

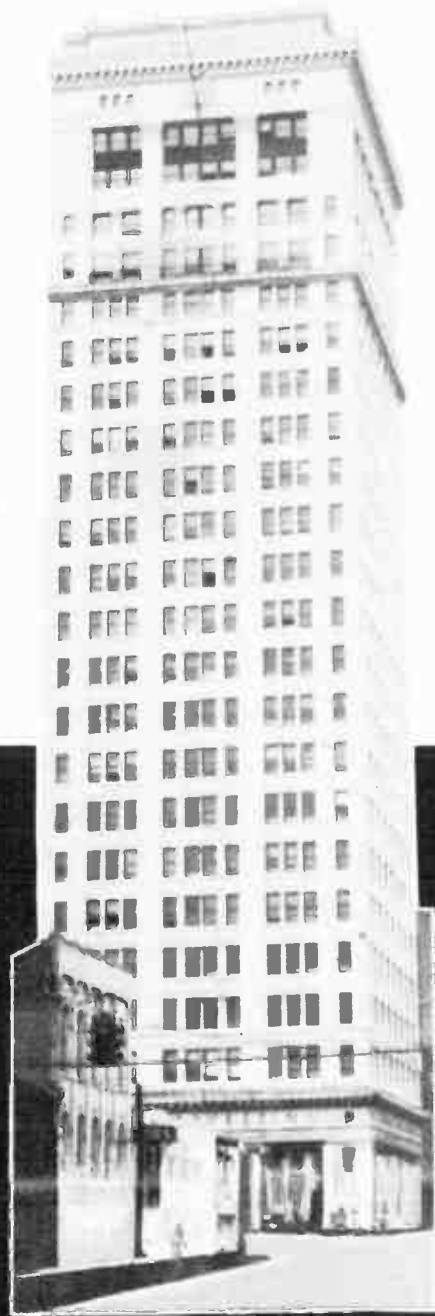
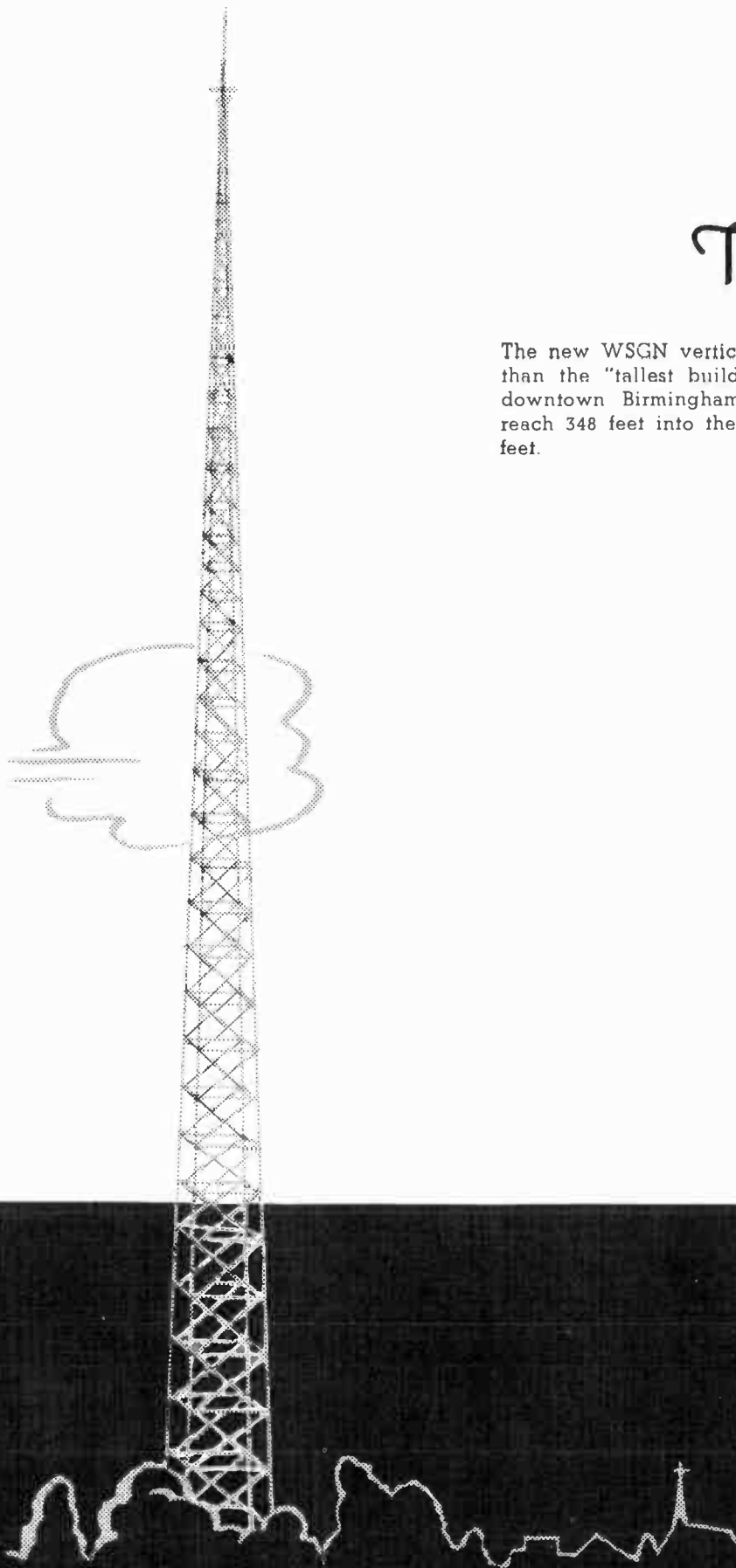
*The Birmingham
News-Age-Herald Station*



1000 WATTS • 610 KILOCYCLES
N-B-C BLUE--MUTUAL NETWORKS

Taller Yet

The new WSGN vertical radiation transmitting tower is taller even than the "tallest building in the South," the Comer Building, in downtown Birmingham. Comparative heights find the tower to reach 348 feet into the sky, while the Comer Building ascends 260 feet.



This book compiled and edited by S. Keith Jameson, Editor, National Radio Personalities, Inc. Associate Editor, Carl Cannon, WSGN. Pictures in part, by the Jimmy Wilson Studios, Birmingham.



These are the "men behind the dial" at WSGN. Theirs is the task of seeing to it that all programs reach your dial in the best possible technical manner. (Left to right) Gordon Bishop, Frank Murphree, John Cram, George Harrison, George Williams, Claude S. Maenza and Rex White.

Radio's Forgotten Men . . . Engineers

PAUL CRAM, Chief Engineer. Paul spends most of his time these days at the Alabama State Fair Grounds where the new WSGN transmitter has just been erected. Coming to WSGN in 1934 with a wide background of experience, Paul has taken complete charge of the technical side of the new WSGN power and frequency. A big, good-natured fellow with an infectious laugh, Paul is married and the father of a fine young son. Photography holds the spotlight as his hobby.

This is the modern, RCA Transmitter that now sends the WSGN signal out on 610 kilocycles at 1,000 watts power. The very latest innovation in scientific radio construction, this transmitting equipment assures the listener clear, crisp sound at just the proper position on the radio dial.



WSGN



Present Issue

It is a part of the policy of radio to act as a medium of public education and enlightenment, as well as an entertainment feature, to the average listener. Besides presenting news broadcasts and having them interpreted by noted commentators . . . it is also important that the leaders of our time explain to us, personally, just what their views embrace on the various important topics of interest to us as citizens of this country. This is an obligation that radio owes its listeners . . . an obligation WSGN is proud to pay.



On the National Radio Forum **SENATOR ROBERT F. WAGNER** delivers his views on a subject of current interest to us.



As a distinguished member of the Foreign Policy Association with a vast knowledge of far-eastern affairs, **MR. T. A. BISSON** addressed NBC-WSGN listeners, acquainting them with conditions in the Orient.

DISTINGUISHED MEMBERS OF THE FOREIGN POLICY ASSOCIATION

Mrs. Vera M. Dean



A. Randle Elliott



James F. Green



William T. Stone



John C. de Wilde





Music for "Cuffo Capers" is selected from the transcription file by Announcer **WALTER WINDSOR**.



MR. L. L. TRENT conducts the weekly Y. M. C. A. program featured weekly over WSGN.

On transcriptions and recording, but none-the-less in the same, exact manner in which they are played, are the jive numbers featured by **BILL TERRY** on the "Swing Serenade."

TONY PASTOR appears regularly over WSGN . . . much to the delight of dance-music lovers.





Sponsor **BILL ALLEN** emcees the "Hit Review" program for WSGN listeners.



"A Boy and a Band" is the byword wherever **TED STEELE** and his orchestra are concerned.



Another popular maestro on the air waves is **DEL COURTNEY**.



From the true reproduction of the NBC Thesaurus recordings comes the inspiring music of the **MASTER SINGERS**.





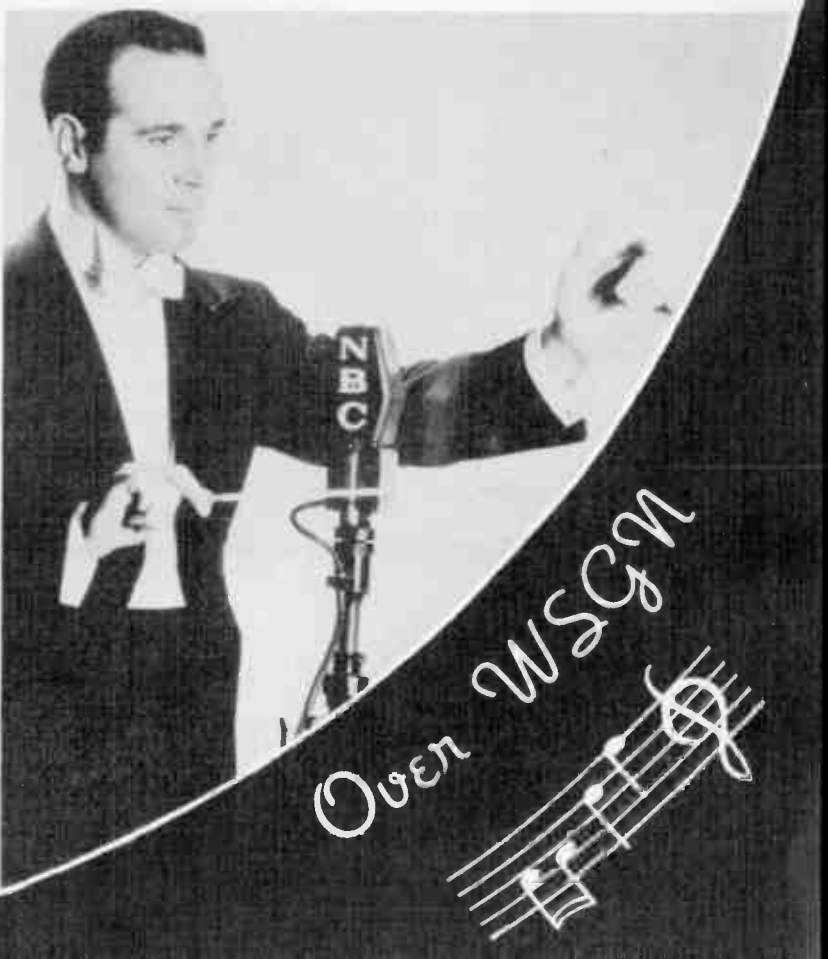
AL ROTH has often been called the "Beethoven of Jazz" because of his unique interpretations of dance music.



"Music with the Strong Appeal" is featured by **BOB STRONG** and his orchestra.

Heard on the Thesaurus recordings over WSGN are those popular exponents of folk music, **THE RANCH BOYS**.

Another popular maestro on the WSGN frequency is **RUSS MORGAN** . . . bringing you "Music in the Morgan Manner."



Music For Fun



Brother **JIMMY DORSEY** is known for fine saxophone and clarinet styling.



TOMMY DORSEY, his trombone and his orchestra are a popular feature over WSGN.

XAVIER CUGAT samples a bit of his own cooking. His real business is conducting his Latin Orchestra for NBC-WSGN listeners.



Handsome, young **BOBBY BYRNE** often brings his orchestra before the WSGN microphones.





Zanyism is turned loose to run free whenever the **BASIN STREET CHAMBER MUSIC SOCIETY** gets together for a weekly meeting.

MISS ANN conducts the Comic Club for kiddies and grown-ups alike over WSGN.



WALTER COMPTON (left), affable emcee, explains to **FRANK FOREST**, featured singer, just why time is the essence in the WSGN-MBS feature "Double Or Nothing."

We visit the weekly meeting of the "Mickey Mouse Club." **RUSSELL MORGAN** conducts the show each Saturday morning from the stage of the Alabama Theatre.



Soft organ music . . . a few lines of restful verse . . . "Moon-dreams." **BILL KILMER** at the console and **WALTER WINDSOR** reading make up the pleasing combination of this program.



Yowsah . . . yowsah . . . it's the old maestro himself, **BEN BERNIE**, bringing all youse guys and youse gals lotsa chuckles on the air waves . . . yowsah!



PARKS JOHNSON (left) and **WALLY BUTTERWORTH** have asked some 250,000 questions in their ten years on the air. This popular duo is heard on "Vox Pop" each Friday evening.

Variety For Your Entertainment

Those precocious "Quiz Kids" are with us again. At extreme left is their sometimes frustrated emcee and quizmaster, **JOE KELLY**.





REGINALD STEWART is conductor of the Toronto Symphony Orchestra, heard regularly over WSGN.



As guest conductor of the NBC Symphony, **EDWIN MAC-ARTHUR** conducts rehearsals in a decidedly informal manner.



Appearing in her first radio recital series, Metropolitan Opera Soprano **ELIZABETH RETHBERG** checks her musical numbers with Conductor **ALFRED WALLELSTEIN**.

DR. WALTER DAMROSCH prepares his broadcasts with vigor and meticulousness. The 79-year-old conductor of the WSGN-NBC "Music Appreciation Hour" is shown on his special podium rehearsing the orchestra for an afternoon concert.





The entire NBC Symphony Orchestra rises in tribute to the distinguished conductor, **ARTURO TOSCANINI**. The occasion was the great Maestro's descent from the NBC podium after a most successful concert season.

Serious Music

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

ERNO RAPEE, renowned pianist and composer, is director of music for New York's huge Radio City Music Hall.

In an inspirational mood, **EUGENE ORMANDY**, conductor of the Philadelphia Symphony Orchestra, strives to obtain a particularly delicate effect.



From the Metropolitan

The house lights dim . . . the footlights come up . . . the first stirring notes of the overture fill the vast recesses of the great Metropolitan Opera House . . . and another Saturday matinee of the world's greatest music is on its way to WSGN listeners. Pictured on this page, with the huge stage of the Opera House as a background, are several of the great stars heard on these broadcasts. Birmingham listeners are afforded an unusual opportunity in these broadcasts . . . an opportunity created only by the magic of modern radio.



MILTON CROSS, Announcer of the Metropolitan Series.

GRACE MOORE as Fiora in "The Love of Three Kings."



LILY PONS sings the title role in "Daughters of the Regiment."



EZIO PINZA in the "Barber of Seville."

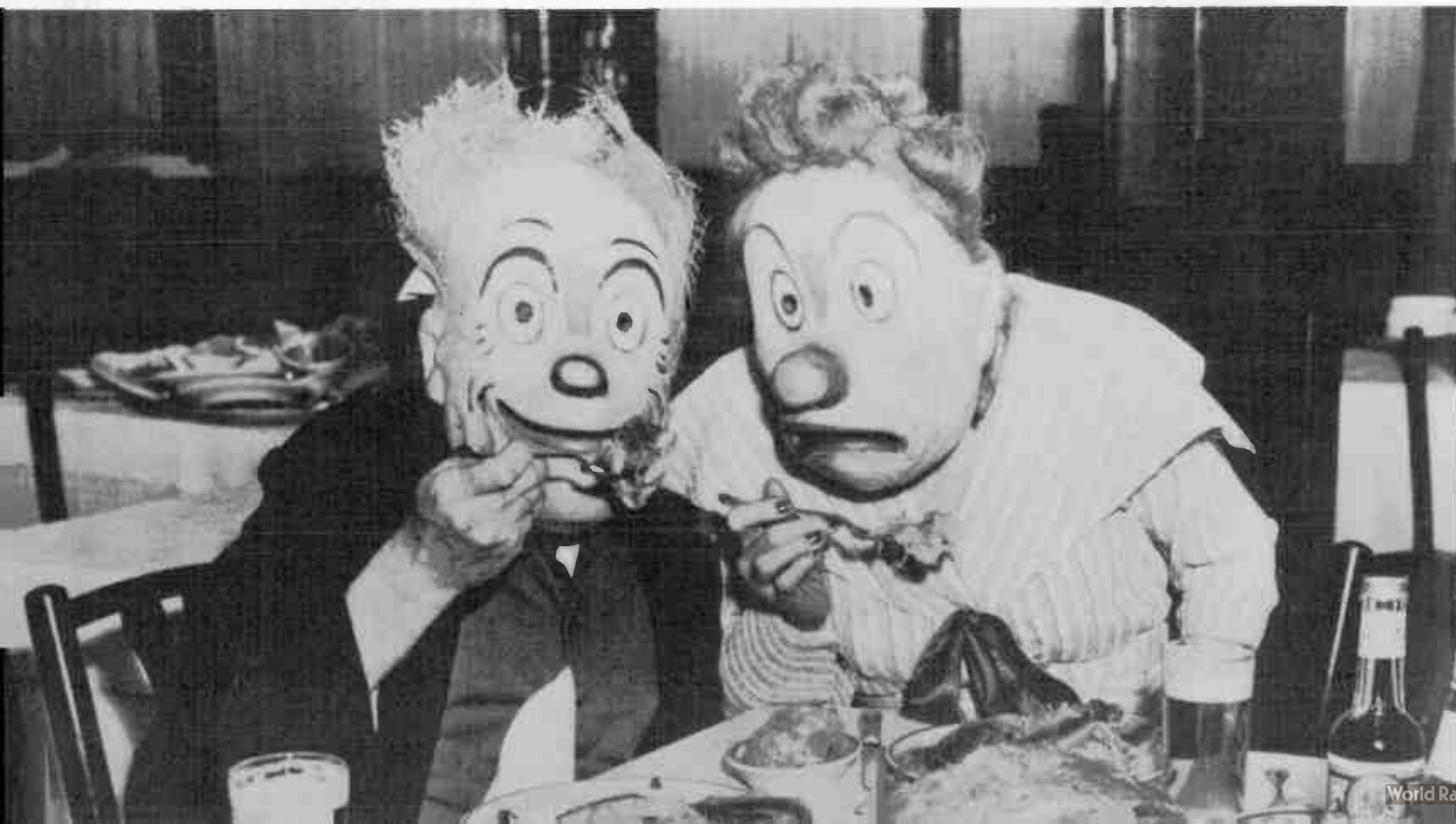
GIOVANNI MARTINELLI as Rhadames in "Aida."





"Easy Aces" . . . the laugh provoking WSGN-NBC serial . . . features the character study of those happy-go-lucky Aces, **JANE** and **GOODMAN**, who are always getting themselves involved in something or other.

Corn beef and cabbage is always the bill of fare on the table of Jiggs and Maggie. The popular NBC show, "**BRINGING UP FATHER**" is aired once a week over WSGN.





Above--That strange pair, the "Bishop and the Gargoyle" are really **KENNETH LYNCH**, left, and **RICHARD GORDON**.

Above Right--**JACK PEARL**, noted comedian, essays a different role in the WSGN-NBC feature, "The Star Spangled Theatre." Just call him "Hamlet," folks.

Right--**RAYMOND JOHNSON** (right) introduces that blue-ribbon scarer of them all, **BORIS KARLOFF**, to WSGN audiences on the "Inner Sanctum Mysteries" program.

en WSGN

Below Right--**BENNETT KILPACK** foreswore engineering for acting when a survey revealed no jobs. Now he's NBC's famed "Mr. Keen, Tracer of Lost Persons."

Below--**NELSON CASE** draws the word picture of "Manhattan At Midnite" . . . the popular NBC serial heard over WSGN.





Above—"FRONT PAGE FAR-RELL" is a new WSGN-MBS feature starring Virginia Dwyer (left) as Sally Howard and Carleton Young in the title role.

Above left — Dark-haired, 23-year-old NANCY ORDWAY plays the title role of "Helen Holden: Government Girl" . . . in the WSGN-MBS serial about the Washington "Kitty Foyle."

Left—ERIN O'BRIEN MOORE and WILLIAM POST, JR., play the romantic "Elizabeth and John Perry" in the NBC serial "John's Other Wife."

Drama Ov

Below Left—Playing the role of the 18-year-old daughter Joan in the NBC-WSGN feature, "Orphans of Divorce," is PATRICIA PEARDON.

Below—"Just Plain Bill" features the versatile talents of JAMES MEIGHAN in the role of Kerry Donovan.





From the broadcast booth at the ball park, **BILL TERRY** brings you a complete play-by-play word picture of the event taking place on the diamond.



BILL STERN is the famed NBC-WSGN sports commentator . . . known for his accurate knowledge and description of all the various activities in the world of sports.

In the World of Sports

In sports coverage, as well as in news, WSGN believes that its duty is to bring not only outstanding national events to its listeners, but a complete picture of the local program as well. For this reason, Bill Terry keeps an eagle-eye on all programs of interest to the local sporting enthusiast.

And in addition to a complete local picture, NBC and Mutual Commentators co-operate with WSGN by bringing to your ear a word picture of events in the national sports world. Bill Stern and Sam Taub describe world-championship boxing matches direct from the ringside . . . only one of the many WSGN sports features.



BOB ELSON, Mutual's baseball announcer, brings WSGN listeners a complete description of the World Series baseball games.



DON DUNPHY, able young New York sportscaster, has been selected to do the blow-by-blow description of the exclusive boxing bouts heard over the coast-to-coast Mutual Network. His success was formalized when he did the broadcast from the ringside of the Joe Louis-Billy Conn encounter.



SAM TAUB, veteran radio sportsman, assists Bill Stern in his broadcasts of world-championship fights. His ring-side chatter has made history among radio followers.



Another prominent sportscaster in the Mutual World Series booth is **RED BARBER**, East Coast announcer, who divides honors with Bob Elson.



JOSEPHINE MAY MARLOW
Traffic Manager

A liking for detailed work and enjoyment for the many details encountered in her work as Traffic Manager for the Birmingham station are the secrets of Miss Marlow's radio success. Her radio career commenced in 1936 with her employment at WAPI in the same capacity she now holds at WSGN. Miss Marlow became associated with WSGN in 1938 and has been here ever since. An athletic maid with an aesthetic side, she enjoys swimming and horseback riding in addition to playing the piano and listening to good music. The holder of a Bachelor of Arts degree, Miss Marlow holds the ambition to obtain a responsible network position.



TOM SEVERIN
Announcer and Special Events Director

Tom doubles in brass here at WSGN. He's both an announcer and a director of special features. To him falls the task of seeing that WSGN listeners hear special features originating in and around Birmingham. A native New Yorker, Tom procured for himself a position as guide in New York's famed Radio City and enrolled at New York University in the Medical School and for the next three years commuted between the university and Radio City. Radio finally claimed its own, however, and Tom decided that the air waves were the best career for him. He joined the WSGN staff in May of 1939. Pleasant-voiced, Severin has a quick, engaging smile, and thinks that Southern girls are just too good to be true. He is single and has no immediate intention of following the examples of his married co-workers.

WALTER WINDSOR, Announcer ➡

A veteran of seven years experience in radio, Walter Windsor came to WSGN in March of this year. He was graduated in 1935 from Long Beach Junior College, where he was active in dramatics and debating and immediately entered radio via the announcing route at KFOX. His father a famous New York producer during the twenties, Windsor grew up with the entertainment business in mind. In 1937 he became a script writer on the Charlie McCarthy program and one year after moved to KGER. After an interval spent at several stations he joined WSGN. His present ambition is to buy a little station of his own and run it the way he thinks it should be run.



Your
Announcer
Is

⬆️ **BILL KILMER, Announcer and Music Librarian**

Bill studied journalism at the University of Missouri with the Fourth Estate in mind as a career. But somewhere along the line he changed and radio became his goal. He received his Bachelor of Arts degree from Drake University, entering radio in full tilt upon graduation. His background has been wide and varied, including experience at such stations as KFEL, Denver; KFDA, Amarillo; and KGKO, Fort Worth. Bill has studied piano and organ for the past 15 years and is heard on the "Your Neighbor" show in the capacity of organist. As musical director he supervises all musical selections used on WSGN programs. A second cousin to the famous poet, Joyce Kilmer, Bill would like to see his own volume of poems published.

BILL BORTHWICK, Announcer ➡

Born in Bangalore, South India in 1913 of British parents, Bill has had one of those unusual lives that necessitates a complete volume in telling. Leaving for England at the age of two, he encountered a little difficulty because of the German blockade surrounding the British Isles and had to detour to Canada. At 16, Bill came to America to study medicine. He attended the University of California at Los Angeles and Monmouth College in Monmouth, Illinois, where he received his Bachelors degree. Soon after being graduated, Bill entered radio and has been with it for the past three years, coming to WSGN in September of 1940.





WILLIAM C. GULLAHORN, "Gully" has had an extensive merchandising and advertising background. He entered advertising with Barron G. Collier and then was associated with the Birmingham News advertising department for 15 years. He has been associated with WSGN for the past year and is an authority on national merchandising. He likes to build and sell houses as a hobby, and has built and sold several . . . an excellent example of a man who has turned his hobby into money. He has just bought a lot and is currently knee-deep in blueprints. Fond of good food, Gully, like so many men, is an excellent amateur chef. He takes over the Gullahorn household every Saturday night and prepares the entire meal. The apple of his eye is his young son, William . . . age 7.

MRS. EVELYN HICKS. Although young in years, Evelyn Hicks is the oldest, from the point of service, and one of the most capable members of the staff at WSGN. Her radio career began some ten years ago at WKBC, a pioneer station that later became WSGN. Like those who have come up the hard way in radio, she has done everything around a station, from announcing, programming, and writing copy to selling. In this latter sphere she seems to have found her forte as she is a top-notch sales executive. In addition to her work at the station, she is well known locally for her political and club activities. Mrs. Hicks is charming in manner, graceful in speech and direct in action. She is a striking refutation of the impression that women executives are hard and unfeminine.

JAMES E. BAILEY. Bailey is a veteran newspaperman who turned to radio and the sales staff of WSGN three years ago. Prior to that, he worked with newspapers from coast to coast. Jim returned to Alabama ten years ago and realized the dream of every newspaperman . . . that of owning his own paper. He bought a small-town paper, but after several years he realized he "couldn't whip the radio folks, so he joined them." Jim has a natural aptitude for thinking up slogans. He is fond of golf and fishing, and like President Wilson, and other citizens of note, relaxes by reading pulp detective thrillers.

Administration

MARJORIE BOWEN, Secretary to General Manager. Marjorie is one of those perennially good natured people it's a real pleasure to meet. She greets every visitor to WSGN with a warm smile and makes him feel right at home. She is a good cook and specializes in exotic dishes. She likes to bowl and dance . . . always accomplishing a great deal with a minimum of effort. Her pet extravagance is her automobile, which seems constantly in need of repairs. One of the most popular members of the staff, Marjorie has been at WSGN since October of 1940.



WALTER WINDSOR at the WSGN microphone bringing you the latest news as it occurs.

WSGN on the News Front

Fast-moving developments in all parts of the world make it imperative that we keep abreast of all the latest developments in the day's news. WSGN, through the far-reaching efforts of a great press service with correspondents in all corners of the world, is equipped to bring you the very latest happenings as they occur. Noted commentators interpret the news and inform the listener what its occurrence may imply. Everything possible in this modern age of miracles is put to use to assure the listener the very latest events . . . merely by turning the radio dial. In addition to a distinguished staff of nationally known commentators, WSGN employs the services and talents of several local newsmen who interpret the local picture for WSGN listeners. Such well known Alabama citizens as McClellan Van der Veer and Dr. Clanton Williams are associated with the station. Speed, essential in this age of swiftly-moving events, has accelerated radio's response to the demands of the listener for more news, quicker and more complete. WSGN is proud of its ability to keep pace with this demand.



At the Associated Press teletype machine is **BILL BORTHWICK** editing and compiling the news in preparation for another newscast.





McCLELLAN VAN der VEER is one of the local commentators heard over WSGN who brings a word picture of events happening in the world to Birmingham and coast-to-coast listeners of the Mutual Broadcasting System. He is the deep South's only network news commentator.



Informing Birmingham listeners as to the effect that world events might have upon them is popular **DR. CLANTON WILLIAMS**.



"Your Defense Reporter," **FULTON LEWIS**, MBS network commentator, was caught in this characteristic pose recently when he visited the WSGN studios for a broadcast.



RAYMOND GRAM SWING is a popular WSGN - MBS commentator heard regularly over the Birmingham Station.



WYTHE WILLIAMS, a veteran of 26 years of experience in war-torn Europe, has scored enough sensational "news beats" during his time as a foreign correspondent to place him in a top spot among national commentators.



View



Veteran Newspaperman JOHN B. HUGHES views world happenings for WSGN - Mutual listeners from San Francisco.



From New York the eagle eye of BERCOVICI keeps the nation's listeners informed on events of interest.



BEN GRAUER, veteran NBC - WSGN newscaster, keys the meaning of today's news in his popular and informative "Dramas Behind the News" program.



Another ace news gatherer and commentator is WILLIAM HILLMAN, heard regularly over WSGN on European events.



RAYMOND CLAPPER, widely syndicated political columnist, reports Washington affairs. Clapper has covered every national convention and presidential election in the last twenty years and now brings his knowledge and experience to WSGN listeners via NBC.





Religion

The various religious programs broadcast by WSGN from its studios and through the facilities of the NBC Blue Network, are designed for the spiritual inspiration of listeners of all faiths and denominations. All religious programs interpret the dignity of service and the wide-scope of understanding covering the creeds of many churches. Each Sunday morning, services are broadcast so that listeners unable to attend services at their own church may enjoy the full meaning of the Sabbath.



RABBI STEPHEN S. WISE conducts the "Message of Israel" program, coming to WSGN listeners through the facilities of the great NBC Blue Network.

Right — THE REVEREND HARRY EMERSON FOSDICK, nationally prominent pastor, is heard each Sunday on the NBC Vespers. Rev. Fosdick enjoyed national renown as pastor of the Riverside Baptist Church in New York City.





MRS. C. L. MOSS, better known as **MISTRESS MARY**, is well known to the club women of Birmingham. She conducts a program over the station.

EVERETT MITCHELL, National Farm and Home Hour Announcer, is a favorite with millions of farm-h. mers.

On a visit to Birmingham, the WSGN microphones were on hand to greet former **POSTMASTER GENERAL JAMES A. FARLEY**.

The First Lady of the Land was a welcome guest in the WSGN Studios. The occasion was a speaking engagement here in Birmingham.

Public Service

Since its first day on the air, WSGN's policy has been to provide its listeners with a well-balanced mixture of education and entertainment. Visitors of importance to Birmingham are interviewed; leading figures in local, state and national life appear frequently before our microphones; scientists and educators interpret current trends . . . in fact, new concepts of public service are constantly being tried to further improve programs for the ever-increasing circle of those who have come to recognize WSGN as a sincere and conscientious public servant.



Left—Conducting the "Town Crier" program is versatile **BILL TERRY**. This program is designed for the convenience of those who wish to announce events of civic interest over the air, as well as descriptions of lost and found articles.

Below—A broadcast was conducted from the South Highlands Hospital to acquaint the listener with the workings of the iron lung.



WSGN



DON McNEIL, affable Emcee of the "Breakfast Club" guides his crew through sixty minutes of fun and frolic each week-day morning . . . Monday through Saturday.

Early Mo

If you should happen to tune in some morning at 8:00 and hear a very learned dissertation on a talking horse or a Bessarabian whistling pig, you need't call the psychopathic ward. It's probably Don McNeil and Company . . . better known as "The Breakfast Club," going to work on some new piece of "zanyism."

JACK BAKER, known to millions of "Breakfast Club" fans as the "Louisiana Lark," is that tenor with the "real" Southern accent you hear every morning over WSGN at 8:00.





WALTER BLAUFUSS, snapped at the keyboard in a reflective mood, is credited with being the first to introduce the salon type of orchestra to the middle west. Born in Milwaukee, Wisconsin, Blaufuss was a boy prodigy at 15, touring the country as a piano soloist. Today, he is Music Director of the "Breakfast Club."

Morning Fun

Sixty good minutes and true every morning this bright piece of escapism is turned loose on WSGN listeners from the NBC Studios in Chicago. In medical terms, the "Breakfast Club" is just what the doctor ordered to start the day right.

WINSOME EVELYN LYNNE, "Chanteuse Extraordinaire," appears regularly on the "Breakfast Club." Evelyn is an Alabama girl and a very popular WSGN artist.





A typical group of the "Town Meeting of the Air" participants on the stage. At center, behind roster, is **GEORGE V. DENNY**, conductor of the program.

The Town Meeting

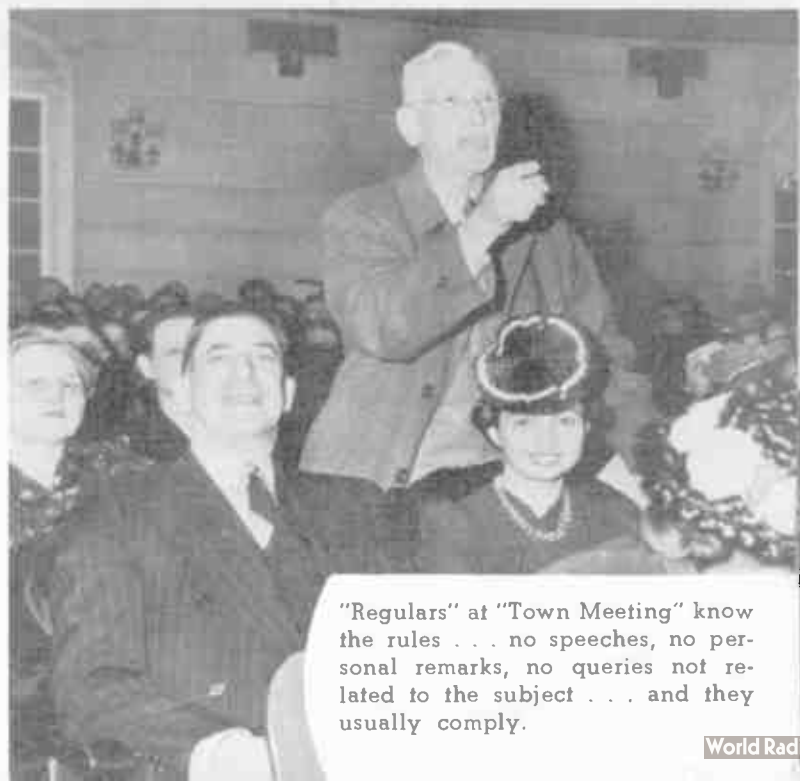
As invigorating as the American ideal itself is the robust program "America's Town Meeting of the Air." On these broadcasts current topics of interest to everyone are discussed by experts and then put into the hands of the audience for rebuttal. Reply is excited and intense . . . many ideas and beliefs coming to the attention of the radio listener. Certain set rules are applied to the "Town Meeting" and parliamentary procedure is respected at all times. This is one of the many programs designed to serve the listening public . . . one of the many programs of its type on the WSGN daily schedule.



Appearing on one of the weekly meetings, Hollywood celebrities took over. (Left to right) Rosalind Russell, Walter Wanger, George V. Denny, Jr., conductor, and Donald Ogden Stewart.



Heckling, to which the latter part of every hour is allotted, is spontaneous. "Town Meeting's" listening audience sends in telegrams by the bale.



"Regulars" at "Town Meeting" know the rules . . . no speeches, no personal remarks, no queries not related to the subject . . . and they usually comply.

Negro Programs



Above—That fine Negro quartette "THE SOUTHERNAIRES" is heard regularly over WSGN. (Left to right) William Edmonson, Homer Smith, Jay Stone Toney, Lowell Peters and their accompanist, Spencer Odom.



Right—The "OLEANDER'S QUARTETTE" is another colored ensemble with a great following among WSGN listeners. Modern rhythms for their repertoire.

Those masters of note . . . **THE RHYTHM FOUR** . . . take off on a hot beat from our studios here in Birmingham. These boys can play anything . . . sweet or hot . . . as long as it's music.

ROBERT DURR is a widely-known Negro commentator. He airs his interpretations of the news daily over WSGN.





Studio B

This Is WSGN, Birmingham



Studio A



Reception Foyer



Studio C

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W S G N



HENRY P. JOHNSTON
Vice-President and General Manager

WSGN's Vice-President and General Manager received his early training in the newspaper world. During the summers of his school years he worked at the Birmingham News . . . literally learning the game from the ground up. In 1929, upon being graduated from Washington and Lee, he went to New York when he joined the Kelly-Smith Company, newspaper advertising representatives. From 1931-1934 Mr. Johnston was publisher of the Huntsville Times . . . a position he still holds. For three years commencing in 1934 he was local advertising manager of the Birmingham News and in March of 1937 was made General Manager of WSGN.

Mr. Johnston came into the radio business a complete novice, but by intelligent application and hard work he has become a figure of national stature in the radio world. One indication is his appointment to the Code Committee of the National Association of Broadcasters.

It is under the leadership of Henry P. Johnston that Radio Station WSGN has risen from obscurity to the top rung of the ladder.

BILL TERRY
Production Manager

Bill Terry went through grammar and high school in the required time and then entered the University of Florida to study law. One day, while walking on the school grounds, Bill tripped over an antenna wire and was taken into the school radio station for first aid. That little accident completely wiped all traces of ambition for the bar from Bill's life. From that day on he hung around the station constantly getting in everyone's way. Eventually his persistence was rewarded and Bill was put to work.

In 1937, Bill came to Birmingham to cover the football games for WSGN. He returned in April of 1938 and has stayed here ever since. Bill recently celebrated his twenty-eighth birthday and looks back on five years of married life. He likes playing golf and whenever he gets time he can be found on the public links.



CARL CANNON
Promotion Manager

WSGN's Promotion Manager is a native of Rosedale, Kansas. In December of 1933, Carl joined the National Broadcasting Company. While employed in Radio City he was guide supervisor, editor of the NBC house organ and helped organize the original staff of the NBC Television tour. In conjunction with this wrote popular work on television. It was the first of its sort and was used as a text at the New York and San Francisco fairs, in addition to its use at Radio City. Later Carl worked in the Engineering, Accounting and Information Departments of NBC, coming to Birmingham in August of 1939. As Promotion Manager for WSGN it is Carl's job to prepare promotion material for the local and national trade. He supervises the publicity work for the station, which is extensive.



WATCH WSGN
ON - 610