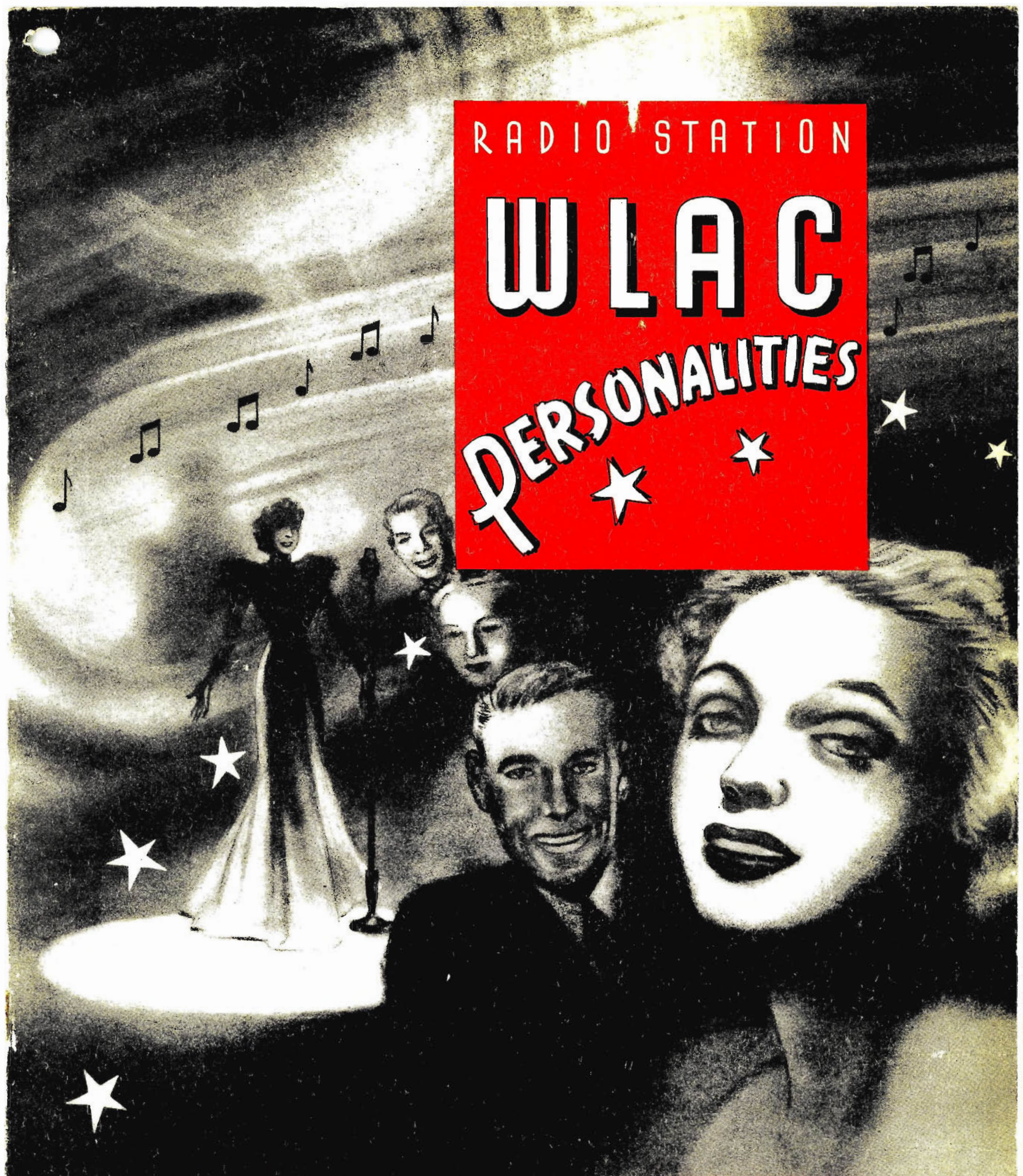


RADIO STATION

WLAC

PERSONALITIES



NASHVILLE *1939* TENN.

An aerial, black and white photograph of Nashville, Tennessee, showing a dense urban landscape with numerous buildings, streets, and a prominent church steeple in the lower-left quadrant. The text "Nashville, Tenn." and "The Athens of the South" is written in a white, cursive font across the middle of the image. A small white circle is visible in the top-left corner.

Nashville, Tenn.
The Athens of the South

WLAC and the Listeners

WLAC's policy of operation is both idealistic and realistic. The high ideal of this station is to provide types of broadcasts that will meet with the approval of every listener; in reality it is cognizant of the fact that its primary obligation is to the majority of listeners. In the presentation of programs then, a complete democracy of ideas is used as a working basis. While those responsible for the planning of broadcasts fully appreciate the viewpoint that the standards of radio broadcasting must be continually improved, they cannot overlook the necessity of adhering to a gradual process of elevation so as never to remove its scope of influence beyond the appreciation of "the average" listener.

Radio perhaps maintains a closer personal touch with its followers than any other public service medium. For this reason programs are, and always will be, designed to include something of "the human side of life". For this reason WLAC's weekly schedule is replete with features in which the human element predominates. We strive as much as possible to bring the listeners themselves into our programs, impressing them always with the thought that WLAC is "their" station.

The radio audience has, in recent years, come to know that commercially sponsored programs are "the best". It is not difficult to understand how an outstanding broadcast necessarily must be costly, and certainly no listener will begrudge a few words of advertising to the man who pays the bill.

The calibre of programs has kept steady pace with the rapid increase in radio advertising until today broadcasting covers every phase of entertainment, education and reporting. Having been voted the NO. 1 recreation of the American people, radio fills an indispensable need in the homes of countless millions. The industry still is young, but because it was built on lasting foundations, it is firmly established, and confidently looks forward to an even more brilliant future.

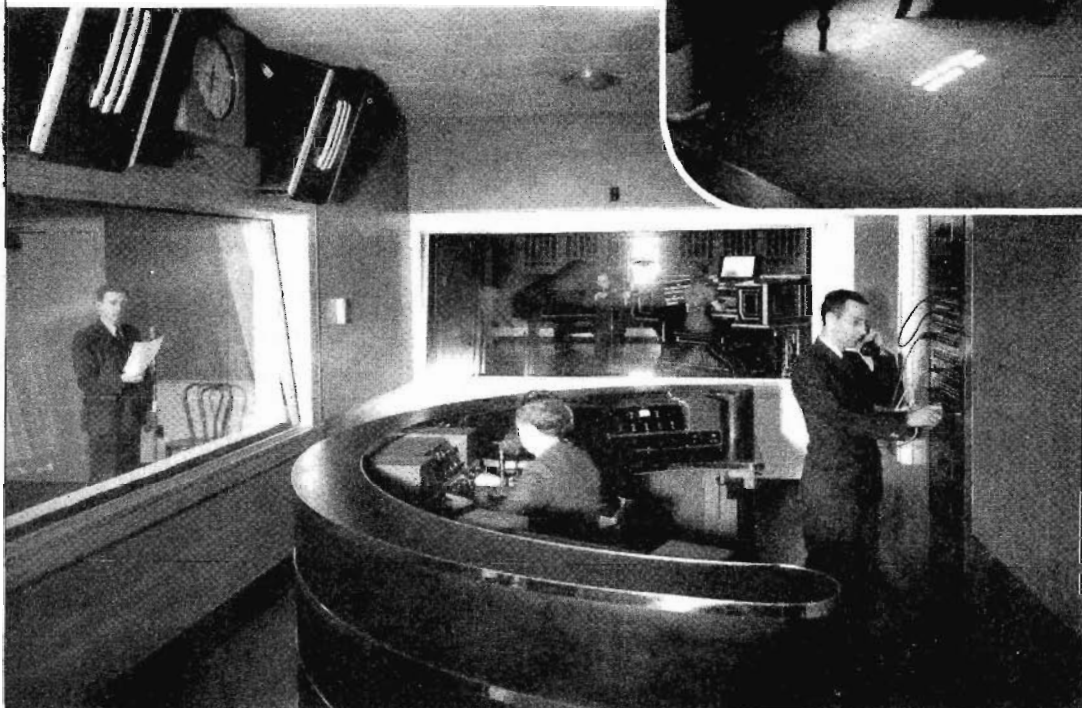
F. C. SOWELL,
General Manager.



Reception Room . . . Visitors to WLAC's new studios, alight from the elevators to enter this spacious reception room. The photo shows a group of guests, with Frances Hill, hostess, at the desk. In the corridor at the left, a pair of announcers is discussing a problem.

New Studios

Efficient Arrangement . . . This inviting picture shows a portion of the office of Station Manager Sowell, and it also shows (at right) the reception room providing easy access to the office of Station Owner Ward. The arrangement is something new in office efficiency.



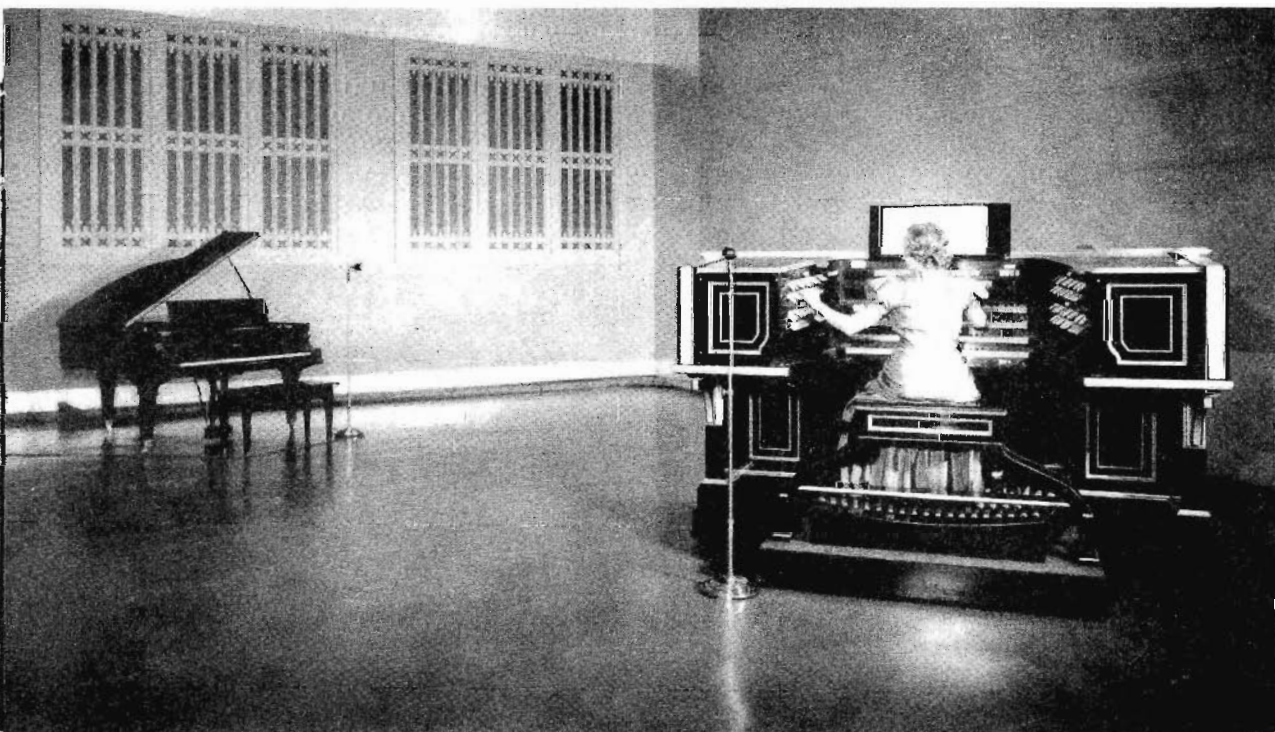
Control Room . . . From the specially-designed control, WLAC engineers direct the technical perfection of all broadcasts. Through the sound-reflecting glass panel at the rear, may be seen Musical Director Charles Nagy and Organist Mary Elizabeth Hicks in the main studio. At the left in Studio B is Announcer Paul Oliphant. Chief Engineer F. D. Binns is standing at the phone panel.

Finest in the South . . . That's the rightful distinction accorded WLAC's spacious, new suite of 11 offices and three studios on the top (twelfth) floor of the new Third National Bank building in the heart of Nashville's business district.

The new facilities cover a total of 10,750 square feet of floor space; all offices and studios are decorated, lighted and furnished in the ultra-modern manner and the entire floor is air-conditioned.

Observation rooms are provided for two of the three studios where visitors may watch actual broadcasts in progress. A small storage room is provided for each studio; all are equipped with sound-lock entrances and the most modern acoustical material and theories are used throughout. The main studio, 40 by 25 feet, is mounted on springs and "floats" inside another room.

The new four-manual Kilgen organ occupying the main studio has been acclaimed by critics and musical authorities, as the finest in the south — a proper distinction for the studios it highlights.



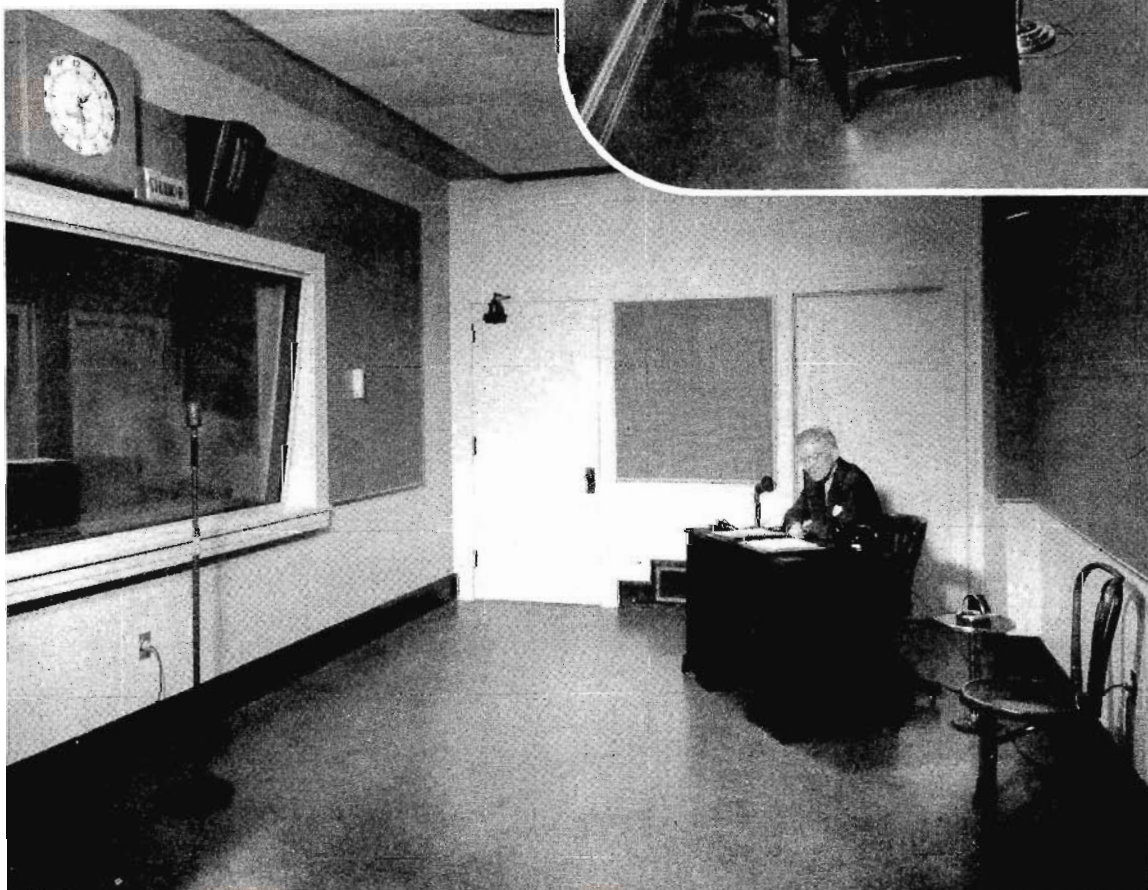
Main Studio . . . Spacious, "floating" studio where all programs using large units originate. Huge Kilgen console in the foreground. Grills at rear conceal organ loft.

New Studios

General Manager's Office . . .
F. C. Sowell, WLAC's general manager, is shown at his desk in the office adjoining that of Mr. Ward, station owner.

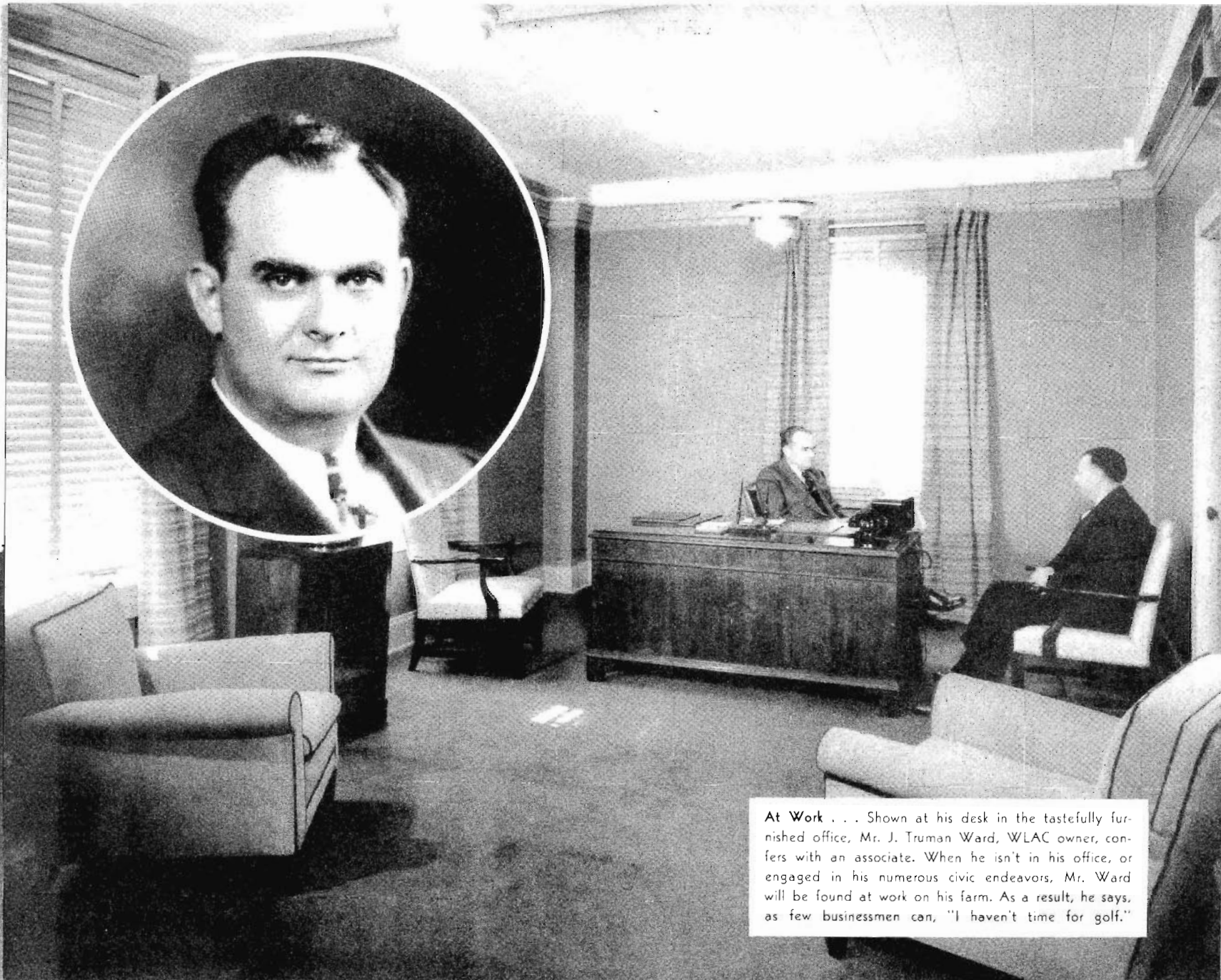


Studio C . . . Announcer Paul Oliphant at the desk, presenting Vocalist Frances Hill, Mary Elizabeth Hicks accompanying, in a program from Studio C. The control room may be seen at the rear, and beyond, the organ console in the main studio. The three studios are arranged, fanwise, around the semi-circular control booth.



Studio B . . . General broadcasts are conducted in Studio B, shown accompanying with Announcer Chas. S. Roberts at the desk. The control room may be seen at the left. There is no observation for this studio.

WLAC Owner



At Work . . . Shown at his desk in the tastefully furnished office, Mr. J. Truman Ward, WLAC owner, confers with an associate. When he isn't in his office, or engaged in his numerous civic endeavors, Mr. Ward will be found at work on his farm. As a result, he says, as few businessmen can, "I haven't time for golf."

J. TRUMAN WARD . . . Natural determination and a tireless devotion to his work, tell the story of his climb from that first job as an agent for the Life and Casualty Insurance company, to his present post as owner of radio station WLAC. More than that, the same degree of energy and enthusiasm is evident in every venture outside his business life and as a result he ranks among the leaders in Nashville's civic and religious endeavors.

Born in Nashville, December 20, 1898, he attended both David Lipscomb college and Vanderbilt University. He joined the insurance company staff in 1922 and by sheer force of ability, was elevated, by successive steps, to the vice-presidency. When the same company established WLAC in 1926, he was placed in charge. Nine years later, January 1, 1935, he resigned his position and purchased the radio station as his own venture. The story of its phenomenal growth since that time to its present top-ranking prominence is no news to the South.

His ability as a radio executive has been recognized nationally, having won him the presidency of the National Association of Broadcasters, 1934-35. Previously he served as a member of the board of directors of the same group. In Nashville, in recognition of his civic enterprise, he has headed the Community Fund; the Nashville Booster club and the Nashville Advertising club. He is a member of the Chamber of Commerce and the University club.

Besides being active in religious work he also finds time to aid in advancing the affairs of the Nashville Community Concerts Association which he organized and headed as president for four years. It goes without saying that he is a lover of good music.

His home-life, naturally, is his biggest interest — his wife, Mrs. Mary Muncie Ward whom he met while she was attending Ward-Belmont college, and his 9-year-old son, James Muncie Ward. He has no hobbies, he insists, but all of his spare time is spent in the operation of his 320-acre Harpeth Valley farm, and it is his daily practice to arise at daybreak to take part in the farm work the same as any other "son of the soil."

General Manager

F. C. SOWELL . . . From newspaper to radio was an easy step in the stride of this young man who directs the daily affairs and maintains the high standard of programs at WLAC. Aside from his executive capacity, he finds time to participate in actual broadcast work in an original presentation acclaimed as one of achievements of radio.

Born in Columbia, Tenn., September 21, 1904, Mr. Sowell explains he practically "grew up" in a newspaper. His introduction to radio came during his service as newspaper advertising manager, when he produced such outstanding results for a client that he was drafted to expand the program in radio. It succeeded likewise.

Departing from the newspaper profession, he went to a Detroit radio station as chief announcer and a year later became a member of the WLAC staff. His exceptional talents were soon recognized and he was named general manager of the station, a post he has held for the past six years.

His hobbies are fishing and bowling, when he can find time. He broadcasts interviews with Tennessee prison inmates each Saturday night; is sincerely interested in crime prevention; writes a daily newspaper column on the subject; is constantly in demand for lectures and talks. In appreciation of the effectiveness of his Crime Crusade, he was named the first honorary Lieutenant of Police in Nashville's history. Is vice-president of the International Radio club, for promotion of friendship between nations and stations.



Convicts Aid Crime Crusade . . . Converting a hobby into a venture which experts agree will bring a marked decrease in the crime toll of the next generation, General Manager Sowell brings WLAC listeners vivid "Crime Never Pays" lessons, from the lips of inmates of the Tennessee State Penitentiary. These weekly prison interviews led to the organization of WLAC's Committee for Crime Prevention, with 1,000 members from 16 states enlisting voluntarily in two short weeks. The accompanying photo shows an actual broadcast in the office of Warden Joe Pope (right) as the stripe-garbed prisoner (back to camera) answers the questions of Mr. Sowell. Chief Engineer Binns in background.



Production Manager



TIM SANDERS III. . . . An auto accident figuratively bumped this dynamic personality before WLAC microphones. That was nine years ago and he has been at it ever since, combining announcing with the all-important job of production. He entered radio originally as a salesman, having covered six or seven years in promotional advertising in New York, Chicago and Washington and auto sales advertising in Nashville.

A native of Nashville, October 2, 1899. Lieutenant in the U. S. Marines during the World war, he served as Military Commandant at the McCallie Prep School, leaving the service in 1922. He tried raising bulldogs, traditional Marine mascot, but gave up the idea after persons unknown appropriated his prize-winning champion. Still owns a dog, however, Tiny, pet fox-terrier.

For recreation likes to walk two or three miles daily; hobbies are swimming and pistol and rifle practice. He likes to go hunting but can't seem to find time. When it comes to food, his favorite dish is the "thickest, juiciest, rarest" steak broiled on the outdoor grill in his own yard. His pet peeve, he confesses, are women who talk too loud and too fast. Associates say his forte is "talking" and they claim the occasion is not on record which found him lacking for words.

Overwhelming Preference . . . Most popular morning radio program in Nashville, that's the decision in an unbiased poll, concerning WLAC's "Inquiring Reporter," shown here (if you can find him) in a typical crowd at 6th avenue and Church street. Heard daily at 8:30 o'clock a. m., the program is fast approaching its sixth year on the air and is conducted by "Man on the Street" Sanders. Visitors from all parts of the nation have paused to express their views on questions of the day. Talkative Tim, never at a loss for words, always thoroughly posted on the subjects his interviews touch, merits the lion's share of honors for the success of this "listeners' broadcast."



Mike



HERMAN H. GRIZZARD . . . Born in Nashville, he thinks. Threatened with paddling for tardiness, he ran out of grammar school; didn't return for days. Still unable to keep appointments on time. Was regularly employed as assistant cashier for insurance company when made first radio appearance as tenor singer in "Chesterfield Five" quartet, 1924. Appeared various stations as vocalist until March, 1928 when joined WLAC announcing staff after offering to work as assistant porter. Now specializes in sportscasts.

Insists he is "home-man"; married, father two daughters; spends spare time waxing floors, sweeping basement, chopping kindling. Smashed same thumb two times trying build chicken coop; cut same leg twice with sickle trying cut weeds. Likes golf but says hasn't time or money to indulge. Favorite drink is sweet milk (once kept a cow); favorite food is devil's food cake (wife bakes one every week). Still likes to sing, can't read music. Thinks he'd be lost out of radio.



Diamond Diagnosis . . . Baseball player of a sort in his own right, "The Old Colonel" is one of the Southland's best-posted authorities on the national pastime. WLAC listeners have lived the thrill of more than 425 consecutive games in Colonel Grizzard's five years at the baseball mike. The confines of a small broadcasting booth are not sufficient to hold his enthusiasm and when the temperature makes it imperative, he actually removes his trousers to allow the comfort and freedom of action which accompany his exciting word-pictures. He's shown in the inset, trying to pose in a typical gesture as he tells the progress of a big game at Sulphur Dell.



Men

CHAS. S. ROBERTS . . . Educated for law, member of Tennessee Bar Association since 1914; deserted profession after depression; took up dramatics and Little Theater to kill time. Displayed proficiency and led to radio parts. First announcing job when left in charge of 50,000 watt station from 6 a. m. to 12 midnight while regular staff picnicked. Joined WLAC announcing staff five years ago. Born in Jackson, Tenn., son of a preacher. Describes himself as the "guy who made the gay 90's gay." Dislikes being too serious. Strives to find smile in everything. Writes verse, much of it published. Favorite sport is tennis—recognized as authority, referees leading southern tournaments. Likes fishing also. Is married, father of one son.



Roll Out of Bed With a Smile . . .

With that wake-up admonition, Charlie Roberts greets the early risers in WLAC listening area, each morning and then proceeds to serve up a breakfast table dish of peppy music, early morning news and just the proper seasoning of pleasant philosophy. He calls the program "News Scoops and Melodies" and in its four years on the air, more than 300,000 listeners have written in to voice their approval. Target for Uncle Charlie's jibes and silent co-operator of the program, Engineer "Uncle Dunk" takes a bow.

Mike



PAUL OLIPHANT . . . Debut in radio with Hopkinsville quartet, 1932, specializing old-time tunes. Quartet faltered and Oliphant turned soloist, self-taught guitar to play own accompaniment. Reads, plays by music, never had music lesson, yet music instructor sponsored first commercial program, 1934. Born Nashville, August 27, 1914; graduated high school at 16; started work as rivet man in car shops. Transferred to office ending three years as "railroader." Joined WLAC announcing staff, July, 1937. Announces, writes publicity, sings, reads drama lines and poetry. Frequently works 16-hour day. Likes all kinds of sports; went hunting with 6 shells, killed 4 rabbits. Keeps time with feet when announcing. Married. Has cocker spaniel named "Buzz."



Laboratory Subject . . . They wanted to check the contention that radio audiences ebb and flow according to the hours of the day. They chose 4 o'clock as the "ebb" hour. Musical Memories drew the short straw. But it didn't succumb to theory. Instead, it flourished—even more effectively than before. Today, it's among WLAC's most popular programs; draws 150 to 200 cards and letters daily from listeners in 9 states. The only "material inspiration" is 5 theater tickets to a Nashville theater. Paul Oliphant, conductor of the program, is shown with some of the old and new tunes heard on this title-guessing get-together.



Men

CHARLES CHUMLEY . . . Youngest member of WLAC staff. Born in Yuma, Colorado, March 25, 1918. Gained initial radio experience in dramatic bits stations KOA, KLZ, KFEL all in Denver. Determined to carve niche as microphone artist. When not on duty, hustles back to classes at David Lipscomb college, second year. Plans to enter Vanderbilt on graduation. In spare time, studies voice as part of announcer-training. During 7 months at WLAC, persuaded only once to appear as vocalist. Favorite sports are softball, football, baseball. Pet peeve is unruly cowlick. Modest, unassuming, has not attempted to raise a mustache. Friends call him "Chum." Studies lessons between announcing shifts. Noted for punctuality. Arises daily 5 a. m.



For the Younger Set . . . A telephone bell jangles in WLAC studios along about the midnight hour. There's a party in progress at Mr. Smith's house and they'd appreciate a little special dedication. That's where Charlie Chumley and "The Dance Hour" come in. The requested selection is available instantly from WLAC's extensive musical files and in a few minutes the air-ways are carrying musical best wishes to Mr. Smith and party. It's a gay "good-night" hour, designed particularly for dance-lovers and the younger set and its success was so pronounced that its original half-hour time couldn't handle the traffic. Just the right amount of Chumley personality flavors the musical highlight.

Music



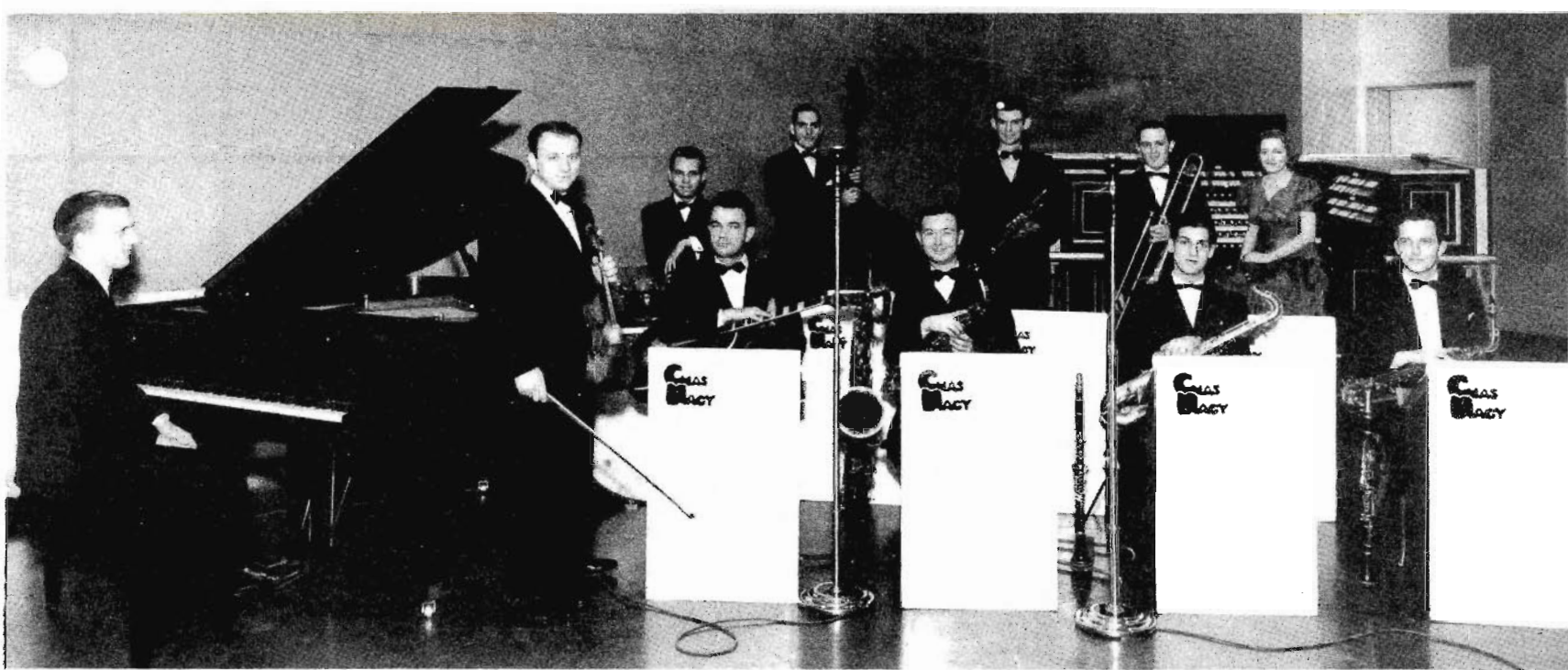
FRANCES HILL . . . Blues Singer. Originally soprano; severe cold left voice permanently octave lower. First radio experience seven years ago. Surprised when she won audition. Doesn't like personal appearances, thinks she's too self-conscious. Hobby is cooking, particularly turkey and dressing. Fond of motoring. Wads music when rehearsing. Native of Nashville, 31 years old. Between radio programs serves as WLAC hostess.



CHARLES NAGY . . . Musical Director. Began learning violin when six years old. Studied in New York and Connecticut. Later mastered saxophone but abandoned it in favor of first love. Has played with every type of musical organization. Started radio with WBT, Charlotte, N. C. 15 years ago; concertmaster at WAPI, Birmingham, Ala., later with WFIW, Hopkinsville. Ten years at WLAC. Likes "sweet" music; definitely temperamental. Born Newark, N. J. May 21, 1905.



MARY ELIZABETH HICKS . . . Piano, organ. Born Watertown, Tenn., May 11, 1913. Shy about age, shy about everything. Began studying piano age 7 years. Played weekly program WLAC for six months before assigned as staff pianist 6 years ago. Has perfect pitch. Mastered pipe-organ, self-taught, one year. Ambition to be accomplished organist. Prefers classical music, plays and readily transposes all types. Makes her own dresses; reads magazines; has lots of colds.



Studio Orchestra . . . The ten-piece WLAC studio orchestra under the direction of Charles Nagy poses "on location." Unusual musical effects are obtained with the addition of organ tones.



Finest in the South . . .

A close-up of the console of the specially-designed Kilgen organ installed in WLAC's new studios. Literally hundreds of tone combinations are possible through the dozens of "stops" seen in this unusual photographic study.



ABOVE LEFT:

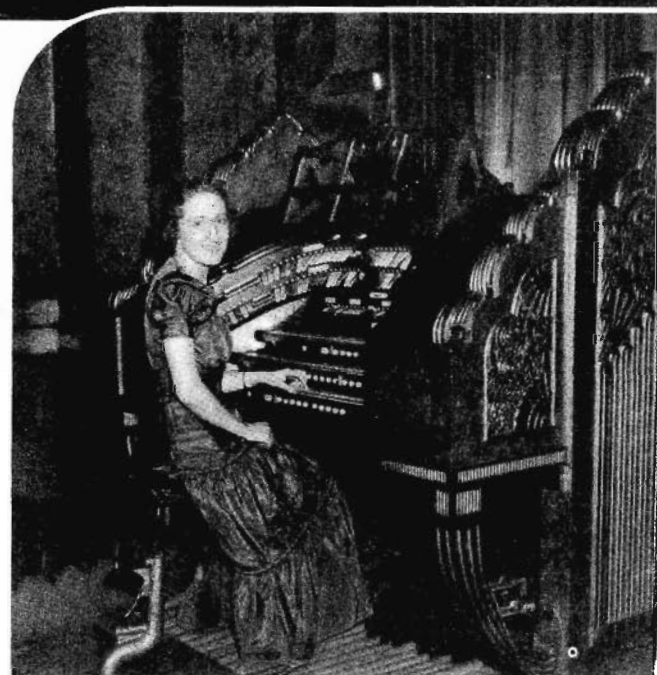
Rhythm Boys . . . Vocal and instrumental trio. Marvin "Doc" Frech, seated; James "Jimmy" Deering, left and Paul Oliphant.

LEFT:

Arizona Ranch Riders . . . This sextet of entertainers specialize in the melodies of the prairies and old-time favorites, displaying their talents each morning for WLAC listeners from 6 to 6:30 o'clock.

RIGHT:

Organology . . . Mary Elizabeth Hicks at the console of the organ in Paramount theater from which special WLAC programs originate.



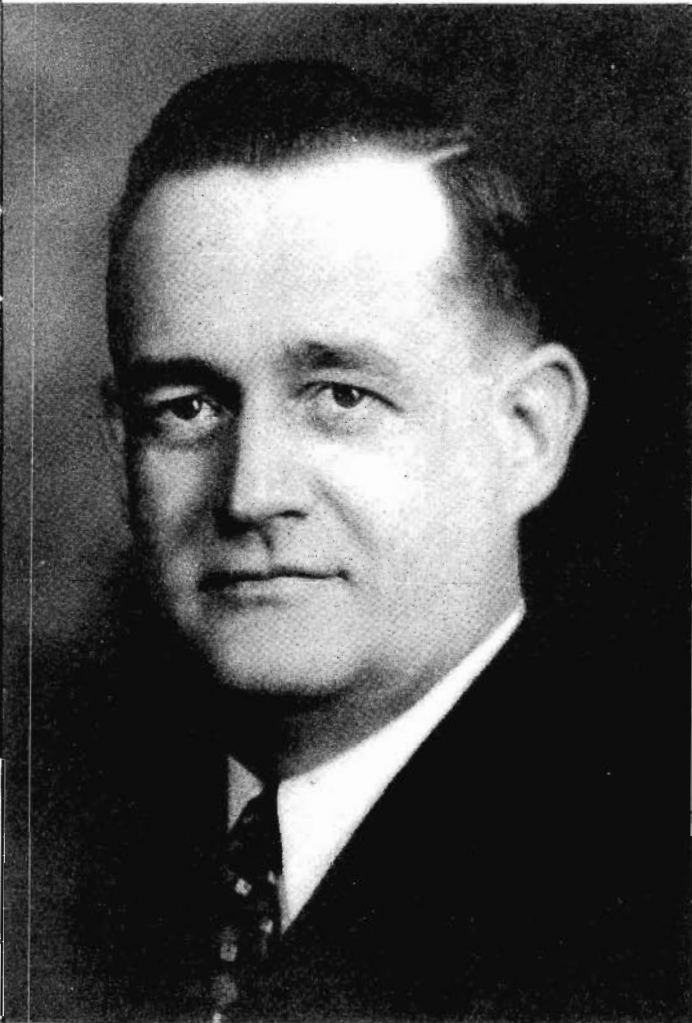
Features

Scripture Study . . . S. H. Hall, minister, whose Sunday Morning Scripture Study is heard from WLAC. One such talk so moved an unidentified sneak thief that he repented and conscience-stricken, returned the money he had stolen.



RIGHT:
Central Church of Christ . . . Typical group of worshippers, being greeted at entrance to Central Church of Christ by A. M. Burton, president Life & Casualty Insurance Co., for daily services. Inset shows Rev. E. W. McMillan, pastor. Broadcasts heard daily from church at 12:15, Sundays, 12:00.





Style Commentator . . . Jack Minton, recognized as Nashville's foremost authority on men's clothing and styles. Bi-weekly talks over WLAC have attracted wide attention.

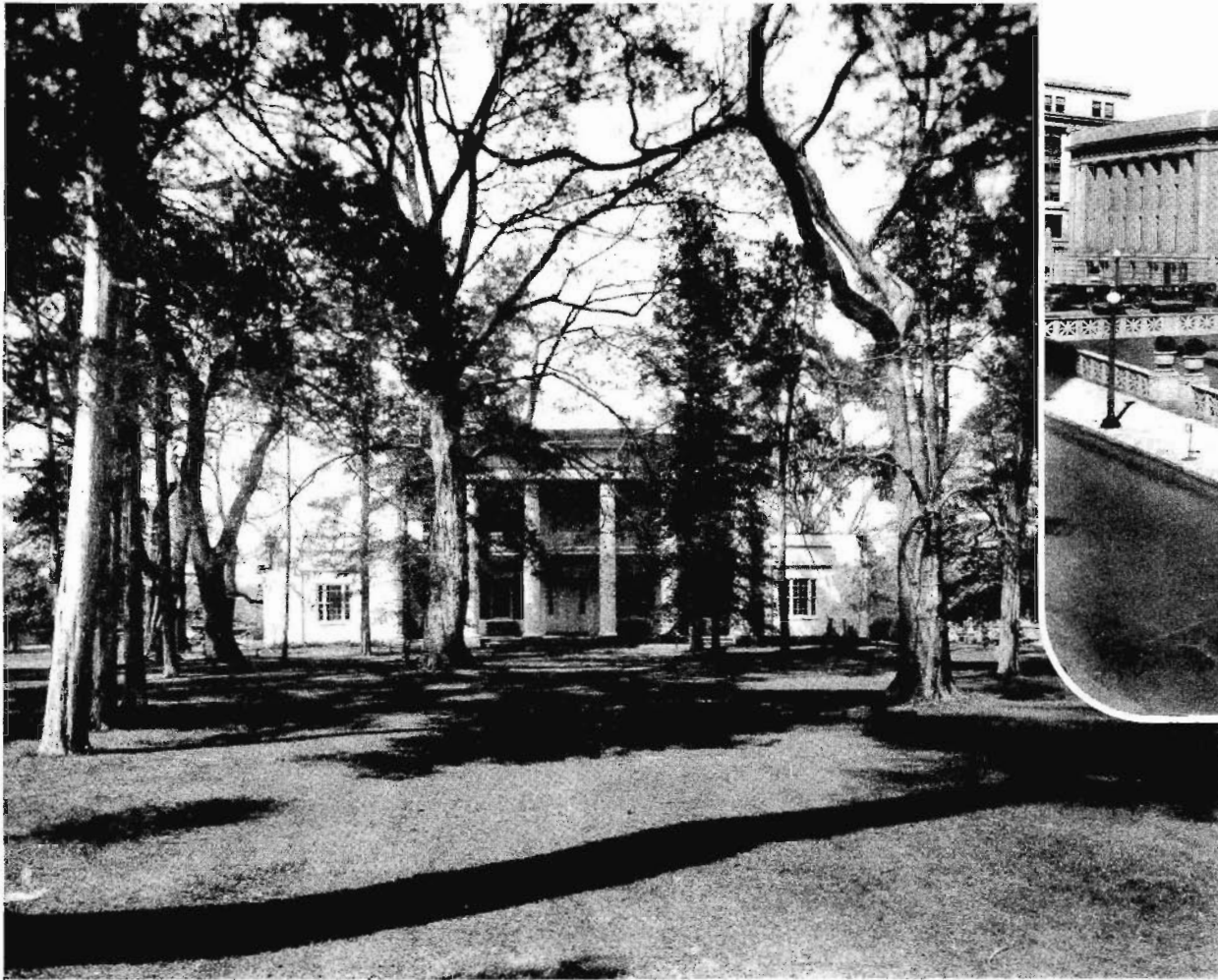


The Old Dirt Dobber . . . Anonymous horticultural authority who answers questions, discusses gardens and flowers for WLAC's garden-enthusiast listeners. Made original appearance in radio as member of quartet. Horticulture only a hobby, started at age of 5, but comes by it naturally, mother being botanical-horticultural expert. Is printing executive in daily life. Named "dirt-dobber" by Herman Grizzard after species of wasp. Shown in photo in his 8½ acre display garden at Brentwood. During blooming season, entertains as many as 6,000 visitors per week. Specializes in iris.

Professor Curio . . . Every Saturday night at 7 o'clock Professor Curio moves through the audience at the Paramount theater, as shown in the accompanying photo, plying them with questions on kindred subjects. In case you haven't recognized the "professor," his name is Herman Grizzard.

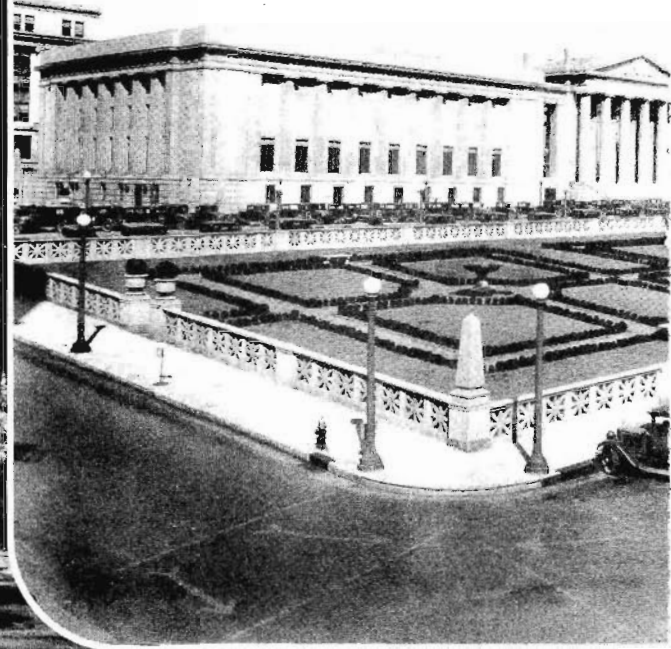


Nashville, Capital



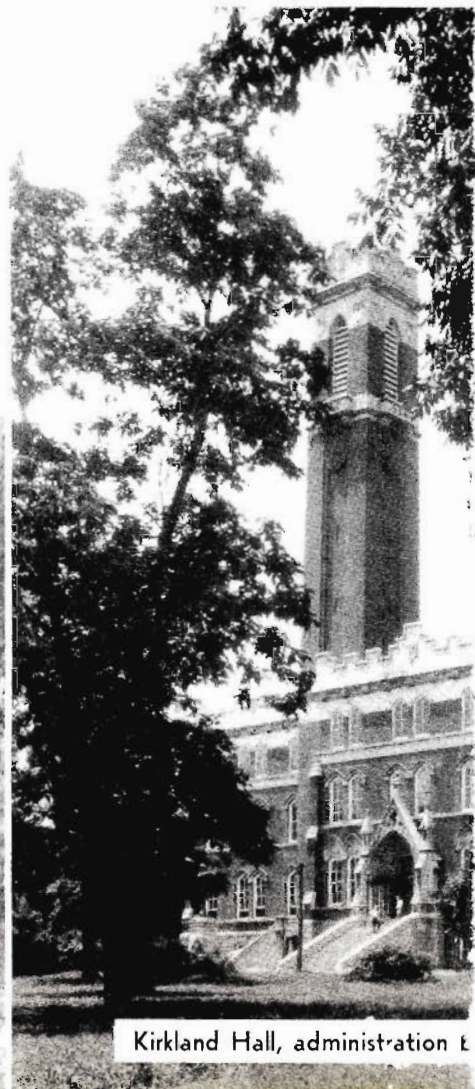
The Hermitage, home of Andrew Jackson.

Fox hunting scene near Grassland Downs.



Memorial Square showing Tennessee Memorial

The warm hospitality of Nashville nationally historical shrines, outstanding parks, charming homes and resphere of real Southern culture, the tion and business opportunity.



Kirkland Hall, administration b

City of Tennessee



the State Capitol Building and War Building.

beckons. Here, amid numerous
ing educational institutions, beau-
plendent gardens, all in an atmos-
re is abundant enjoyment, inspira-



The Parthenon, only replica of ancient Greek masterpiece.

Riverside Drive, five miles of iris.



Building Vanderbilt University.



Projects



Flashing the Finish . . . Pounding hoofs come flashing toward the finish line in one of the running races at the annual Tennessee State Fair. WLAC listeners have received all the thrills of the contest through the eyes of F. C. Sowell, shown in the inset as he watches from the inside rail.

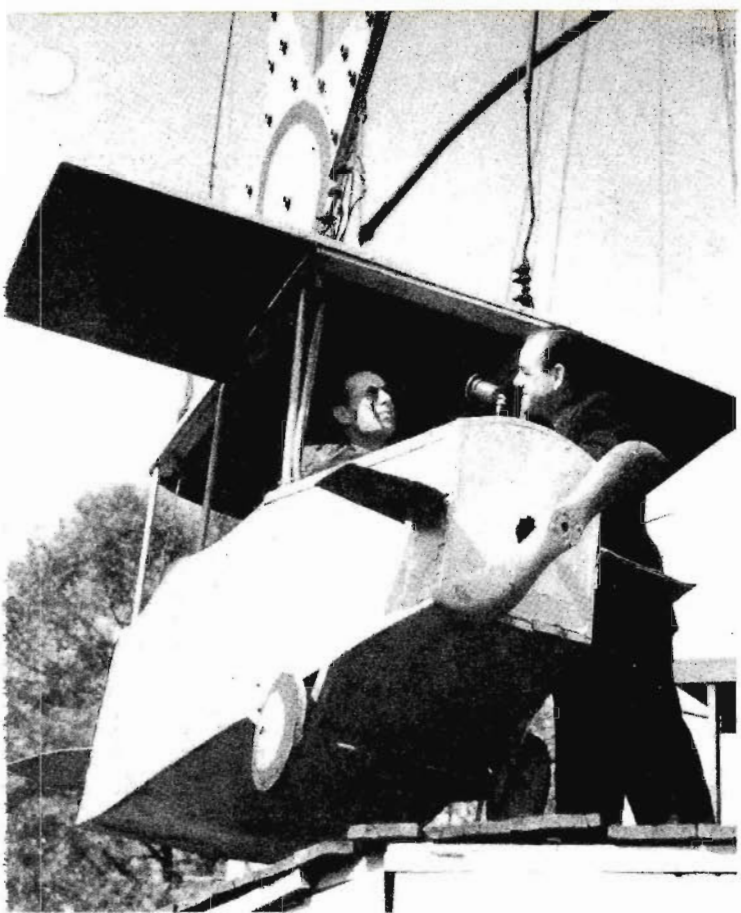


Neighborhood Chats . . . Hon Thomas L. Cummings, mayor of Nashville, addressing his constituents in one of his frequent "neighborly chats" broadcast exclusively through the facilities of WLAC.



Microphone Policeman . . . The "spark plug" around which revolves Nashville's most intense safety campaign. Photo shows Traffic Reporter Tim Sanders at 8th avenue and Broad street, pointing out a traffic hazard, just as he does descriptively over the microphone, from a different intersection each broadcast.

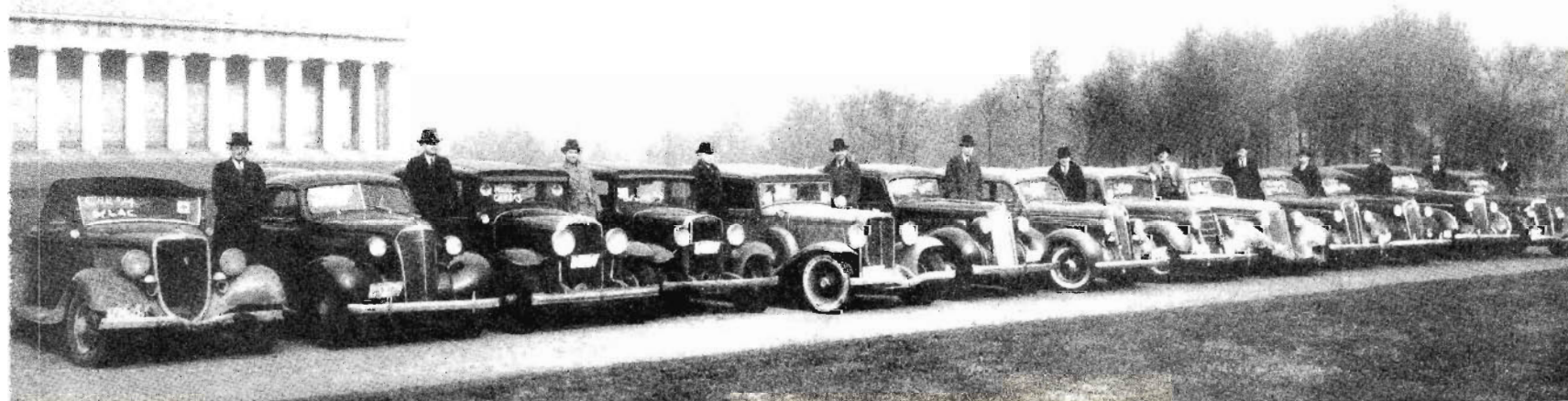
Projects



Circus Capers . . . When the circus comes to town, WLAC thinks of those who are unable to attend. Tim Sanders and Herman Grizzard bring the big top and its thrills to them via radio. In the pair of photos accompanying, Circus Fan Sowell is all ready to take off on one of the thrill rides; in the other, Grizzard and Sanders pose before the lion's cage. What they had to say didn't go on the air—note mike cord they forgot to connect.

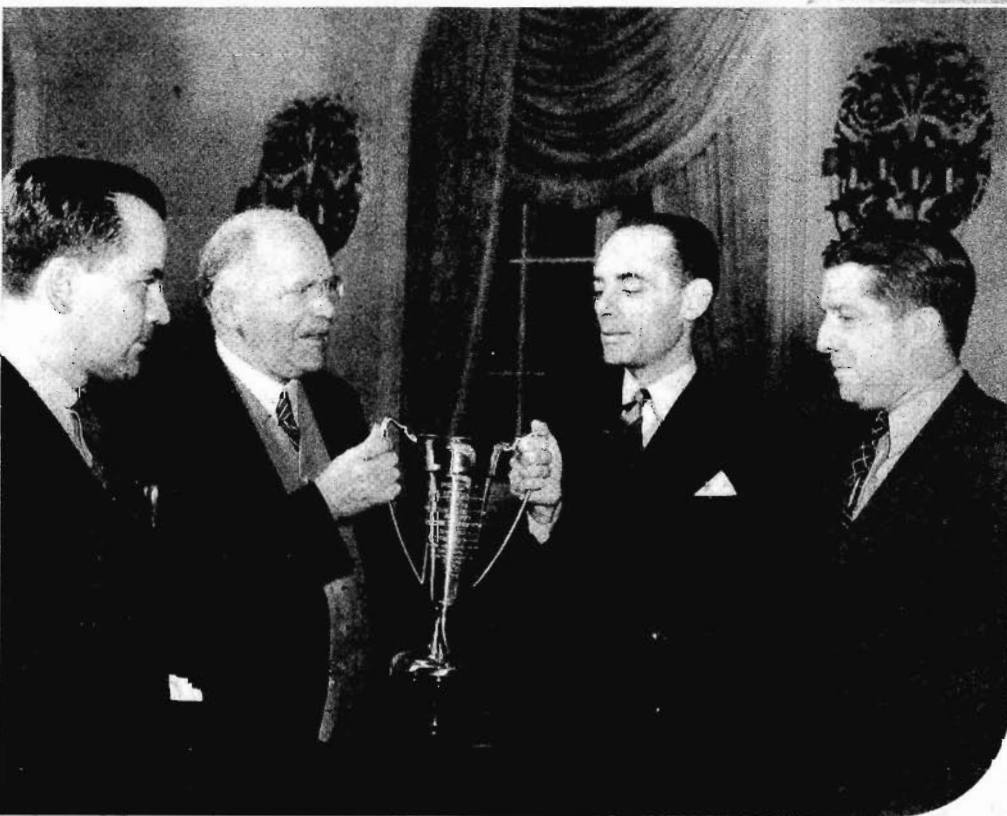


Aiding Flood Sufferers . . . When devastating floods swept the southland in the spring of 1937, WLAC made its facilities immediately available for relief work. Listeners responded with almost limitless generosity. Staff members organized the fleet of relief cars shown in the accompanying photo to collect the mountain of supplies shown in the night-time photo on the porch of WLAC's former home. It was this response which aided materially in caring for the typical group of flood victims shown accompanying.



Projects

Air-Minded . . . When the Nashville Municipal airport was dedicated in August, 1937, WLAC's Tim Sanders and his traveling mike were on hand to greet the first Sky Sleeper. Since that time, interviews with air travelers have become a regular WLAC feature. The accompanying photos show Sanders greeting an arrival from a giant American Airlines plane; and a close-up of Sanders interviewing Elliott Roosevelt, son of the president. Other famous air-travelers to speak over WLAC microphones include: the Maharajah Kirshmir of India; Joan Bennett, Ruth Chatterton, Joe E. Brown, Roscoe Turner, Paul Whiteman and many others.

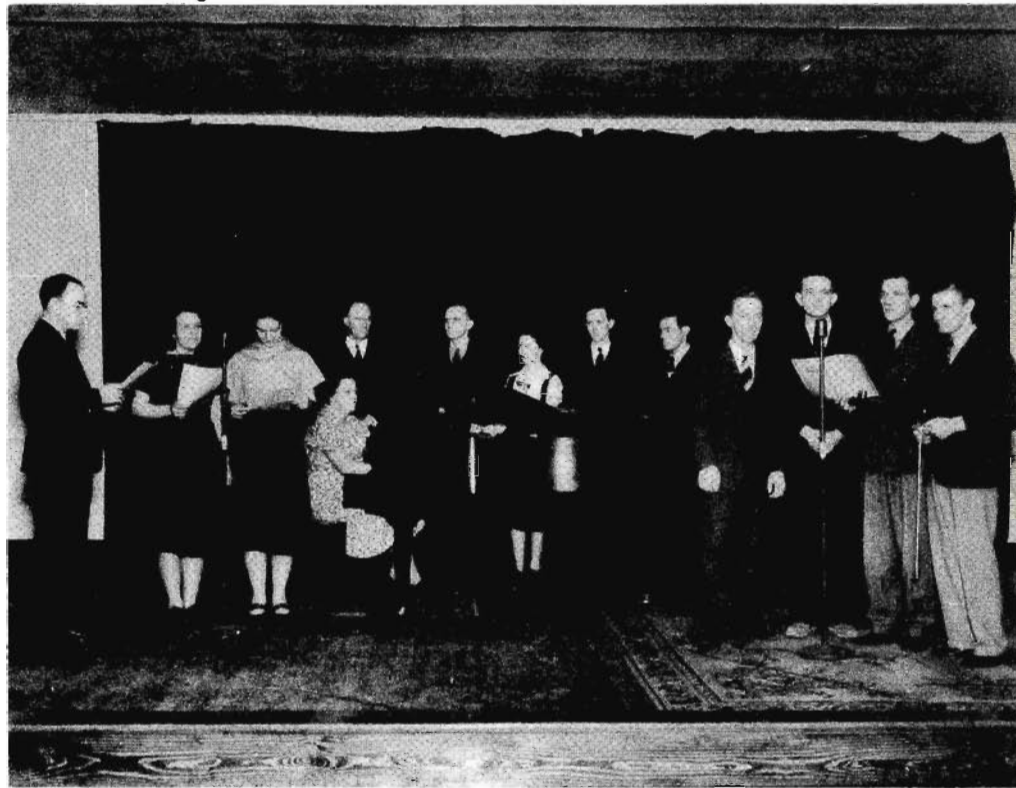
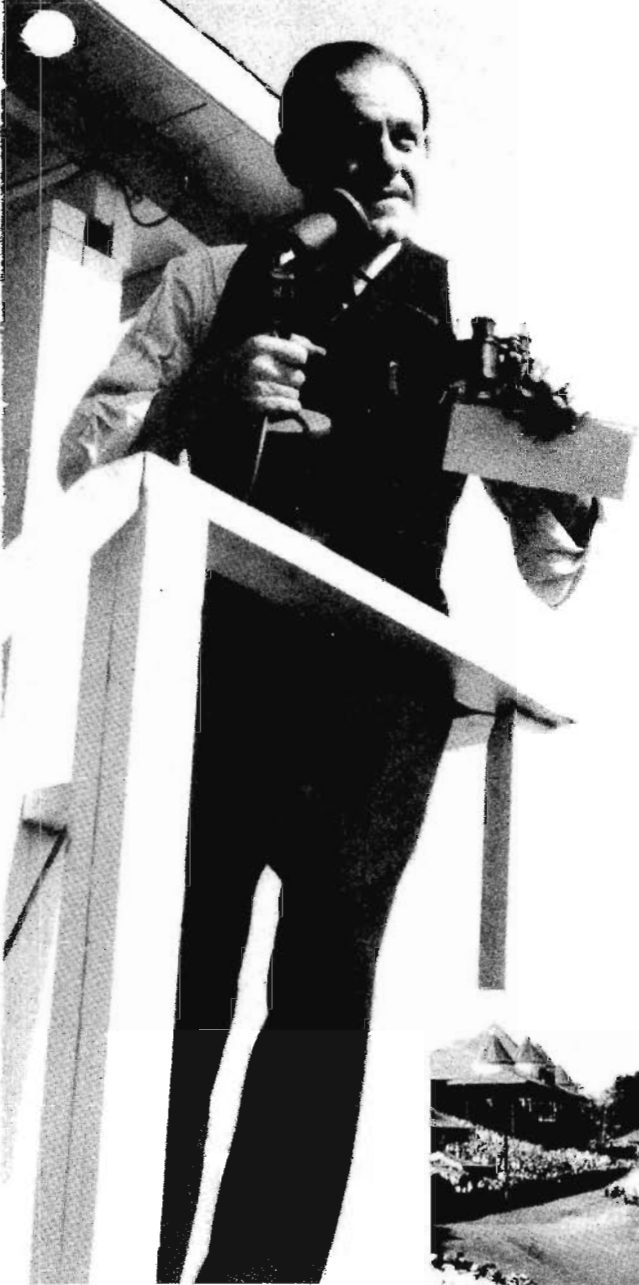


National Recognition . . . When H. V. Kaltenborn, Columbia commentator, swept the nation to its feet with his remarkable broadcasts on the recent European crisis, F. C. Sowell determined that Columbia outlets owed a debt of gratitude for this unsurpassed service. Accordingly, he was chosen, as shown in the accompanying photo, to present a silver cup, inscribed with the call letters of the 115 Columbia stations. In the photo, left to right, Mr. Lewis, vice-president of CBS; Mr. Kaltenborn, Mr. Sowell and Paul White, CBS special-events chief. The presentation took place in New York.

President's Visit . . . When President Franklin Delano Roosevelt visited Nashville, WLAC arranged elaborately to bring its listeners every bit of color and action in the historical event. In the accompanying photo, the president's auto is shown passing the State Capitol.



Projects



Collegiate Entertainers . . . Students at David Lipscomb college display their talents weekly for the entertainment and enlightenment of WLAC listeners. Here's one of the program groups photographed on the auditorium stage with Andy T. Ritchie, jr., master of ceremonies and program director at the extreme left. Unique among radio features is the college "Chapel Singing" in which approximately 350 students participate. Other Lipscomb programs include the Men's Glee Club, the Lipscomb Radio Choristers; the quartet; Frank Thomann, violinist; speakers from the faculty and alumni, and weekly surveys of campus news.



Steel Steeds . . . When the thundering racers go streaking around the one-mile oval as one of the features of the annual Tennessee State Fair, WLAC's traveling microphone and Tim Sanders are on the job. Here's Tim in a typical pose as he gives the airways a vivid description of the roaring dare-devils skidding around the turn into the home stretch.



Popeye Club . . . More than 10,000 children and grown-ups (the oldest member is 78 years old) belong to WLAC's Popeye Club. A typical group is shown during a broadcast from the Paramount theater stage, Ben Garrett, master of ceremonies. The club fosters just four ideals — "be a square-shooter, be truthful, be respectful and be a good American." Its membership includes such notables as Shirley Temple, Amos and Andy, Tom Mix and many others.



Ringside Radio . . . Wrestling fans who are unable to attend the matches, can occupy ringside seats through the expert description of Announcer Grizzard (right) photographed during an actual broadcast during a bout at the Hippodrome building.

Personnel



WILLIE MAE WHERRY . . . Secretary. Became member WLAC personnel, 1934. Born Nashville, Sept. 23, 1906. Member Pi Omicron sorority. Duties include bookkeeping. Likes to cook cakes and candy. Says frankly "marriage is ambition." Doesn't mind good-natured "ribbing." Favorite color is wine-red. Thinks ballads best type of music. Is exceptionally neat.



HELEN WHITMORE . . . Continuity. Natural move from advertising copy writer to radio in Omaha. Born Valley, Nebraska, Nov. 16, 1907. Says she "just picked up and came to Nashville—thought it was swell place." Graduate University of Nebraska, Rockford College; Member Alpha Chi Omega sorority. Collects stamps, figurines of animals. Specializes in programs for women. Does some broadcasting.



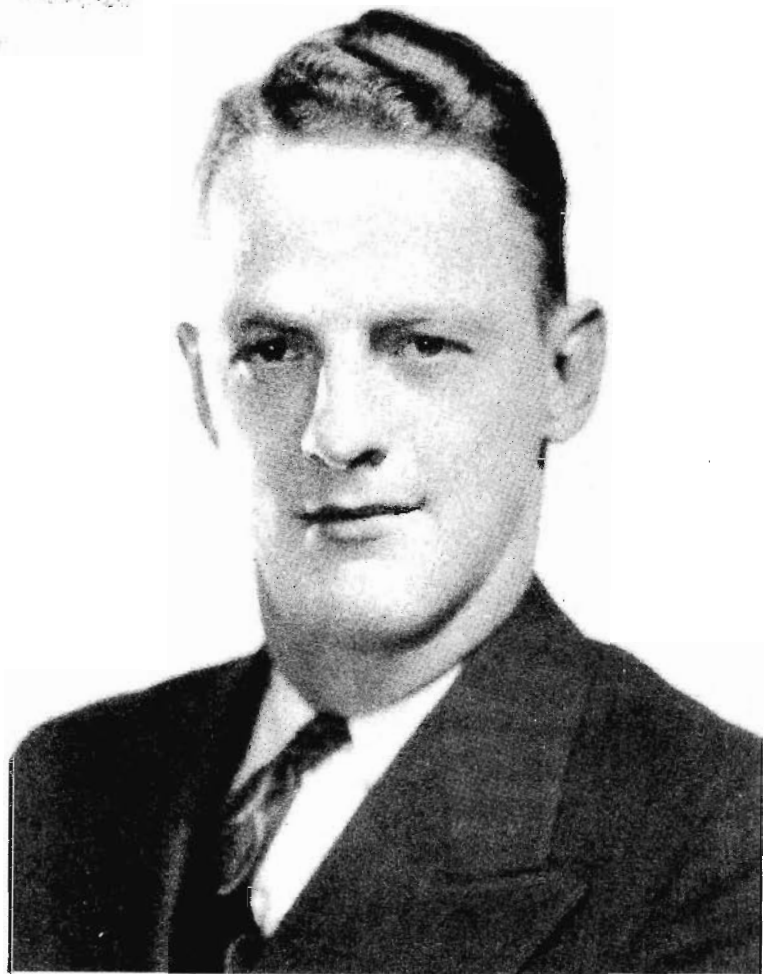
MARIAN F. RUANE . . . Continuity. Reporter on Colorado newspaper before WLAC assignment. Born Nashville, April 29, 1914. Graduate Colorado University. Ambition is to break 80 in golf. Likes tennis, swimming. Dislikes teas. Claims French-English ancestry. Newest member of staff.



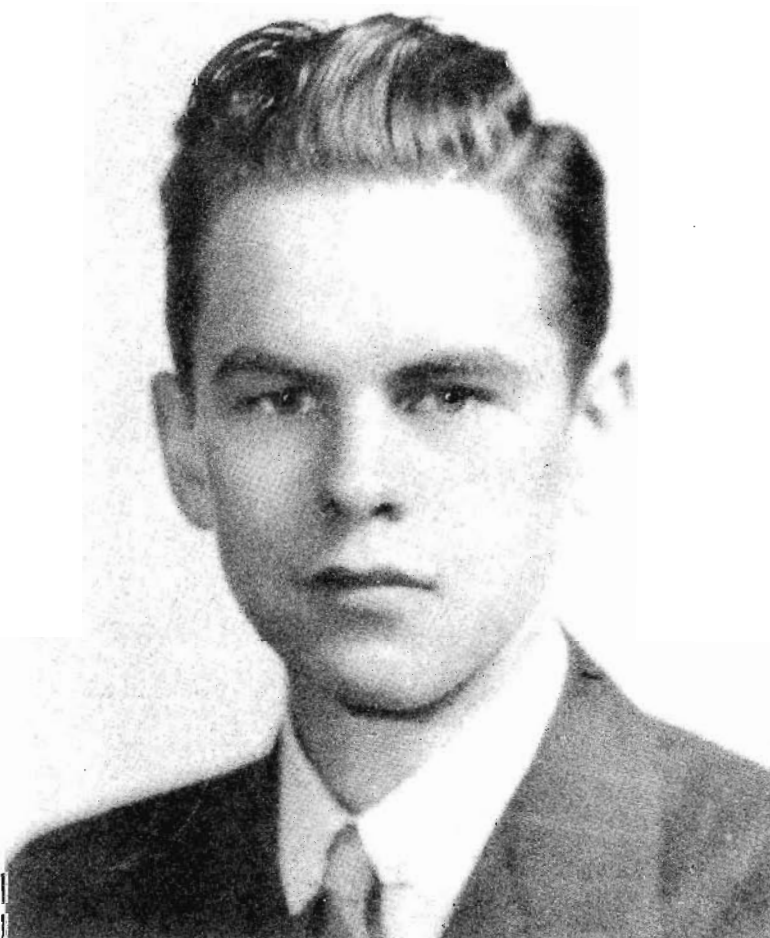
MARY EMILY WATKINS . . . Continuity. Prefers to be called "Emily" but has little success. Commutes daily from home in Madison, Tenn. Member WLAC staff since September, 1937. Graduate Watkins Commercial college; active in 4-H Club endeavors during school. Makes own dresses. Sewing is hobby. Dislikes wrestling matches; very lady-like, wears fraternity pin.



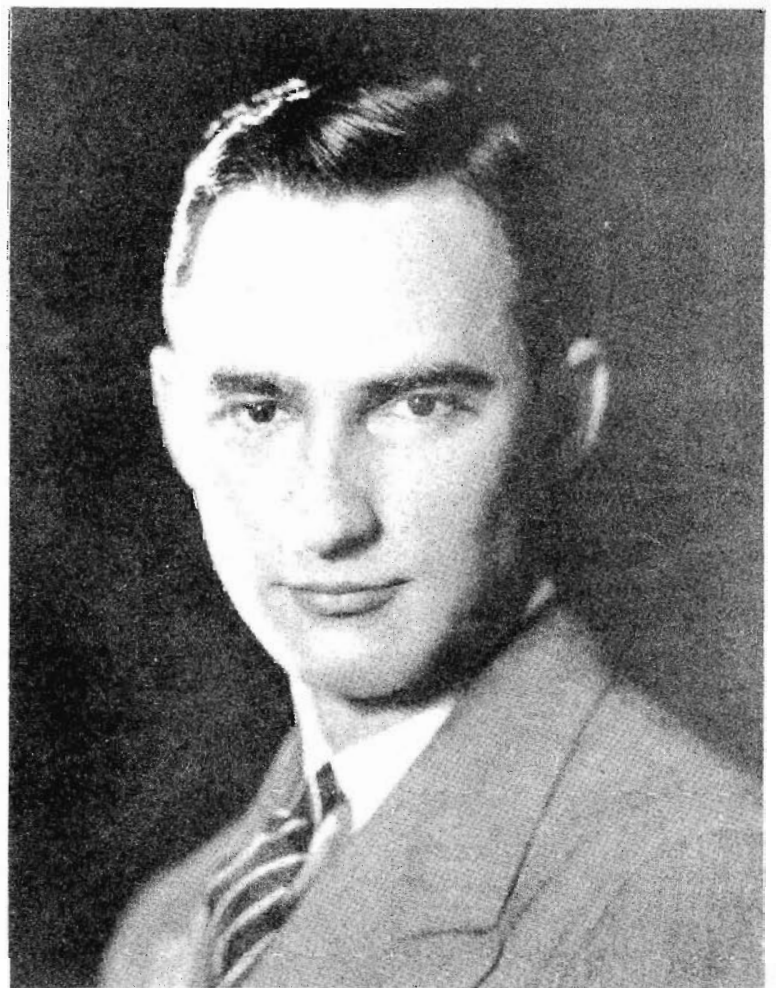
ALBERT H. NOBLE . . . Salesman. From reporting to advertising, Nashville Tennessean, 9 years. Joined WLAC personnel January, 1938. Born Nashville, December 29, 1908. Graduate Montgomery-Bell Academy. Reads extensively. Likes advertising. Noted for dry wit. Considers work pastime and hobby.



ROBERT MADDUX . . . Merchandising Manager. Promoted from sales staff. With WLAC 2 years. Born Nashville, August 1, 1916. Good golfer, likes fishing, hunting but won't eat chicken or game. Wild about peanut butter. Immaculate, precise. Knows if anyone as much as moves paper on desk.



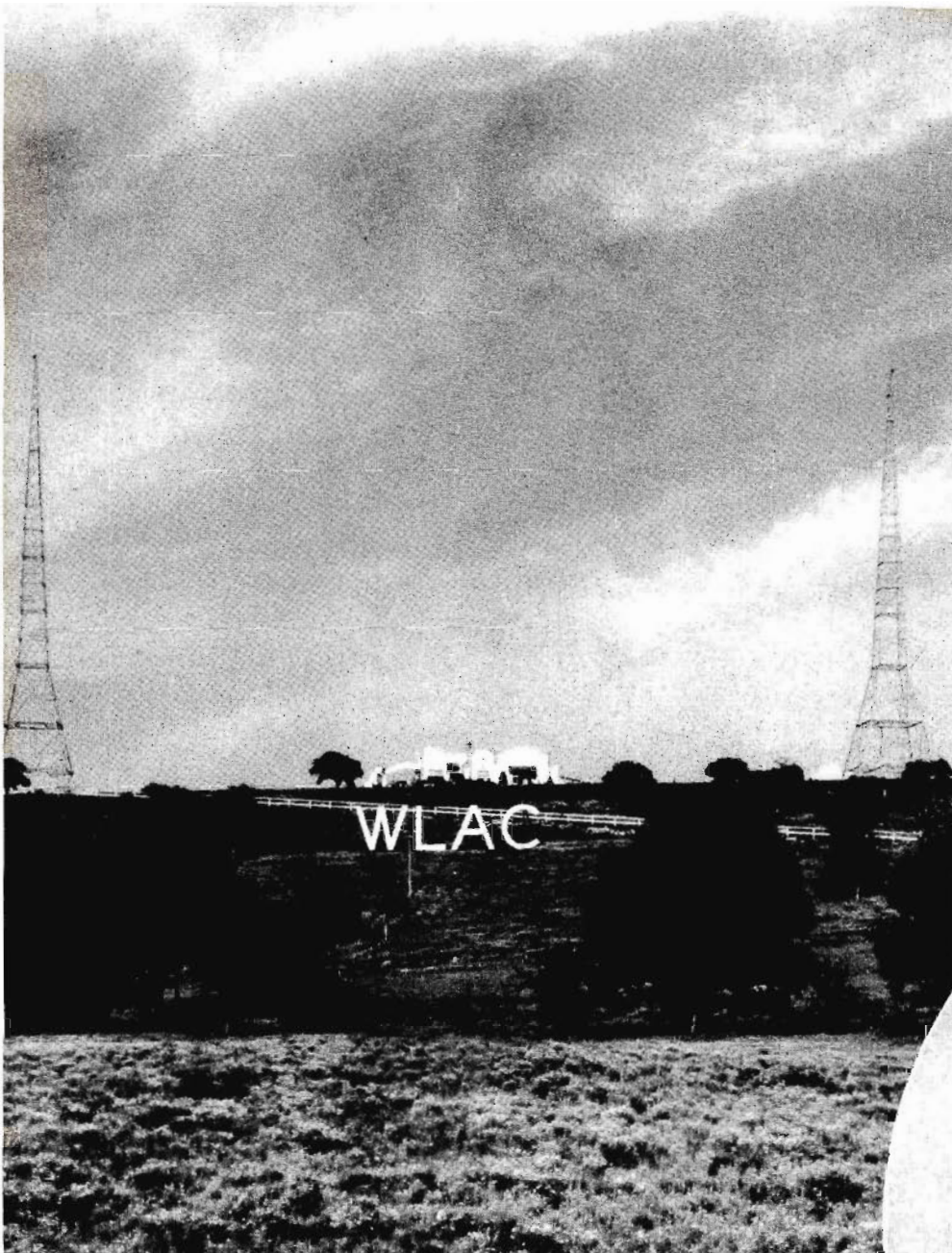
P. RUSSELL HUDDLESTON . . . Newscaster. Native of Cambellsville, Ky. Trained Western State Teachers College, Bowling Green and Louisville School of Law. Previously employed Indiana station. Father is a minister, wife a school teacher. Likes all sports; plays chess. 22 years old.



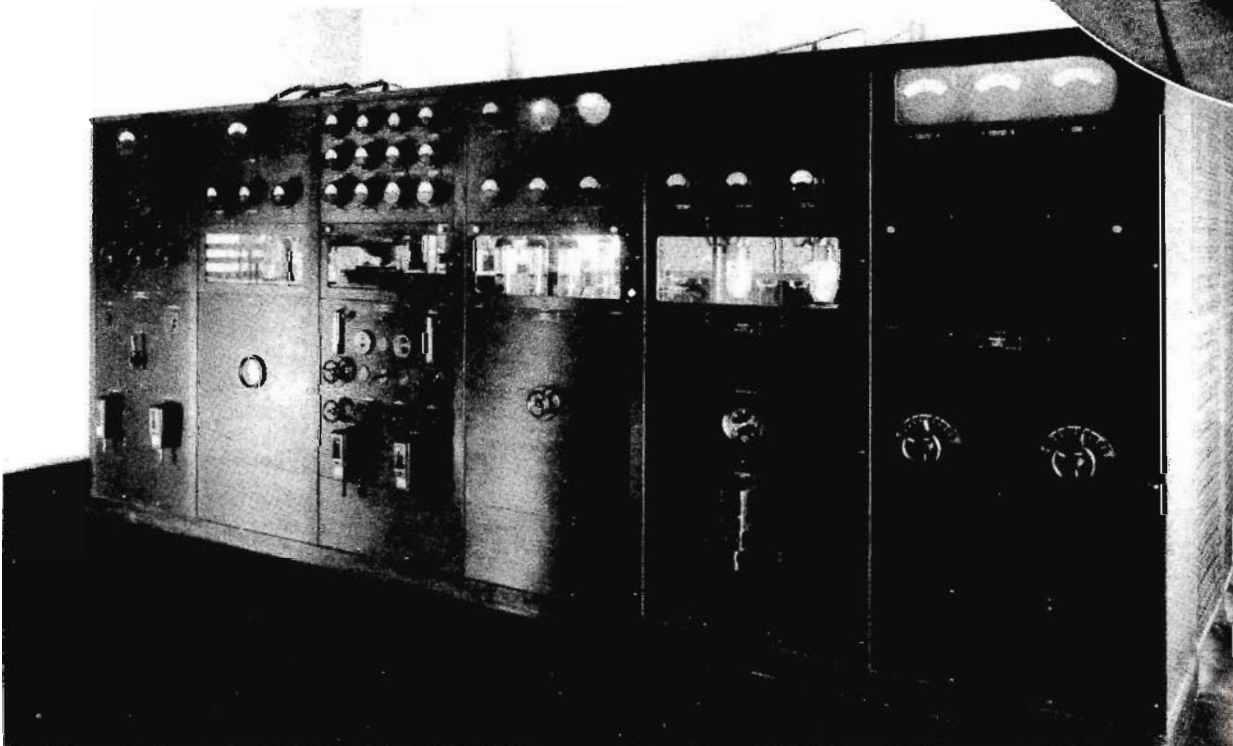
TOM BAKER . . . Salesman. Trained Vanderbilt University to be geologist. Satisfied now radio is forte. Hired by mistake, thought he was another person seeking job as announcer. Enjoys eating at home. Economical. Biggest thrill is signing contract. Born Nashville, January 17, 1912.

On the Air

F. D. BINNS . . . Chief Engineer. Aided in installations three broadcasting stations. Worked WDAD, Nashville, before joining WLAC staff 11 years ago. Originally trained to be machinist. Turned to radio engineering from service work. Born Nashville, Tenn., March 11, 1906. Says hobby is repairing boss' radio. Likes to greet visiting salesmen, dislikes being broke. Baseball is favorite sport, chicken and ham favorite foods, and tending to 11-months-old daughter is favorite pastime. Supervised construction technical equipment in new control room, approved by experts as efficient as any in U. S.



Comes Out Here . . . The two 200-foot towers, 420 feet apart and rising like giant masts into the sky, carry the vertical cage antenna which sends out the radio impulse. Below, in the center is the picturesque transmitter building and in the foreground, the WLAC call letters standing 20 feet high. All located on Murfreesboro road about 5 miles from Nashville.



Press the Big Switch Down . . . The music and all other programs go "down and around" through this 5,000 watt Western Electric transmitter and then out onto the airways.

Engineers



RICHARD R. TURNER . . . Once a sailor—ship's radio operator. Filled out questionnaire for this information so "cleverly" there's nothing to say about him, except that he joined WLAC staff 2 years, 7 months ago. Hobbies in experimental radio work. Dislikes people who ask too many questions.



ALLEN DUNKERLEY . . . Tried office work 2 years before joining WLAC staff 1933. Born Memphis, Tenn., May 20, 1911. Trained electrical engineering Vanderbilt University. Eats five times daily; rabid football fan. Hobbies in automobiles and aviation. Dislikes involved dramatics.



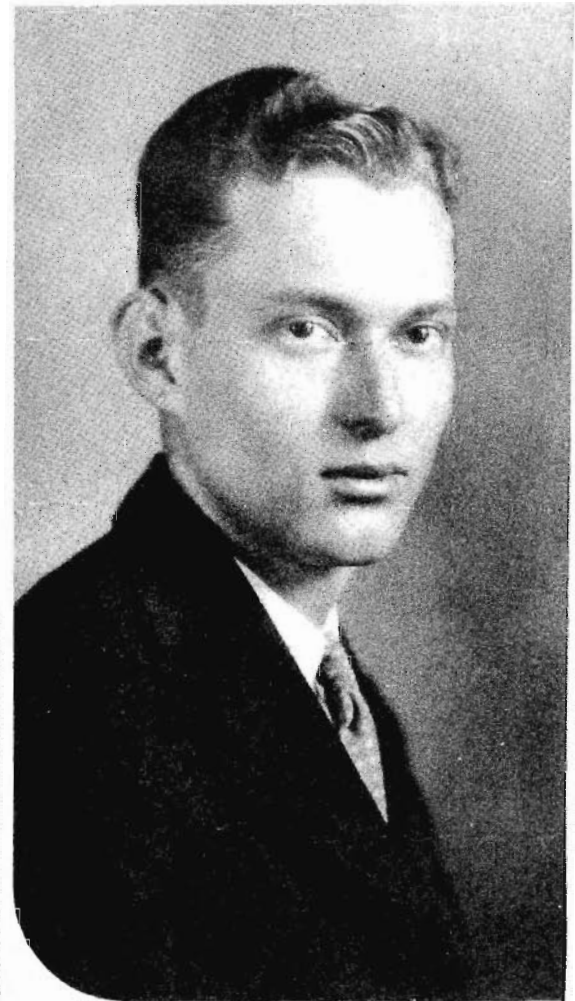
RAYMOND C. LOWRY . . . Radio service shop work before place on WLAC staff 1936. Born Winchester, Ky., October 27, 1915. Trained David Lipscomb college, National Radio Institute. Known to intimates as "Professor Know-It-All." Toys in photography, airplanes. Favorite meal is steak.



MILLER WATKINS . . . Veteran of WLAC staff, 12 years. Native of Nashville, 1907. Trained Radio Institute, New York. Spends spare time buying junk at auction sales. Likes bird-dogs, hunting and caviar. Favorite pastime, "chewing fat" at Miller's store near WLAC transmitter.



FELIX DUDLEY RILEY . . . Radio service work 7 years before joining WLAC staff 1932. Born Olmstead, Ky., June 9, 1906. Graduated University Kentucky. Hobby, farming. Likes kids, good dog, light classic music. Favorite sports, hunting, fishing. Goes for ice cream, cake and pie.



CHARLES DORRIS . . . Varied experiences before joining WLAC staff 1930. Born Nashville, Feb. 1, 1909. Trained RCA Institute, N. Y. and Capitol Radio Engineering Institute, Washington. Known as "Forgotten Man"—appears at studios only on pay day. Hobbies in woodwork and public address systems.

Splitting Seconds

The magic of radio, its phenomenal advancement in recent years was impressed spectacularly on the thousands of listeners in the WLAC area when broadcast facilities switched from WLAC's old studios on 25th and West End avenue, to its new home in the Third National bank building, in the flash of a second barely detectable to eager ears.

Even more astounding was the fact that the shift was made in the middle of a sentence during a regularly-scheduled news-cast, and except for the change in voices, there was not even the slightest interruption in thought. Having announced previously their intentions to defy convention and the relentless rush of time, the WLAC technical and announcing staff responded with perfect synchronization, perfect precision. Anything short of perfection would have meant failure.

So while listeners concentrated before their radios on the appointed night, November 10th, as the Third National Bank news period got under way, Herman Grizzard, in the old studios, tingling with excitement, ap-

proached the sentence and the prearranged word which would mean the end of the faithful, old facilities.

Meanwhile, before him a copy of that same news story, the same sentence and same final word significantly underlined, sat Tim Sanders, tense, alert, ready. The appointed word slipped from the lips of Herman Grizzard—a staccato cue flashed over the lines, switches flipped with the speed of light, and in less time than it takes to think about it—matching the inflection of his predecessor, Tim Sanders was carrying on. But it was far less simple than that. A slow-motion camera would have recorded the routine like this . . . with the sounding of that last word from the old studios, Operator Richard Turner was flashing the cue to the new studios. Engineer Charles Dorris at the transmitter was transferring lines from one studio to the other and Operator Felix Riley at the new controls was opening the microphone for the continuation. Actually, it all happened simultaneously.



The Third National Bank building, with WLAC studios and offices covering entire twelfth floor.



Herman Grizzard



Tim Sanders

History

The story of WLAC is in reality the story of the ability, sound judgment and foresight of its present owner, J. Truman Ward. For it is he who has successfully guided the destinies of the radio station since it first took to the air-waves on November 24th, 1926.

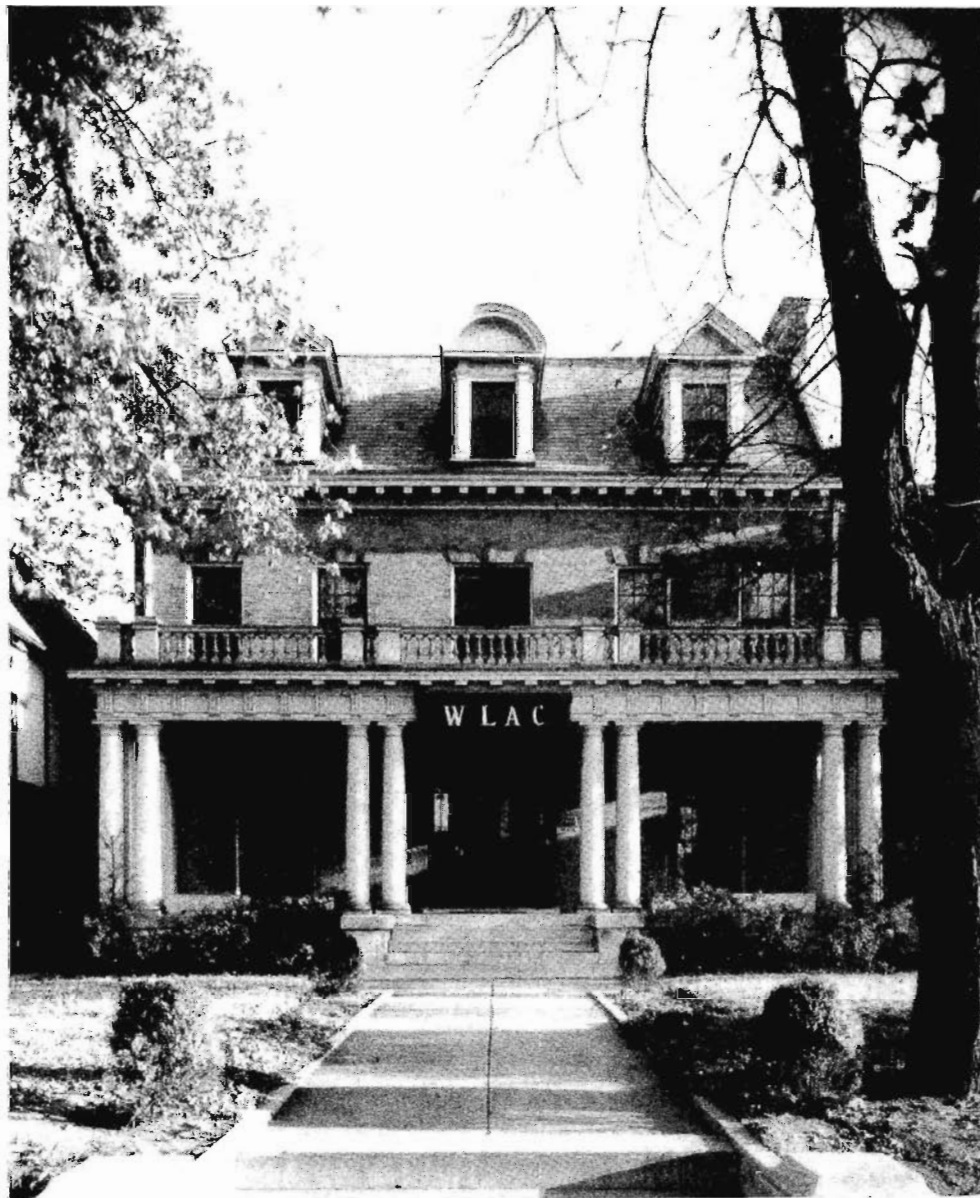
Created primarily as a promotional venture and publicity medium for the Life and Casualty Insurance company, the station originally operated only part time and on a non-commercial basis. Beautifully equipped studios, as modern as the day, were constructed on the fifth floor of the insurance company building. Thousands of visitors, attracted by the novelty of the new medium, enjoyed the hospitality of the spacious, palm-shaded reception room.

Accepted from the start with a warm welcome from Nashville residents, under the skillful guidance of Mr. Ward, as vice-president of the insurance company, the station expanded steadily until the fall of 1928 when it affiliated with the Columbia Broadcasting network and became the CBS outlet for Nashville. Meanwhile, the transmitter power had been increased from 1,000 to 5,000 watts and, evidencing further proof of the station's phenomenal growth, it was granted full-time schedule.

On January 1, 1935, Mr. Ward resigned his insurance company position, purchased the station as an individual enterprise and immediately moved studios and offices to a spacious building at 2421 West End avenue. Through the past three and one-half years the station has grown with such rapid strides that it became imperative to obtain larger quarters. The commercial programs carried over WLAC have increased more than 110 per cent during this period, the staff has expanded to more than 30 persons and the listening audience has swelled at the same extraordinary pace.

Now in entirely new quarters occupying the entire 12th floor of the new Third National bank building in the heart of Nashville's business district, WLAC proudly and justly lays claim to "The Finest Radio Studios in the South."

Overtaken by Progress . . . This one-time pretentious, spacious mansion at 2421 West End avenue, served as studios and business offices by WLAC for more than three years until the march of progress forced its abandonment in favor of more modern, larger quarters in the Third National bank building.



W L A C Presents....



1. BENNY GOODMAN. 2. ORSON WELLES. 3. KENNY BAKER. 4. BEN BERNIE AND "HAPPY BOY". 5. KATE SMITH. 6. ALICE FROST AS "BIG SISTER". 7. ARLINE BLACKBURN, "LINDA CROCKETT". 8. CHARLIE RUGGLES AND UNA MERKEL.



Columbia Network Stars



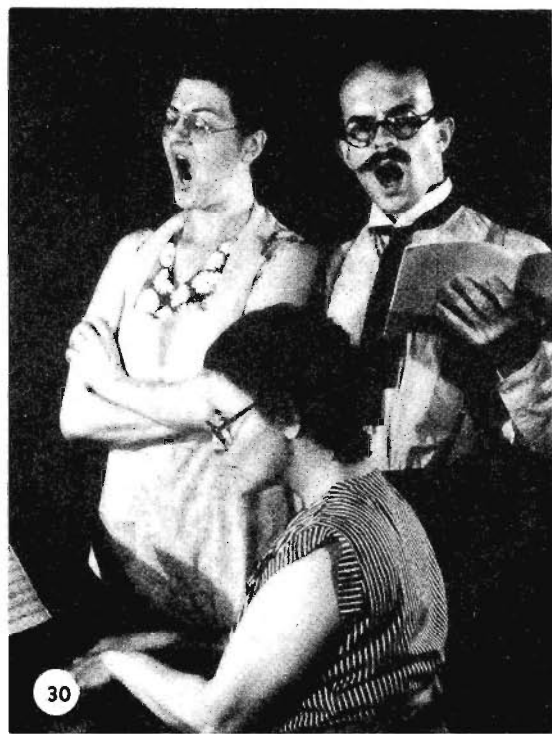
9. JOAN BANKS AS "MARY FOSTER, THE EDITOR'S DAUGHTER". 10. LEW LEHR. 11. BARBARA LUDDY OF "FIRST NIGHTER". 12. ANONYMOUS "AUNT JENNY". 13. MYRT AND MARGE. 14. GUY LOMBARDO. 15. "PICK" MALONE AND "PAT" PADGETT. 16. EDWARD G. ROBINSON AND CLAIRE TREVOR AS EDITOR STEVE WILSON AND LORELEI.





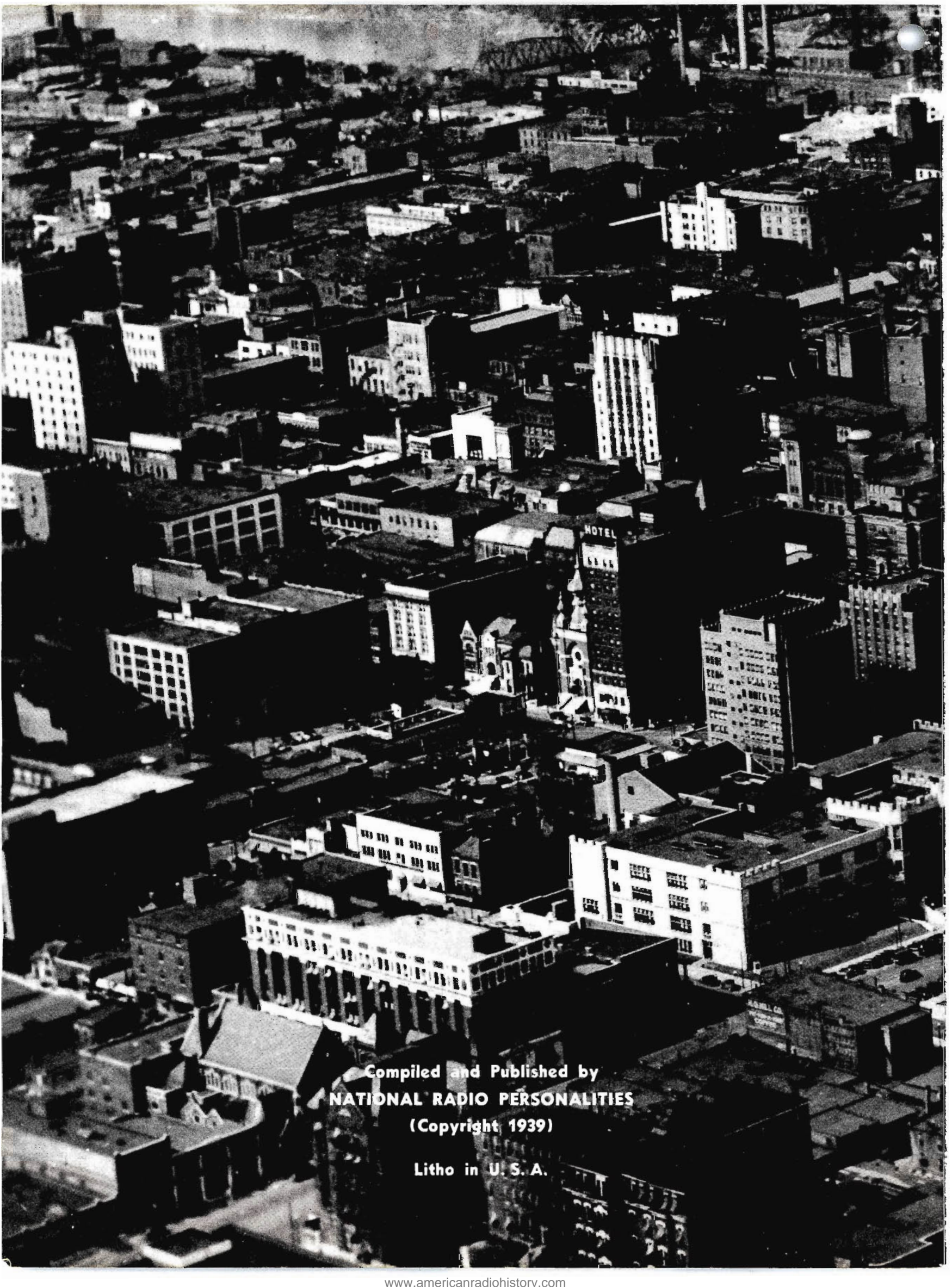
17. LEOPOLD STOKOWSKI. 18. SPENCER BENTLEY AS "BOB" OF BETTY AND BOB. 19. JOE E. BROWN. 20. HARRY EINSTEIN AS "PARKYAKARKUS". 21. MARTHA RAYE. 22. PAUL WHITEMAN. 23. CHESTER LAUCK AND NORRIS GOFF AS "LUM AND ABNER". 24. JOE PENNER AND DICK RYAN AS "GODFREY".





25. IRENE BEASLEY. 26. BESS JOHNSON OF HILLTOP HOUSE. 27. MARY EASTMAN AND BILL PERRY. 28. GEORGE BURNS AND GRACIE ALLEN. 29. AL JOLSON AND RUBY KEELER. 30. AGGIE AND CLEM TUTTLE AND SARA PETERS OF THE MONTICELLO PARTY LINE. 31. EDDIE CANTOR AND DEANNA DURBIN. 32. CECIL B. DE MILLE AND MAJOR EDWARD BOWES.





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