version of the play "Of Mice and Men."

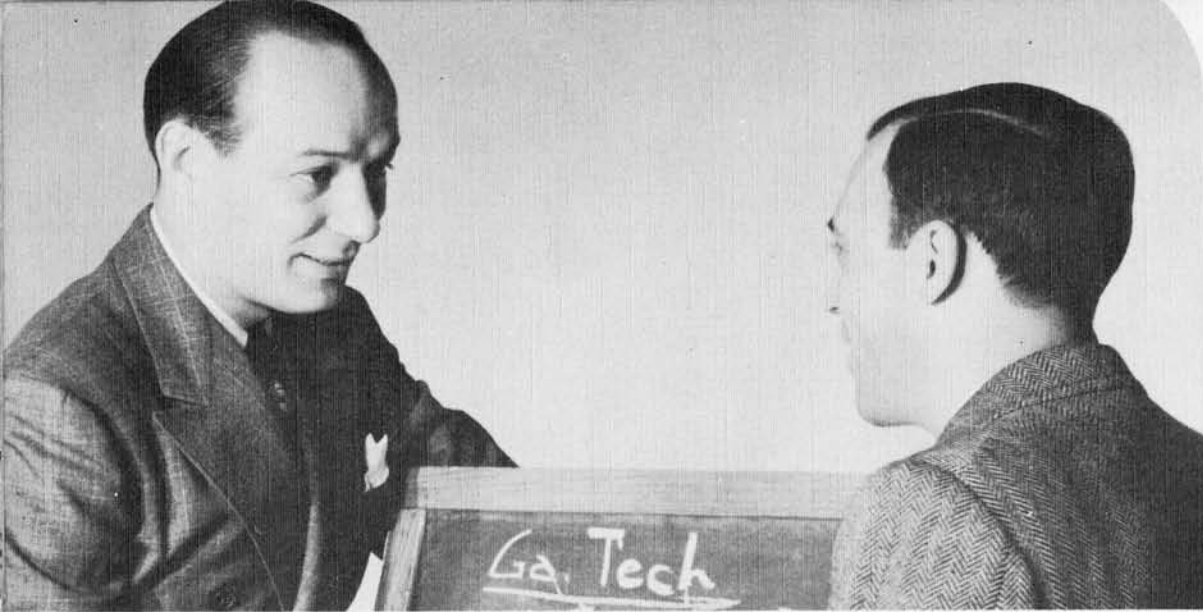


**TUNE-UP TIME** maestro **ANDRE KOSTELANETZ** and one of his famous guest singers, gracious **GRACE MOORE**. Kostelanetz' musical variety is enhanced by the voice of Kay Thompson and her 12 Rhythm Singers with Walter O'Keefe as "emcee."

**AUDREY MARSH**, featured soloist on the Friday night CBS-WCHS-WPAR variety show, **JOHNNY PRESENTS**, first stepped into the theatrical limelight in the cast of the fabulous Broadway production "Abie's Irish Rose."

Glenn Miller's hot novelty vocalist, **MARION HUTTON**, is a favorite with WCHS-WPAR listeners. Marion planned to become a doctor until her pre-med course was upset by plaudits for her singing in Detroit. She has never taken a lesson.





**TED HUSING** and his well-known "man Friday" **JIMMY DOLAN** cover the national sports events for CBS. In preparation for a major sports broadcast Ted and Jimmy spend weeks in observation and compilation to refine accuracy out of thrills.

**THE ANDREWS SISTERS** make their "hot" rhythm harmony from voices that had their first spotlight in Minneapolis when the girls were 8, 10 and 13, respectively. Left to right we meet Maxene, Patty and LaVerne. They appear with Glenn Miller's band.



**HOWARD BARLOW**, conductor of the Columbia Broadcasting Symphony, inaugurated his fifth season of CBS-WCHS-WPAR Summer Concerts this year. He was recently voted the "Outstanding American Music conductor for the 1939-40 season."

**JESSICA DRAGONETTE** returned to the WCHS-WPAR airwaves this spring after a prolonged tour of the United States and Canada. As the star of the **FORD SUMMER HOUR** she sings with Leith Steven's orchestra and the Mercury Chorus.

**GENE AUTRY**, that radio-ranging troubadour, hangs up his harness in the "**MELODY RANCH**" corral for songs and stories each Sunday night over CBS. Gene was "discovered" by the late Will Rogers while the singer was a cow-hand in Oklahoma.





**DANGER—GLAMOR AT WORK!** The **TEXACO STAR THEATRE** crew—left to right: **FRANCES LANGFORD**, **JON HALL** (Frances' spouse), announcer **JIMMY WALLINGTON** and **KENNY BAKER** lay in some mirth over the "gags" for this week's CBS-WCHS-WPAR drama-variety show.



**JOE HOWARD**, septuagenarian "emcee" of "**COLUMBIA'S GAY NINETIES REVUE**," introduces "the brightest soubrette on Broadway"—**BEATRICE KAY**. They're the stars on the WCHS-WPAR network Saturday night "old timer's" program.



Left—"Andy"—**Charles Correll** of "**AMOS & ANDY**"—and Mrs. Correll, combine joy, pride and curiosity in their "introduction" of Miss Dorothy Alyce Correll, born January 31, 1940. Even the pup ponders the wonderment of the situation.



Right—**COZY COLE** (left), a leader among swing drummers, takes a lesson from his new teacher, **SAUL GOODMAN** (right), noted tympanist of the CBS heard New York Philharmonic-Symphony orchestra. Cole is Cab Calloway's hot percussionist.



Left—**BARRY WOOD** achieved one of his major ambitions in life with his first appearance on "**YOUR HIT PARADE**." That program has, for several years, been his goal. He was an All-American Water Poloist at Yale University.



Right—**BONNIE "OH JOHNNIE" BAKER** smiles through the infectious grin of her maestro **ORRIN TUCKER**. Bonnie is currently singing with Mark Warnow's "**YOUR HIT PARADE**" between dance shows with Tucker & Company.





**CHARLOTTE MANSON**, eighteen-year-old star of the CBS drama, "**SOCIETY GIRL**," has a busy time portraying Mayfair's 1940 "glamor girl" — but the social whirl reaches her real life, too. She is in demand at "guest of honor" functions throughout the country when she can escape long enough.

**BESS JOHNSON** plays the role of "Bess Johnson" in the popular serio-drama "**HILLTOP HOUSE**" over WCHS-WPAR.

## **CBS STARS OVER WCHS AND WPAR**

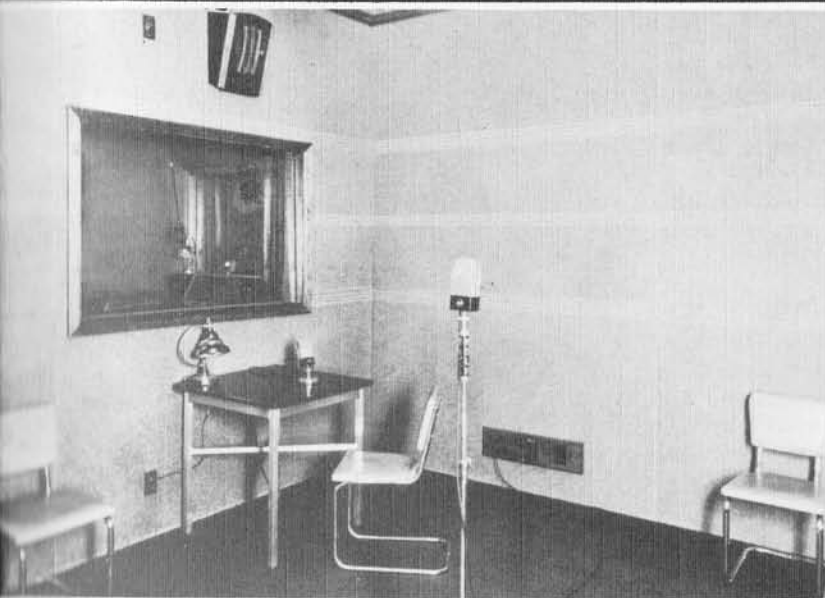
Gracious **ALICE FROST** portrays the title character of your week-day serial "**BIG SISTER**." Her role in real life is as kindly and sympathetic as that she plays in the CBS-WCHS-WPAR drama.

"**MYRT & MARGE**" are, respectively, Myrtle Vail and Donna Damerel — actually mother and daughter. The depression hit the quiet chicken-farm establishment of ex-chorine Myrtle and her husband, so mother and Donna teamed and wrote this play.



# THE STUDIOS OF WBLK

## CLARKSBURG, WEST VIRGINIA



**STUDIO "B"** is a smaller room to accommodate dramatic and speaking programs. Musical presentations may be made from here, but microphone adjustments are set to voice levels.

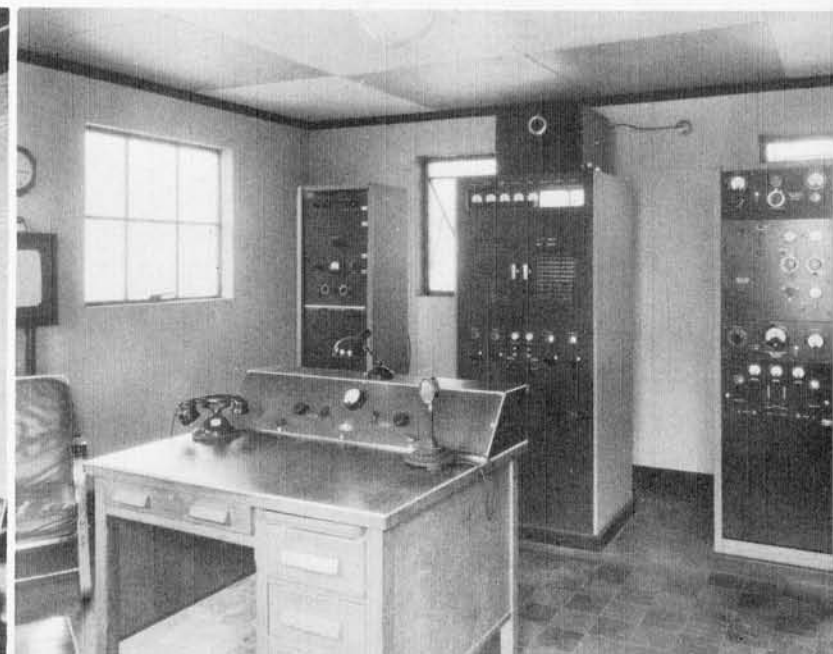


**STUDIO "A"** is spacious, well insulated against outside sounds. The window at the right looks out into the corridor of the WBLK business office.

## RADIO STATION WBLK

The front **PRODUCTION OFFICE**, opening into Mr. Blackwell's office on the left, and studios, Mr. McWhorter's office and other production departments on the right.

The interior of the **WBLK TRANSMITTER ROOM**, showing the transmitter control desk and console in the foreground. The upright panel at the left is the amplification rack, at which point the electrical impulse of the sound from the studios is increased in power. Center is the transmitter, itself, through which the studio impulse and the frequency impulse from the crystal flow and blend for broadcast. At the right is the panel for testing and measuring, both automatically and manually, the power, frequency and quality of the "signal" that goes on the air.





Left—**JACK BAKER**, tenor soloist on "The Breakfast Club," was "fetched up" 'way down in "Loo-sianna." In 1936 he appeared with Major Bowes in New York, and shortly was under contract to NBC in Chicago.



Right—**RANSOM SHERMAN** is one of radio's real veterans. Former member of the Three Doctors Trio, he is now "emcee" of the jovial "Club Matinee" and co-star of the Quicksilver show.



Left—**NANCY MARTIN**, NBC contralto, is another "Breakfast Clubber." She was born in Wheeling, West Virginia, and was selected recently by the RCA-Victor Traveling Television Unit as the "most glamorous, talented telegenic beauty" on their tour.

# WBLK STARS



Right—**BOB BROWN**, veteran NBC-Chicago announcer, is a New Yorker of Canadian extraction who broke into radio fifteen years ago up at Buffalo. This Amazing America, and many other NBC programs feature his voice.

Left—The history gagging Seal-test show, featuring **RUDY VALLEE** and "**SLAPSIE MAXIE**" **ROSENBLUM**, brought out the latter's fondness for "six-bit" words—and gift from Rudy to his polysyllabic friend of an unabridged dictionary.





Right — "THE GREEN HORNET" drama is brought to WBLK listeners twice weekly. The story is a product of young Fran Striker, Detroit writer who originated and still pens the famous "Lone Ranger" series.

Left—GARRY MOORE, co-emcee with Ransom Sherman on NBC's "Club Matinee," is one of the youngest program conductors on the networks. Not long ago, he changed his name from Morfat to the present Moore to avoid confusion with another NBC personality.

Right—Lovely "Breakfast Club-rightener" EVELYN LYNNE survived her first northern winter this year, without a waver in her songs. Alabama-born and Texas-reared Evelyn has blossomed as one of NBC's most promising singers.



# FROM NBC



Left—THE VASS FAMILY have pyramided their successes on NBC in manner similar to their pictured arrangement. This comely group are one of the pleasant experiences on NBC's "Sensation and Swing."

Right—DON McNEILL is the provocative "emcee" of NBC's "Breakfast Club" from Chicago.





Left—**SAMMY KAYE**, maestro of "Sensation and Swing," is a lad from Cleveland who made good music—so good, in fact, that popular acclaim put him up quickly. His "Swing and Sway" music is built with utmost precision and hard rehearsal.



Right—**ROY SHIELDS** plans and conducts the musical portions of "This Amazing America."



The planning board of **CAVALCADE OF AMERICA**: (left to right) Carl Carmer, Marquis James and Dr. Frank Monaghan—each a recognized student and authority of American history.



# WBLK

**THE RANCH BOYS** pipe out the old mellow ballads for "This Amazing America" over WBLK-NBC.

# WBLK

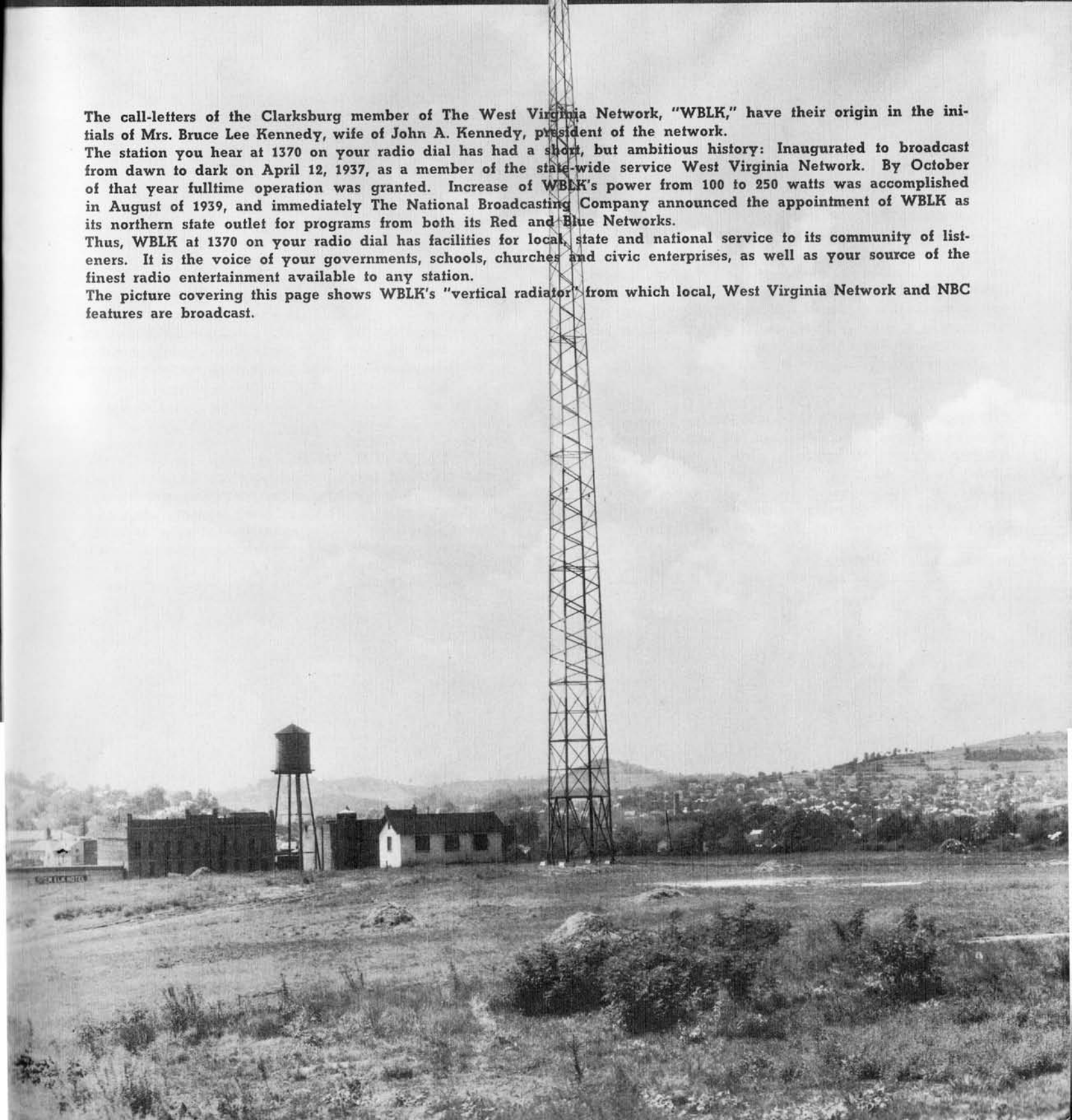
## CLARKSBURG WEST VIRGINIA

The call-letters of the Clarksburg member of The West Virginia Network, "WBLK," have their origin in the initials of Mrs. Bruce Lee Kennedy, wife of John A. Kennedy, president of the network.

The station you hear at 1370 on your radio dial has had a short, but ambitious history: Inaugurated to broadcast from dawn to dark on April 12, 1937, as a member of the state-wide service West Virginia Network. By October of that year fulltime operation was granted. Increase of WBLK's power from 100 to 250 watts was accomplished in August of 1939, and immediately The National Broadcasting Company announced the appointment of WBLK as its northern state outlet for programs from both its Red and Blue Networks.

Thus, WBLK at 1370 on your radio dial has facilities for local, state and national service to its community of listeners. It is the voice of your governments, schools, churches and civic enterprises, as well as your source of the finest radio entertainment available to any station.

The picture covering this page shows WBLK's "vertical radiator" from which local, West Virginia Network and NBC features are broadcast.



# WBLK PERSONALITIES



**DON McWHORTER** is WBLK's Program Director. At the age of eighteen, Don started his career as a professional clarinet and saxophone soloist, travelled seven years with orchestras. At Cincinnati Conservatory and the Lyceum School in Boston he laid the foundation for his present reputation as one of the best musicians in West Virginia. It was as staff musician in a West Virginia radio station that he had his first offer of an announcing-production position — and liked it. Thus, when WBLK opened in 1937 Don was appointed to its staff.

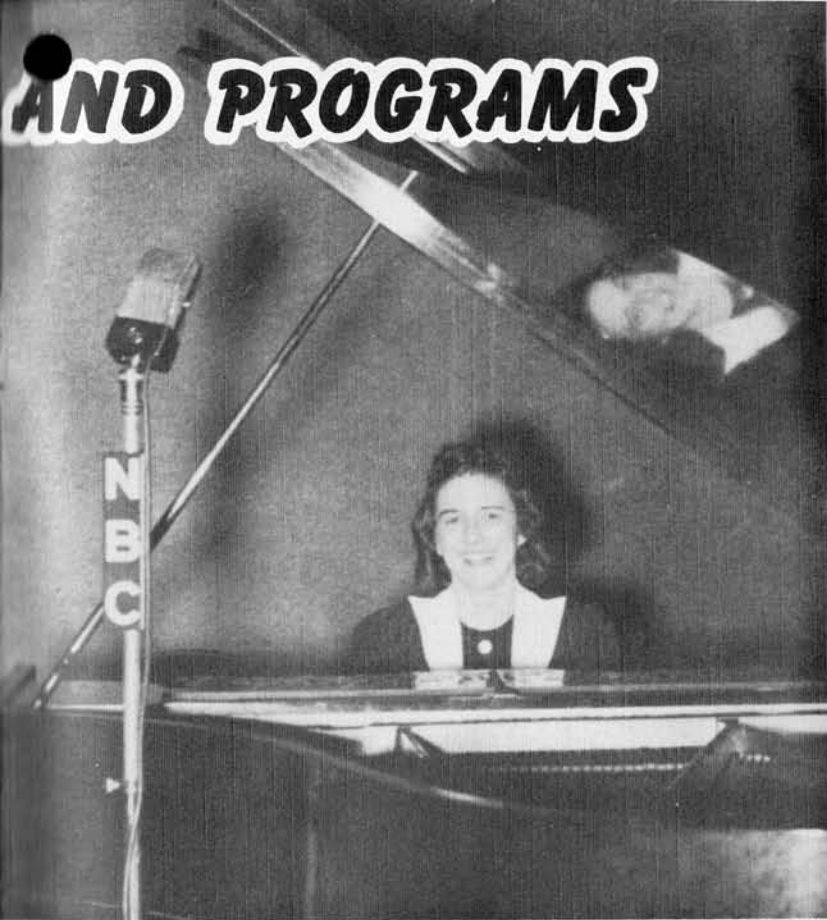
**CHARLES SNOWDEN**, WBLK's Continuity Director, Sports-caster and Special Events Director, has found his way a long distance from his birthplace in Seattle, Washington, in his twenty-nine years of school, engineering and radio. At Culver Military Academy and Williams College, Charlie prepared for an engineering vocation and later worked for both the Pennsylvania and West Virginia highway commissions in that capacity. But radio writing attracted him, and his persistence gave him his start as both writer and announcer at WBLK in 1938.

**BOB SHORT**, Announcer-writer at WBLK, was introduced to the hypnotism of a microphone through high school radio dramatics. As a result his efforts were directed toward whatever radio stations within reach. Following a short time at WCHS, Charleston, Bob came back to his home town to announce for WBLK. That was in 1938. At nineteen, Bob is conscientious and scrupulous in his work. He likes both swing and symphony in moderation, enjoys good motion pictures and follows most sports with accurate interest.

**ARNOLD SILVERT**, WBLK Announcer, set out on the same road followed by his brother, Mike Layman, director of WSAZ in Huntington: motion picture theatre management. He was an usher and later assistant manager of a Clarksburg theatre, but upon serving as relief announcer at WBLK during the staff's vacation he took the same turn as Mike by staying in the broadcasting business. Arnold is nineteen and still clings to his long-time desire to study law.



# AND PROGRAMS



**CHARLOTTE UMBERGER's** position at WBLK must be described in the following chain manner: Staff pianist, receptionist, secretary, traffic manager, writer and director of The WBLK Woman's Club. She applied to the station for secretarial work, but found that her ability at the piano, organ and to sing fitted her solidly into the radio scheme. As many of you know, she is known as Charlotte Newman on the popular WBLK Woman's Club — fewer know that she is 22 years of age. Charlotte has been with WBLK since 1937.

**REV. E. W. BLOOMQUIST** broadcasts the services from the First Baptist Church in Clarksburg over WBLK.



**THE WBLK WOMAN'S CLUB OF THE AIR** is a daily half hour devoted to the variety of subjects in which the ladies are interested. Central personality of the show is Charlotte Newman (right), who works with Don McWhorter (left) to create a radio feature with an ever-increasing following. Through the window between them can be seen Charlie Snowden at the studio control board.

**THE HYMN SINGER**, Pat B. Winthrow, Jr., with Leah Perry at the console of the studio organ, are heard from the West Virginia Network studios in Charleston in an especial presentation for Clarksburg.







**REV. NELSON H. THORNE**, pastor of the First Presbyterian Church, is heard on WBLK's broadcasts from his church.

**THE CLARKSBURG MINISTERIAL UNION** presents religious programs through the facilities of WBLK. Pictured at the microphone is the Union's president, Rev. Ross Linger.



**THE "MAN ON THE STREET"** at noon each day brings out crowds to have a try at the well-known "jack-pot." As Charlie Snowden asks a question his co-inquirer, Bob Short (left), poises a nickle for the correct answer or for the "jack-pot" if answered incorrectly. Any person answering his three questions correctly wins this accumulated award — sometimes totaling ten dollars. Incidentally, Charlie Snowden is a nephew of the late President William Howard Taft and lived for eight months in the White House with him.

**SPORTS ACTIVITIES** at WBLK are handled by Charlie Snowden. Here, left to right, are WBLK comrades Bob McKinley, Charlie Snowden and Director George Blackwell as they broadcast the Regional Basketball Tournament from Morganstown last season. On Snowden's three evening sportscasts you have heard the most prominent athletes in the nation: Joe Louis, Babe Ruth, Joe Cronin, Johnnie Wiesmuller and many others. Snowden, himself, was All-New England fullback at Williams College and still holds track and swimming records.





Charlie Snowden broadcasts the presentation of the "Award of Sportsmanship," as State Golden Gloves Champion Frankie Columbo receives the trophy from Paul McKinney, president of the Clarksburg Lion's Club. WBLKaster Snowden has brought you action accounts of 35 football games, 70 basketball games and over 90 boxing matches within a year, to fit the sports enthusiasm shown in Clarksburg and the surrounding communities.

**MELODY TIME**, directed by Don McWhorter, is a weekly presentation of solo music, featuring both instrumental and vocal artists. Left to right in this picture are William Tole, pianist; Charlotte Umberger, vocalist; Don McWhorter, saxophonist; and Suzan Smith, soprano. Contributors to the program not shown here are Kenneth Moore, harmonica soloist, and Harry Smith, xylophonist.



**CHICK EVANS** (leaning on piano) vocalizes the modern ballads for WBLK listeners each week. His accompanist, shown here is Camille Gillot.

Although only thirteen, **SARAANNE UTZMAN** has sung for radio for four years. This diminutive lyrical lady reserves her expression for her songs. Each Saturday morning she comes to WBLK from her home in Weston.



# WBLK PERSONALITIES

**JOHNNIE BORN'S ORCHESTRA** is heard frequently over WBLK, either from the studio or from one of their numerous dance locations about this area. Johnnie is the drummer, and came to West Virginia about twenty years ago to first play in popular bands and then to organize his own, including WBLK's program director Don McWhorter, front center.



Below—**THE KAPPA SIGMA PI HARMONICA BAND** directed by Kenneth Moore, extreme right.



**PATTY LALIEU** started singing over WBLK when it was first opened in 1937. She has been heard weekly for an aggregate of about two years since then.

**"SONGS BY MARGIE,"** means another Thursday evening tune-time by Margie Smith, who plays her own accompaniment. When WBLK opened in 1937, she was heard as one of a trio, but decided on solo performance soon thereafter. Since she was 12 years of age, Margie has sung with the St. Mark's Lutheran Church Choir — she is 19 now.



# AND PROGRAMS



This group of executives of the North Central District of West Virginia Woman's Clubs provide the Club's programs from WBLK. Left to right, they are Mrs. M. L. Stutler, Clarksburg; Mrs. H. I. Harmer, Shinnston; Mrs. G. Meade Price, Mannington; Mrs. J. C. McWhorter, Lost Creek; Mrs. G. W. West, Clarksburg.



**JOHN M. PIERPONT**, County Agent for the West Virginia Extension Division of the United States Department of Agriculture, uses WBLK's facilities to post farmers on current markets and agricultural developments.



**CHIEF OF POLICE JULES A. BRASSEUR** and his Clarksburg Police Department have constant access to the WBLK facilities.

With the WBLK microphone Don McWhorter interviews a group of ladies of the Council of Garden Clubs, which sponsors weekly gardening broadcasts and is responsible for three annual flower shows.





**H. N. BENNETT** conducts the WBLK program "Our Navy" each Wednesday afternoon. Mr. Bennett was Chief Machinist's Mate in the United States Navy for nineteen years.



**JIM KEEFE, "THE REFEREE,"** is heard in a sports resume on Sunday evening, and speaks with authority. Long-time athletic judge, official, promoter and radio commentator, Jim served 15 years as sports editor for Massachusetts and Connecticut newspapers and as sports analyst on Wisconsin radio stations.



**ROBERT K. MAPES**, American Legion Commander of the 3rd District Department of West Virginia, represents his organization in the use of WBLK for Legion news.



Frequently heard at 1370 on your radio dial is the **CLARKSBURG SYMPHONY CHOIR** of approximately forty voices. This distinctive organization was founded late in 1939 under the guidance and direction of C. C. Arms (Seated in the center), who has trained each individual member of his group for the choral classics they sing.

**JOSEPH J. MARTIN**, Chief of the Clarksburg Fire Department, is another prominent civic official to whom WBLK extends a permanent invitation to use the facilities of our station.



On a recent visit to his home town of Clarksburg, **COL. LOUIS A. JOHNSON**, Assistant Secretary of War, spoke before a banquet audience and to WBLK listeners.

## **WBLK**

**ADA R. STRICKLING**, radio chairman for the Marcato Music Club, is responsible for their broadcasts, and she has been heard on frequent other occasions over WBLK for the past two years. Mrs. Strickling's extensive training and experience places her among this area's leading musicians.





Juvenile "Emcee" **ARTHUR ROSS** and drum majorette **SYBIL TRENT** of the CBS children's feature, "MARCH OF GAMES." This all-juvenile program is rated as the leading children's presentation on the major networks.



**LINTON WELLS**, noted journalist and globe-trotter, pinch-hits for CBS' Elmer Davis as news authority and narrator. Two Million miles of travel, comprising nine thrill-packed circuits of the globe, provide Linton Wells with ample background.



Left—**ELMER DAVIS** (left), famed CBS News Analyst, and **EDWIN C. HILL**, CBS Commentator (right), have their birthplace in common—Aurora, Indiana. Davis is known as "the master of understatement;" Hill uses words as an artist would oils.

Right—"BLONDIE" with "Dagwood" and "Baby Dumplin'" bring the comic domestic cartoon feature into life as a CBS-WCHS-WPAR Monday evening presentation. Stage star Penny Singleton plays the title role, with Arthur Lake as her spouse.



**WINGS OVER JORDAN** comprises an unique arrangement of negro voices directed by a talented young white musician, Worth Kramer (far left). Kramer has developed this group from a small negro church choir in Cleveland.

# THE SALES AND PROGRAM DEPARTMENTS OF THE WEST VIRGINIA NETWORK





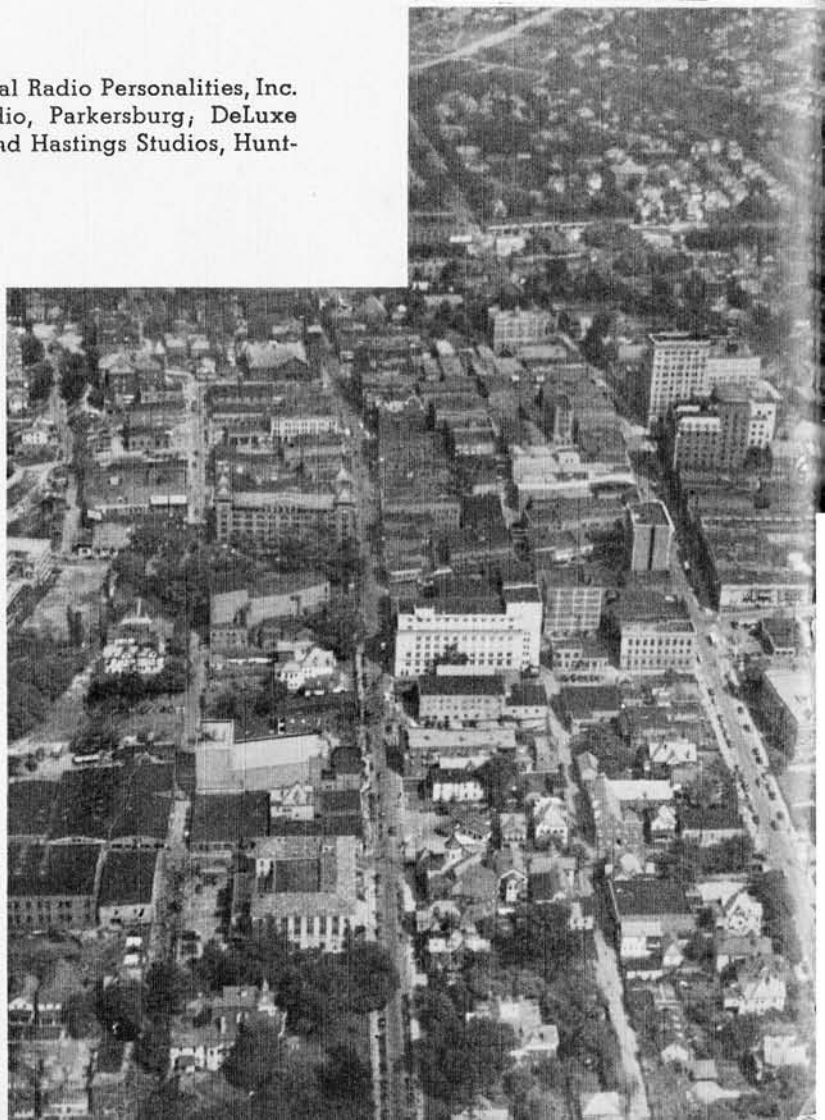
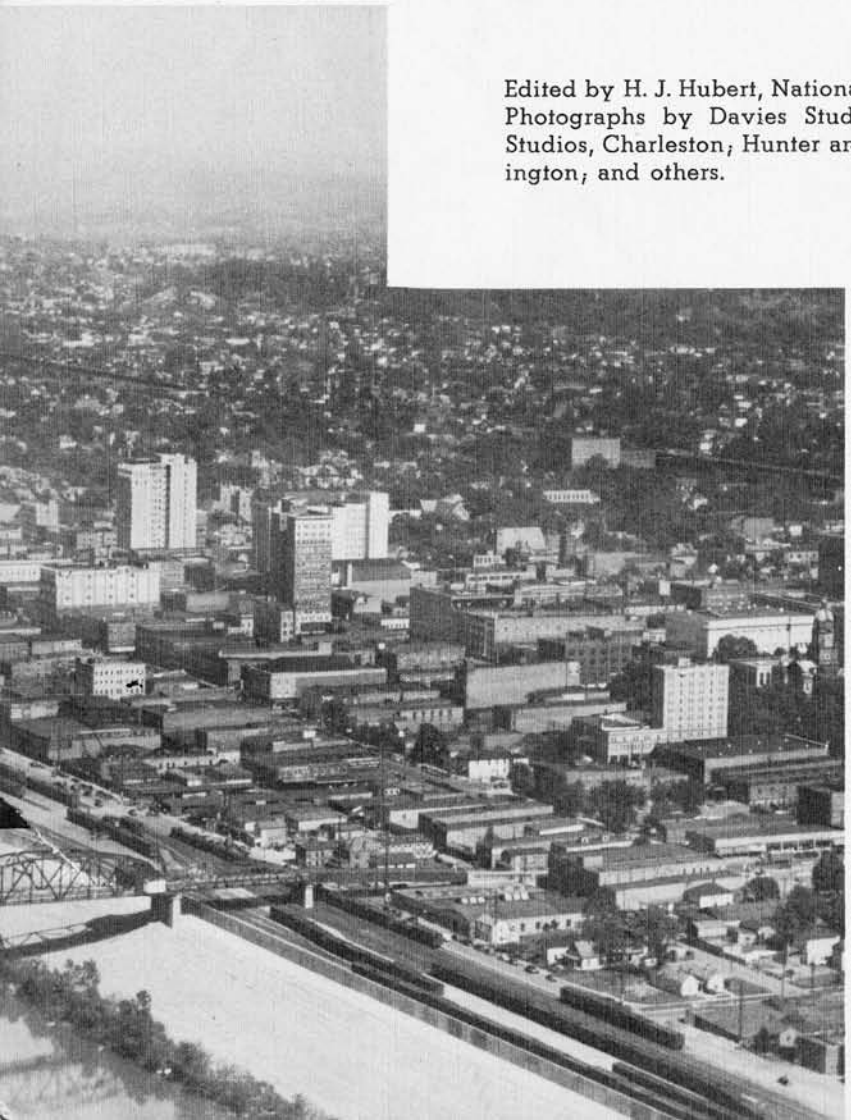
Here you have a composite view of the radio experts who manage the facilities of the state-wide West Virginia Network. From the left, around the table: Herb Wright, local commercial manager at WCHS; Hank Diefenbach, sales representative at WCHS; R. C. Tyree, sales representative at WCHS; Raleigh Marshall, sales representative at WPAR; Kenneth McClure, sales representative at WBLK; William McKinney, sales representative at WSAZ; William Birk, associate publisher of the Huntington newspaper; Melva Chernoff, educational director of the Network and sales representative at WCHS; Mike Layman, commercial manager of WSAZ; A. Rauch, commercial manager of the Network; George Blackwell, assistant general manager of the Network; H. L. Chernoff, commercial manager of WBLK; Odd Archer, sales representative at WPAR; Lynn Carl, program director of WPAR; Don McWhorter, program director of WBLK; J. Robert McKinley, sales representative at WBLK; J. L. Henry, sales representative at WSAZ; Leo Peters, news editor at WCHS; William J. Adams, program director at WSAZ; Nicholas Pagliara, program director of The West Virginia Network.





# ***THE WEST VIRGINIA NETWORK***

Edited by H. J. Hubert, National Radio Personalities, Inc.  
Photographs by Davies Studio, Parkersburg; DeLuxe  
Studios, Charleston; Hunter and Hastings Studios, Hunt-  
ington, and others.



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