

WSPN • DUNE

WSPA CBS

Going Forward With Radio

BW 11443-2M 1167

CBS
5000 Watts Day

WSPA

950 Kc.
5000 Night

RADIO CENTER — Spartanburg, S. C.

Station Telegram

TO _____ FROM _____
SUBJECT: _____ DATE _____



Dear Friend of WSPA:

All of us here at WSPA like to feel that we are friends—coming to visit in your home. We like to feel that each day WSPA is helpful to some member of your household, either through entertainment, educational features, through our various newscasts, farm programs or perhaps in our daily religious broadcasts.

The staff of WSPA, all those you hear on the air, as well as those who never come before a microphone, holds this feeling of friendliness and responsibility to you, our listener. We are never far away—the friendly service of WSPA is always yours merely by tuning your dial to 950. In this brochure, you will find old friends who are proud to serve you.

Sincerely,
Roger A. Shaffer
Roger A. Shaffer,
Managing Director

RAS:EY

Compliments Of:

CAROLINA CAFE
INMAN, S.C.

THE RICHEST MAN CANNOT BUY
FOR HIMSELF, WHAT THE POOREST
MAN GETS FREE, BY RADIO.

David Sarnoff

*20 Hours A Day Good Listening
on WSPA and WSPA-FM*

WE WANT YOU T



ROGER A. SHAFFER, Managing Director of WSPA is typical of the young and alert leadership that is helping to make radio even greater. His solid background of practical broadcast experience combined with his pleasing personality proved a balanced and progressive management for WSPA.



GUY VAUGHAN, JR., Sales Manager has run the gamut of announcer, program director and advertising solicitor. Prior to his advent in radio, he attended the Citadel and Spartanburg's Wofford College. In serving the WSPA advertising clients, Guy draws on his rich experience in the newspaper and radio fields.

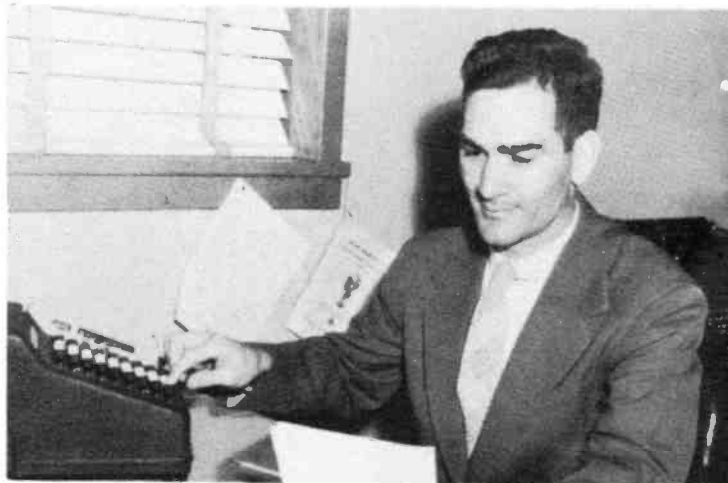
MEET OUR STAFF



ED McGRATH, Program Director, divides his interest between sporting events and acting with the Little Theatre group.



HAL MOORE, Musical Director, knows his sharps and flats. Has just composed and published his own tune, "Sleepy Time In Caroline". That's a copy on the organ.



WALTER VIETH, Office Manager has played basketball, baseball AND a trombone in a dance orchestra.



FLORINE FRANCE, Continuity-reception, writes much of the copy you hear on WSPA. Here pictured taking a turn at the switchboard.



EMMALA YOUNG, personable secretary is kept busy taking dictation and typing scripts for use on the air.

STAFF



ROSS HOLMES, Salesman, makes the most of his time whether selling it or filling with his favorite recreation, golf.



MARGUERITE ANDERSON, Continuity Writer, ex-school teacher, now watches her P's and Q's in creating words for copy.

Right: **ANN GLASCOCK**, Traffic Manager, shuffles schedule cards during daytime and playing cards after hours. Her chief outside interest is bridge.



MRS. CHRISTINE BURGISS, more affectionately known as "Burge", here helps in promotion. Also does duty at



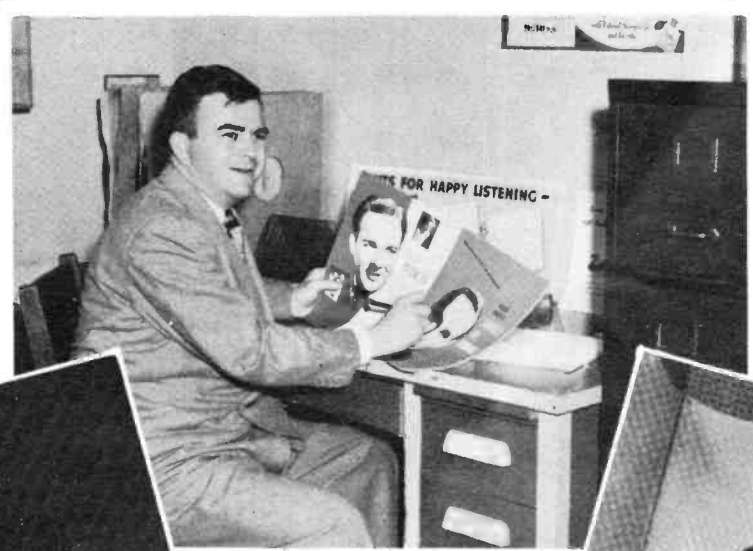
EDWIN B. HILL of the Sales staff is a life-long Spartanburg County resident, recently joined our staff after 3 1/2 years in the U.S. Navy.



GROVER GOLIGHTLY, Chief Announcer, is quite a bird on dogs. He raises Chihuahua pups and also owns 55 canaries.



BEN GREER, Announcer, whose main hobby (next to being before the mike) is being before the footlights with the Little Theatre.



Left: **TOM FLEMING**, Promotion Manager, to whom falls the important task of keeping listeners informed of the numerous WSPA activities and broadcasts.



ACE RICKENBACKER, Announcer, inherited talent from grandfather, former circus performer. Active in dramatic work with Little Theatre.



BILL BANNER, Announcer, favors bow ties. Likes to film silent motion picture stories, collect stamps and, of course, announce.

CLIFF "FA

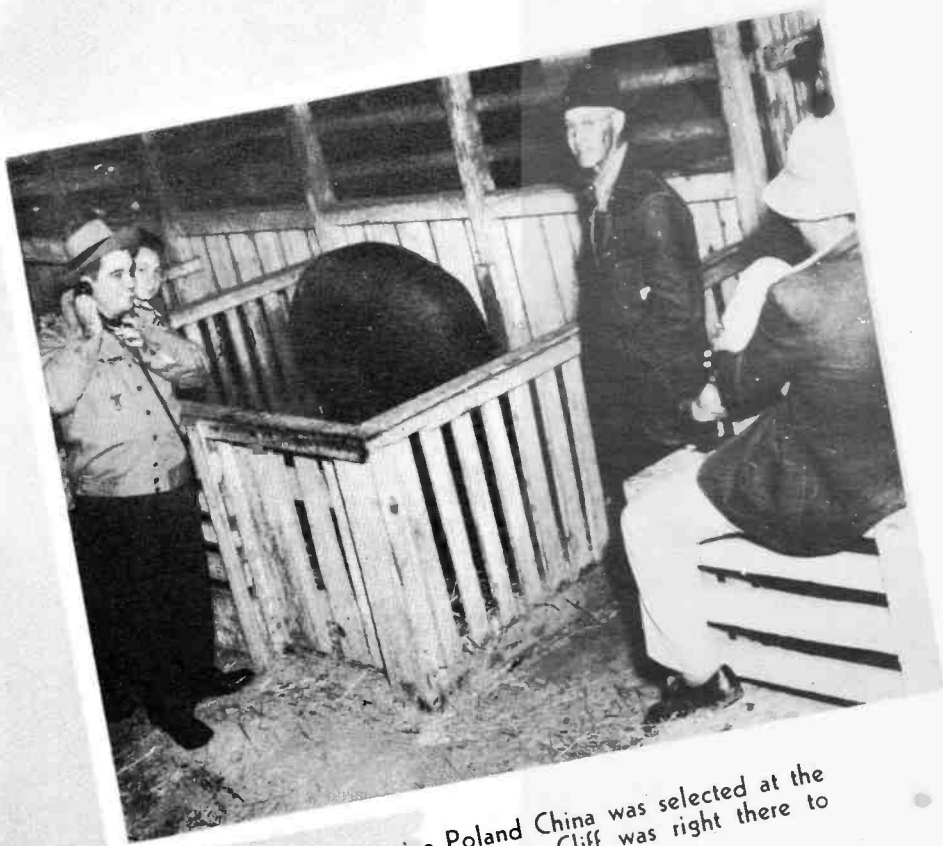


Cliff "Farmer" Gray gets set to go on the air.



Cliff gave the South Carolina 4 H Club a cordial send-off when they attended a recent convention in Chicago.

The early bird around the WSPA studios is Farm Director, Cliff "Farmer" Gray who starts his broadcast day at five o'clock of a morning. Cliff completely and thoroughly covers the farm news front and is featured on "Farmer Gray's RFD Club", "Reve



When the prize Poland China was selected at the Piedmont Interstate Fair, Cliff was right there to inspect the judges choice.



The superior quality of Spartanburg peaches is made known to listeners throughout the country when Cliff tells them on a coast-to-coast hook-up.

ER" GRAY



At the Tryon Horse and Hound Show, Governor Gregg Cherry of North Carolina was interviewed by Cliff for the WSPA tuners in.



They bet he couldn't do it and Cliff showed 'em. He got behind the wheel of this tractor and proved to his audience that he knows dirt farming.

s" and the "Piedmont Farm Hour". A real dirt farmer himself, Cliff started in in 1929 and has been broadcasting in the interest of farm activities ever since.



with the prize bull of the South Carolina Here-Breeders Association when WSPA broadcast the Piedmont Interstate Fair.



When Homer Rodeheaver, the famed gospel singer and composer made an appearance in Spartanburg, one of the first places he visited was WSPA's studios and Cliff's program.

JANE DALTON,

Jane Dalton is without a doubt one of the busiest persons in radio. Beginning her active broadcast day with the presentation of her "Women's Program", Jane is constantly on the go. Writing, directing, casting and rehearsing the famous "Children's Theatre"; arranging and broadcasting the public service feature "Spartanburg Speaks" keeps Jane occupied. Yet, despite her strenuous radio work, she finds time to take active interest in many civic functions.



Covering a news assignment recently, John Daly, noted CBS correspondent stops by for a friendly cup of coffee and a chat with Jane before the WSPA mike.



One of Jane's most delightful assignments (and her listeners agree) is her broadcast "From Dr. Snyder's Study" when she discusses philosophy and current events with the beloved and venerable Dr. Henry M. Snyder.



Various local civic groups and organizations in and around Spartanburg are given the opportunity of furthering their work on Jane's public service series, "Spartanburg Speaks".



Jane regularly introduces interesting people to her listeners. Here she interviews the Count and Countess de Grammont of France, guests of Mr. A. D. Cudd.



Gifted children are provided the chance to further their talents and gain valuable radio experience under Jane's direction on the "Children's Theatre" one of WSPA's most widely listened-to programs. Announcer Ben Greer gives able assistance in producing the show.



Enthusiastic audiences jam the WSPA studio-auditorium to watch a "Children's Theatre" show go on the air. The auditorium is designed scientifically for the best possible presentation of broadcasts both for the visual and listening audience.

COUSIN BUD



Cousin Bud, also known around WSPA as Grover Golightly, is a man of letters and beams as he reads those kind words the thousands of fans send him telling how well they like his "Hillbilly Hit Parade" and "Luncheon Dance" programs.



The Gospel Faith Singers are only one of the many groups of local artists that Cousin Bud presents on the "Hillbilly Hit Parade".



One reason why the "Luncheon Dance" show is so popular is the care with which Grover selects the melodies to be played.

ACE RICKENBACKER



Right in the old WSPA "Salt Mine" (studio to you) Ace Rickenbacker samples one of the tunes he dishes out to the fans on his famous "Wax Works", "Platter Chatter" and "RCA Victor Show". It looks as though the Ace has good taste in music.



Ace gets his information about current band favorites first hand. Here he interviews band leader Elliott Lawrence and his lovely vocalist, Roz Patton.

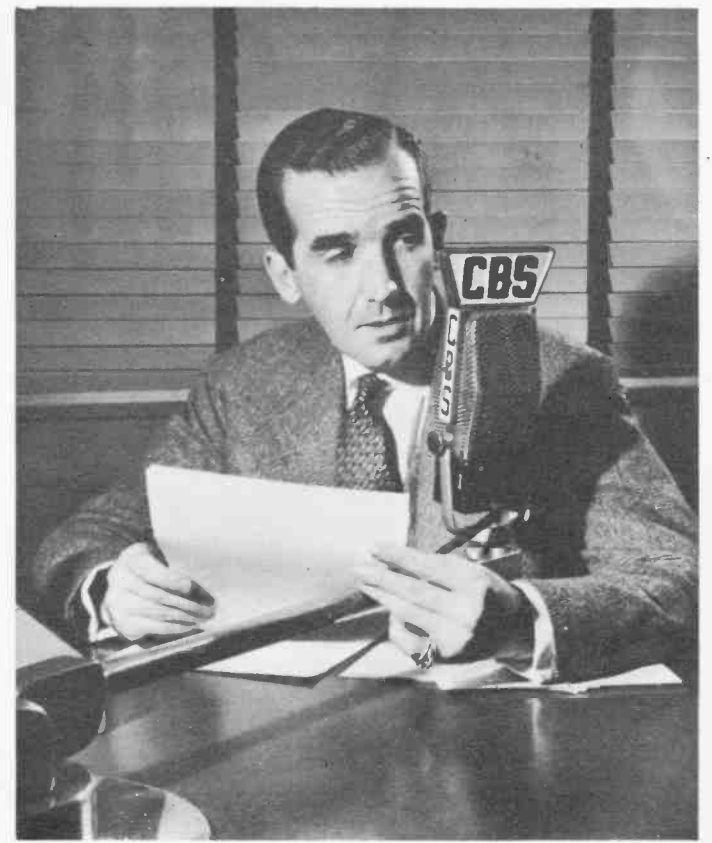


In one of his quieter moments, Ace is given to drumming up listeners to his popular platter sessions.

WSPA - TOP NEWS STATION



ED McGRATH features top news reporting on the Piedmont's favorite newscast, "News In Review" heard daily over WSPA.



EDWARD R. MURROW, head of the world's largest radio news department.



BILL BANNER is the chap bringing you one of the factual ESSO REPORTER newscasts heard four times a day.

FOR THE... BILLION-33-MILLION... FAIRS AND FINANCE. THAT IS 46 PER CENT... RECOVERY FROM... 660-MILLION... ON THE NAT... ECONOMY THE... PURELY NAT... INTERNATIONAL... "WAR" EXPE... GET GOING ON UNIV... APPROVES IT. THE ARMY AND AIR... MILLION DOLLARS IN T... FOUR-BILLION, 166-MIL... TAXES SO THERE W-... IN WA...

CHINA... DOLLA... SPEN... M... 12-... BEC... OF... D... HA... THREE... BANDITS IN NORTHERN CHINA. THE UNITED STATES EMBASSY IN NANKING SAYS FROM AN EXECUTIVE OF THE COVENANT MISSION AT S... AMERICAN WOMEN AND ONE FINNISH MISSIONARY WERE SIANGYANG IS 188 MIL... ER IN HUPEH PR... ONARIES B... OF HANKOW, S... EDWARD... NGEL... ANT, WI... DEAD... ON OF... JOR... PEN... SECK... VERELL HA... HALT THE... FOR THE... BILL BANNER is the chap bringing you one of the factual ESSO REPORTER newscasts heard four times a day. OPERATING THE PROGRAM. BUT HE INSISTS ON A SINGL... MIND"

THERE STILL ARE TOO MANY EMP... EDWARD R. MURROW, head of the world's largest radio news department. POLICIAN SAYS THE G... CHICAGO... NLA TOTV... WHERE ANYONE CAN O... WHERE ANYONE CAN CLAIM THAT... OF WORKERS TO AN EFFICIENT M... THE ARMY SAYS IT NOW HAS... AMERICAN INDUSTRY. THE UNIT... AFFILIATION PLAN, ARE MADE U... WOULD BE USED FOR INSTANT M...

ON OF THE PIEDMONT

IF HE IS RE-ELECTED... SAYING---AND... ARE... OF THE UNITED STATES AGAIN." MCGRATH SAYS THE PRESIDENT TOLD HIM THAT HE WANTS ONLY TO SEE THE PEACE THAT FRANKLIN D. ROOSEVELT FOUGHT SO HARD TO ACHTEVE.

TOM FLEMING grabs items hot off the wire for airing on his WSPA Carolina News broadcasts covering the vital North and South Carolina sector, THE SENATE BAN.

TRUMAN'S ANTI-INFLATION PROPOSAL CLINTON ANDERSON WILL BE THE FI THREE OTHER CABINET MEMBERS ARE

GOVERNMENT HEARINGS WILL BE CONSPIRING TO FI



CREAMERY HIGHER THAN 92 SCORE 85 1/2 TO SCORE 84.



DOUG EDWARDS is heard every morning with last minute reports on "The World Round-Up" over WSPA-CBS.

IDENTIFIED AS ESTHER POLIS AND DR ATTEMPT I WILL B ILL



"COPY BOY"! Jimmy Thompson, veteran newsman gathers and prepares all local Spartanburg news stories for immediate broadcast over WSPA.

MANAGEMENT HAS REDUCED THE NUMBER

THE UNITS SET UP WITHIN THE ARMY'S RESERVE CORPS IALISTS WHOSE SKILLS N INTO THE ARMY.

ALLAS OF JO WAS BRINGING... BROKE OUT IN ITS ENGINE ROOM AND RAGED OUT

WSPA COVERS SPORT



ED McGRATH, airs the WSPA daily "Sports Roundup".



The popular ex-champ, Jack Dempsey is one of the outstanding sports celebrities to appear before WSPA's mike.

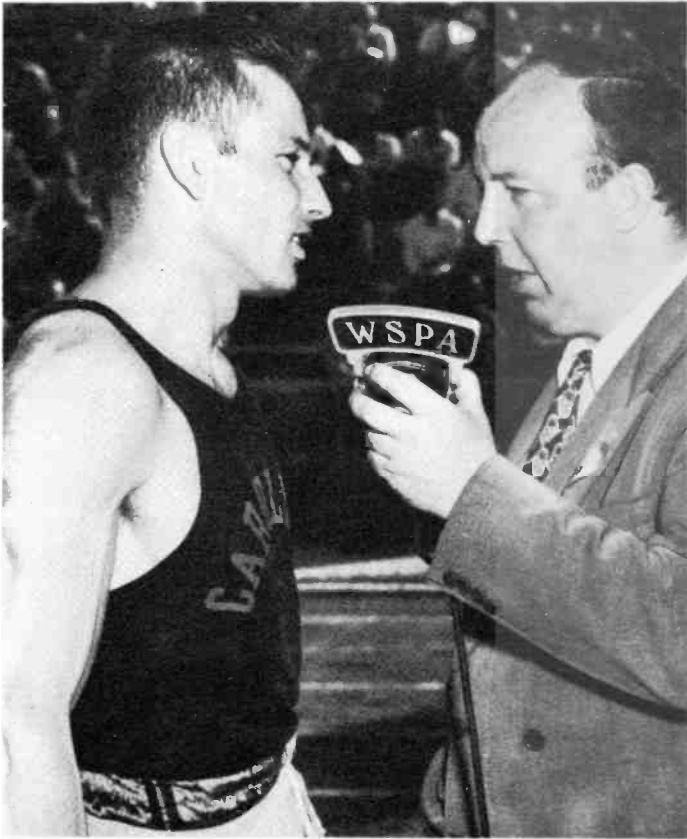


Wofford College's All State Sammy Sewell is off on a scoring run against Highpoint and sport fans are there through WSPA's colorful play-by-play account of the game.



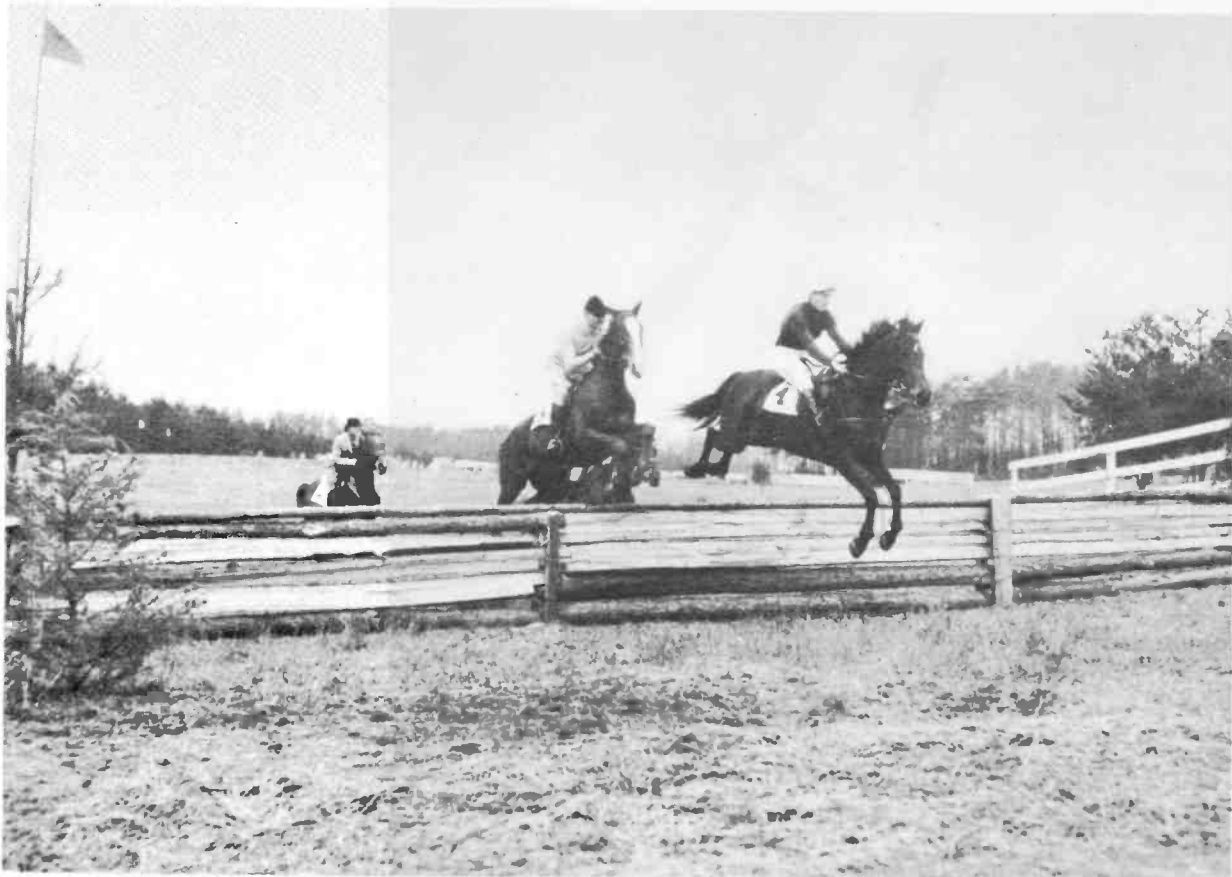
WSPA's sports reporting covers all fields. This is Byron Nelson teeing off at the Little Master's Tournament held in Spartanburg and aired on the WSPA airwaves.

. . ON - THE - SPOT



WSPA broadcasts two-mile event at the South Carolina Inter-Collegiate Track Meet.

Breathless but jubilant, Scooter Rucks, South Carolina Intercollegiate Track Champ tells Ed and the WSPA listeners how it feels to just have broken the quarter mile record.



The Tryon Steeplechase is one of the main sporting events in the area and it's given complete coverage by WSPA.

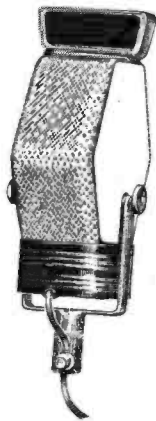
LOCAL PROGRAMS



The rich, lovely voice of Beth Barton singing melodies you all love and know comes to you every week-day from the WSPA Studio auditorium.



WSPA staffers are frequently called upon to do special broadcasts for the CBS Network. Here WSPA personalities do a network Christmas broadcast.



Mixing good old "cracker barrel" philosophy with fishing lore, Charlie Hammond is a regular fishing calendar telling them where they're biting best.



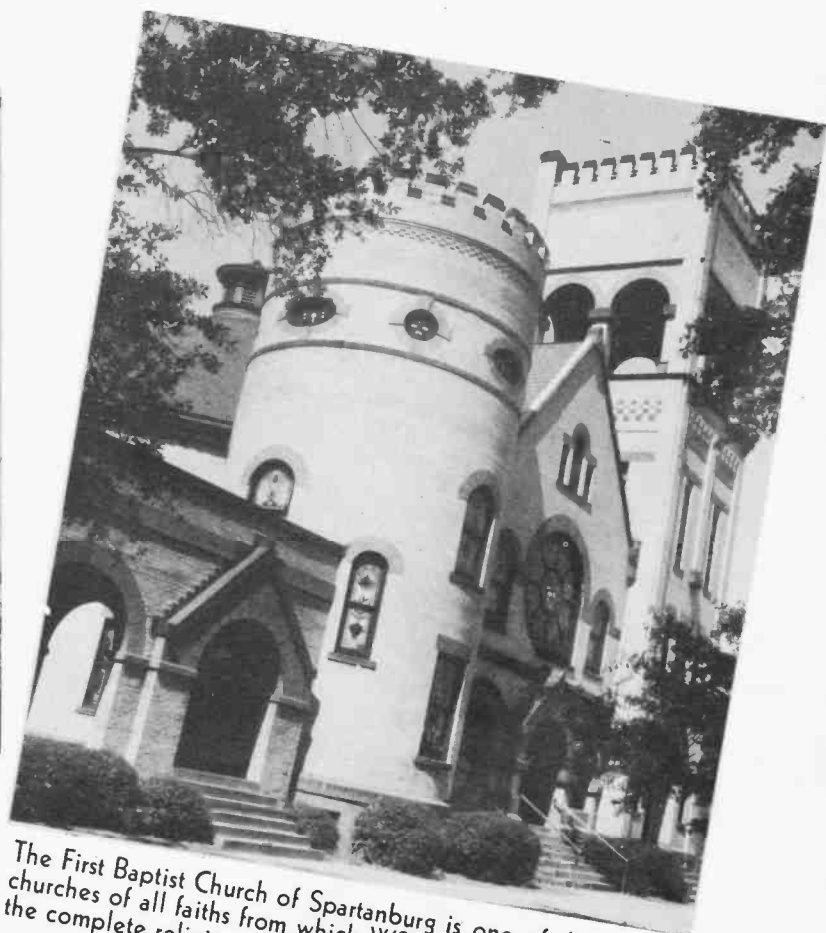
One of the WSPA favorites is Bob Cox who lends the artistry of his distinctive voice style to the singing of familiar religious songs on his program "Memory Hymns".



All the old time hymns and gospel songs are included in the musical offerings of the popular Smith Quartette, regularly heard over WSPA.



National Commander Starr of the Veterans of Foreign Wars visits Ed McGrath at WSPA's studios for an informal talk.



The First Baptist Church of Spartanburg is one of the several churches of all faiths from which WSPA broadcasts regularly the complete religious services by direct wire.



The premier performance of Edwin Gerschkeski's folk ballad, "Half Moon Mountain" presented at the Spartanburg Music Festival was broadcast by WSPA for the benefit of those listeners unable to attend.



Unexpected joy and gladness at Christmas in the form of gifts and a special broadcast was WSPA's surprise party for the boys and girls of the Shriner's Crippled Children's hospital at Greenville.

YOU HEAR THEM ALL

Ma Perkins and
Shuffle Shober



Penny Singleton and
Arthur Lake in
"Blondie"



Mickey Rooney emcees
"Hollywood Showcase"



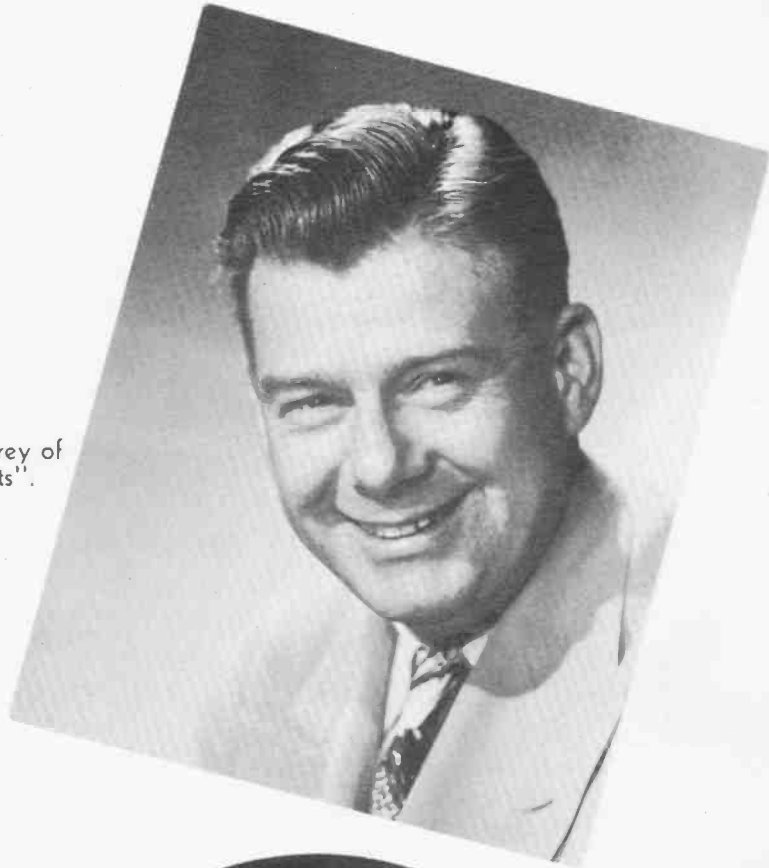
Howard Duff as
"Sam Spade".



ON WSPA AND CBS



Chuck Acree emcees
"Hint Hunt".



Arthur Godfrey of
"Talent Scouts".



Toni Darnay in
"Evelyn Winters".



Charles Laughton starred
recently in "Studio One".



Harriett Hilliard of
"Ozzie and Harriett"
with sons.



Jean Hersholt and Rosemary
De Camp in "Dr. Christian".

SPARTANBURG

Hub City



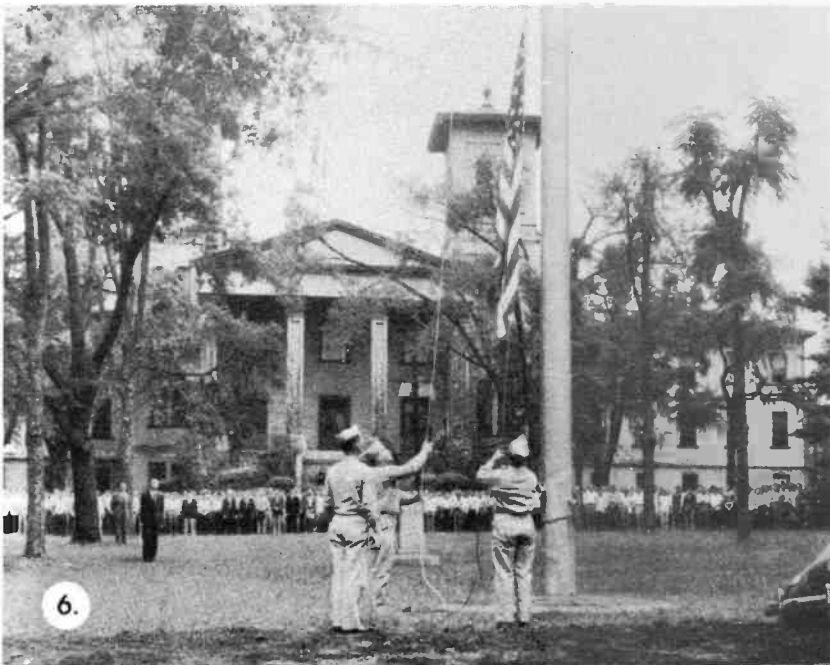
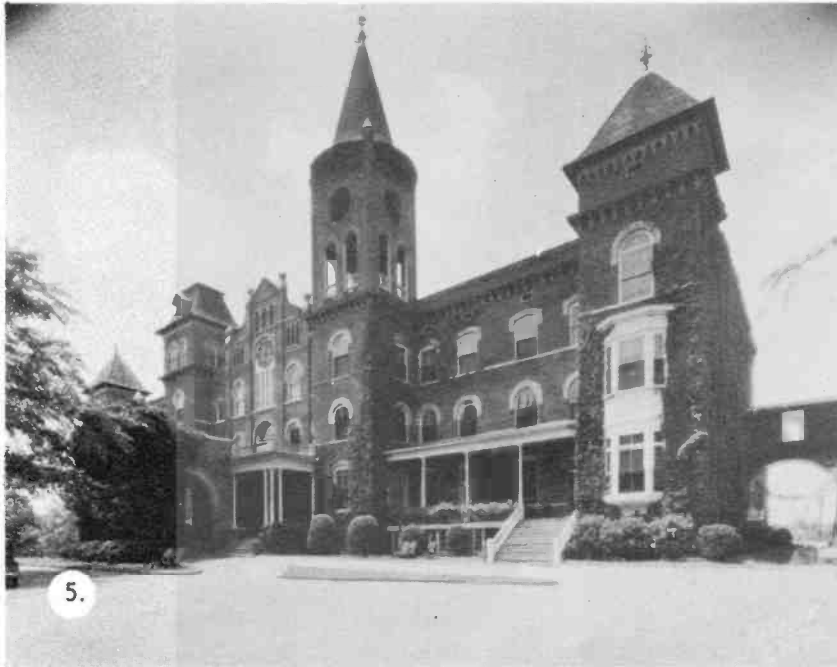
1. Fields of snowy white cotton are familiar sights around the Spartanburg area. This one is typical.
2. 6,342 Carloads of peaches valued at \$5,000,000 were shipped by Spartanburg County to markets all over the country.
3. The operation of 27,639 looms and 1,057,784 spindles makes Spartanburg county the largest producers of cotton fabrics in the world.



SPARTANBURG

the Southeast

4. Aerial view of downtown Spartanburg showing principal streets.
5. Converse College for women located in Spartanburg is just one of the many educational institutions making their home here.
6. These are the flag raising ceremonies at Wofford College for men another of the institutes of learning situated in Spartanburg.



LET'S LOOK IN O



Alvin Lanford, Studio Supervisor makes necessary repairs on WSPA's highly technical equipment.



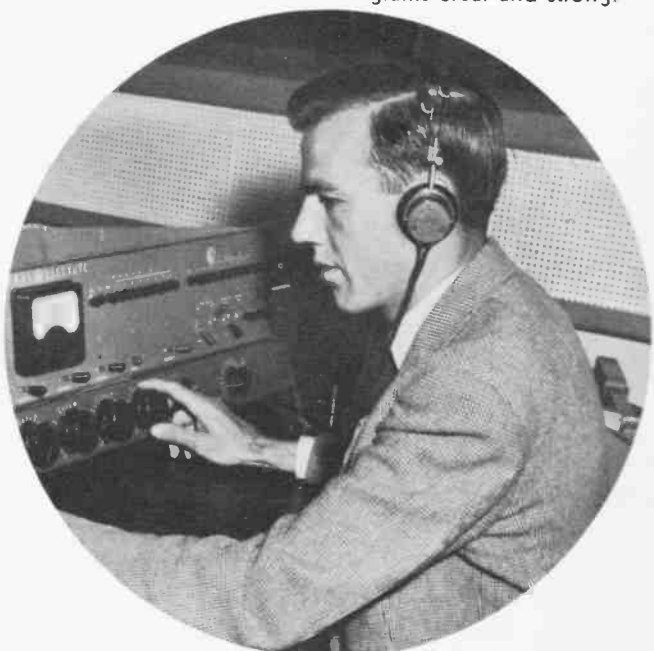
Vernon Goforth, Transmitter Supervisor, keeps constant watch on transmitter panel board to insure WSPA listeners the finest reception.



Harold Beckholt, Chief Engineer, on whose shoulders falls the full responsibility of smooth operation in the engineering department.

Maurice Burgess, here communicates with the transmitter engineer during the airing of a studio program from WSPA.

Larry Williams "rides gain" at Frequency Modulation console keeping the quality of your programs clear and strong.



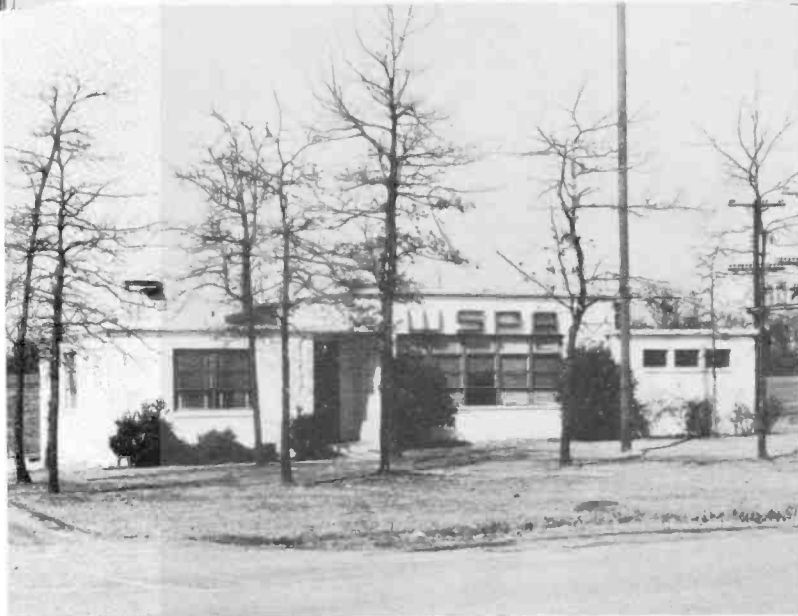
THE ENGINEERS



Willy Trofumik makes a minute adjustment on the Frequency modulation transmitter, recording the reading on the log.



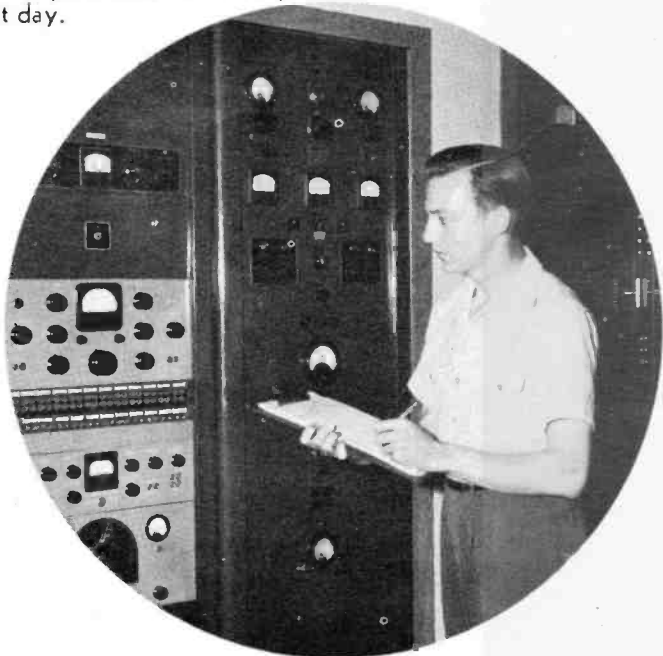
Before going out on a pick-up, Doug Johnson checks over the wire recorder used in transcribing programs for later broadcast.

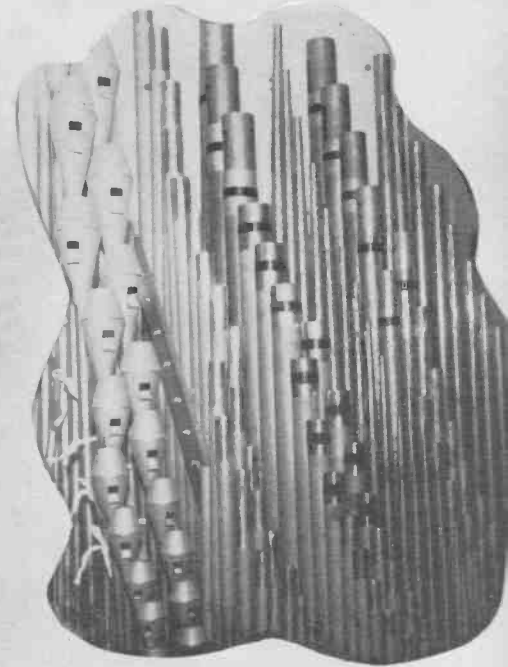


The WSPA transmitter building located on the outskirts of Spartanburg houses the finest technical equipment developed.

Consel Wood records one of the periodic meter readings which are essential requirements of every broadcast day.

Reynold Nitsch "logs" the time an announcement was just aired over WSPA as required by government regulations.





GREAT MUSIC ... and FM!

Never in history has the audience of American music-lovers been so great . . . the vast amount of music which goes out over the air-ways every day thrills an increasingly large number of listeners . . . and creates a demand for a special kind of radio broadcasting which will transmit every tone, every nuance, of the music as it sounds in the studio. Frequency Modulation (FM) will answer this demand! Several hundred FM radio-stations are already on the air, and other hundreds have made application for licenses. Nearly a million FM receivers are already in use! Many schools throughout the country are using FM reception to introduce their students to the sounds of great music, transmitted as they are produced, pure and clear. The ultra-high frequency radio waves used in FM will reproduce exactly the full rich tones of a symphony orchestra . . . the high fluid notes of the flute . . . the singing violins . . . the deep sonority of the pipe organ . . . the rippling cadenza of the piano . . . Program fading, interference between stations and static will be things of the past with FM.





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to the staff of WSPA.

S.A.



WSPA - CBS AT 950



WSPA - FM AT 98.9