

The History of
RADIO
in Mississippi



1980

To my good Friend & Wife. R.L. Turner
This was the first radio station in
Mississippi. Located at 14 Grove St.
West Point, Miss. The street number has
been changed to 570 Grove St.
Beckett Howarth who was in my
grade at Lynch High School had duplicate
stations in 1916, & communicated with each
other in 1916. When the war started in
1916 the government sent a representative to
see me & I had to take my aerial down
until after the war was over.
John H. Howarth

**The History of
RADIO
in Mississippi**

Bob McRaney, Sr.



Copyrighted
By
Bob McRaney, Sr.
All Rights Reserved

TABLE OF CONTENTS

	<i>Page</i>
	Foreword BOB McRANEY, JR. 2
	Acknowledgements 5
	Recollections BY AUTHOR 7
CHAPTER I	"How It All Began . . ." 9 RADIO HISTORY: THE ABC'S OF RADIO - TV
CHAPTER II	"The Early Years" (1916-1921) 13
CHAPTER III	"The Fledgling Years" (1922-1929) 16
CHAPTER IV	"The Depression Years" (1930-1935) 38 EUGENE OCTAVE SYKES FRC - FCC
CHAPTER V	"The Developing Years" (1936-1940) 51 THE MISSISSIPPI BROADCASTERS ASSOCIATION
CHAPTER VI	"The War Years" (1941-1945) 55 THE STORY OF FM
CHAPTER VII	"The Boom Years" (1946-1959) 68
CHAPTER VIII	"The Growth Years" (1960-1978) 110 HURRICANE CAMILLE - "WE CARE"
	Quinton Proctor - FCC 185
	The Present F. M. SMITH, SR. 186
	The Future of Mass Communications in the United States SOL TAISHOFF 187
	Names of Persons Mentioned 190

FOREWORD

By

Bob McRaney, Jr.

*Executive Vice President & Managing Director
WWBT Television Richmond, Virginia*

One Sunday afternoon, in 1940, I sat on my father's lap and stared. . .frightened. . .at the imposing microphone. In seconds, I was to make my first station break and was keenly aware of the importance of doing the job correctly. That was a significant day in the life of a six-year-old boy.

Radio allowed me to meet the traveling luminaries of the day. . .Blackstone, the Magician, Tom Mix, Judge John C. Stennis, "Wrong Way" Corrigan, Gene Autry, Don McNeill, Primo Carnera, Lowell Thomas, Jack Dempsey and hosts of others. The magic, the significance of it all convinced me, then and there, that broadcasting was the most exciting and rewarding career in the world.

One year later in Columbus, the activity and excitement increased as the Mid-South Network came into being. Other operations were going on the air, singularly and in other groups, fashioned by men, who in their own inimitable styles, were shaping the radio industry in Mississippi.

Many of them came into our home. . .to talk, to laugh, to worry, to eat. . .and talk some more. And how those men could talk. . .endlessly about their first love. . .RADIO! They were a mixed breed and possessed admirable traits. They were, in varying degrees: bright, youthful, imaginative, hardworking, talented, sincere, honest and dedicated to their profession. They gave the business of radio stature. Stature in the eyes of the communities they were privileged to serve, stature to their fellow staff members and stature to one aspiring young enthusiast, in particular.

Stalwarts among those early leaders included names like Imes, Wright, Tibbett, Love, Mathis, Sepaugh, Harris, Smith, Ewing, Roden, Jones, Thompson and others, of course, including my father. To me, they were the giants of the world. . .and I admired and envied them all.

Mine was a grateful time, when youngsters could "hang around a station" and file records, type index cards, do high school radio shows and rub elbows with some unique, wonderful people. Later, the glamour wore thin as raceways had to be painted, linoleum tile laid, sound proof wallboard cut and glued into place, old buildings scrubbed and cleaned, and wires strung to hook up new operations. It was no fun toting 50 pounds of remote amplifier and cable to the top of a tiny press box for some high school football game, inevitably played in lousy weather. Yet, broadcasting's importance continued to grow in my mind and in the minds of Mississippians as they came to depend on it more and more.

Services like the "Musical Clock", "Swap Shop of the Air", "Weather Bulletins", "Community Calendar", and "Farm Almanac" were heard all over the state. News, at first, was limited to the dulcet tones of Murrow and Kaltenborn, Thomas, Foster and Heatter on the networks. Stations later began to concentrate on local news and local listeners responded enthusiastically.

It was a privilege to watch broadcasting grow, station after station, springing up in town after town. As those towns grew, the stations' contributions to that growth increased. And broadcasting prospered.

This book will chronicle the dates, the developments, the men and women, the events that forged and shaped what Mississippi Broadcasting is today. Mississippi broadcasters were there: during the great floods, the Big War, the peacetime boom and population explosion, the Dixiecrat Party, the Civil Rights tragedies, the industrial and business development, the crop reports both good and bad, the high school and college sports battles, the tornadoes and hurricanes, the bombastic and emotional political campaigns and the day-to-day activities that mean so much to so many Mississippians. The coverage of those and future events is critically important to the growth of our state. . .far more important than one six-year-old boy ever dreamed back in 1940. I'm sure you'll enjoy, and perhaps marvel, at the history of the broadcasting profession in Mississippi as it unfolds on the following pages.

DEDICATION



JOE PHILLIPS (1915-1978)

Friends and associates of the late Joe Phillips, who shall remain anonymous, contributed a portion of the costs of printing, binding, and distribution of this book.

Joe Phillips passed away on November 14, 1978, while on a trip with other Mississippi broadcasters attending a Communications Seminar in New York City.

He was born in Starkville, Miss., attended Starkville Public Schools and graduated from Mississippi State University. He served as a Captain in the Signal Corps of the USAF during WW II, while stationed in South America. He retired as a Colonel.

In 1948 he built and operated Radio Station WSSO in Starkville, Miss. He later built and operated WMPA—Aberdeen, Miss. He also installed a background music system, a cable TV system and Home Box office service in Starkville, as well as adding WSMU-FM stereo station to WSSO, in 1968.

For 15 years he was Producer and Director of football, basketball and baseball radio broadcasts for Mississippi State University Network.

In 1965 he was elected President of The Mississippi Broadcasters Association, after serving in other offices and as a member of the Board.

Joe was an avid “Ham” operator and through his amateur broadcasts made a legion of friends all over the world.

His business interests are being operated by his wife, Helen, and sons, Norvell Williams and Joe Phillips, Jr. He is also survived by two daughters, Sara Ruth Falbo and Eddie Sue Weeks.

To the memory of Joe Phillips, outstanding broadcaster and citizen of Mississippi, this page in “The History of Radio in Mississippi” is respectfully dedicated.

“The Richest Man Cannot Buy For Himself

What The Poorest Man Gets Free By Radio”

**David Sarnoff
Radio Corporation
of America**

“The Future And The Past Fight An

Endless Battle Over The Present”

Gene Allen Morgan

ACKNOWLEDGEMENTS

Without the help, encouragement, cooperation and assistance of a host of persons, associates, historians, librarians, fellow broadcasters, persons knowledgeable in the art of preparing layouts, selection of photographs, proof-reading and friends, this book would never have become a reality.

Over a period of eight years, the author haunted libraries, pored over publications, consulted with authors, historians, and others. We pleaded with broadcasters everywhere, who had any connection or knowledge of the early history of the radio industry in Mississippi, to come forward with documents, photos, newspaper clippings, etc. from periodicals, books on broadcasting, FCC records, logs and factual information which might make this book an acceptable and recognized publication for posterity and useful as a reference.

Many responded and provided priceless photos, letters, station records, newspaper clippings documents, information and background, which would otherwise have remained in dusty files and attics, unknown to those generations to follow. To all these and others, the author is extremely grateful.

Deserving special mention for their valuable and courteous help, cooperation and time, the author wishes to pay special respects and thanks: To Quentin Proctor, formerly of the License Division of The Federal Communications Commission, who, in his own spare time, delved into the early records of The Federal Radio Commission and The Federal Communications Commission to obtain photostated copies of the actual records which officially verified dates, call letters, actions of the Commission, transfers, power assignments, licensing, deletions, construction permits, cancellations, correspondence and other valuable data, all of which has been made a part of the factual and authenticated records of radio in Mississippi in this book.

To Sol Taishoff, the patriarch and highly regarded authority on the history of radio and television in America, Editor and Publisher of Broadcasting and Telecasting Magazine, Washington, D.C., who gave carte blanche permission for the use of valuable information and reproduction of much material from his publications.

To Catherine Hines, Director of Broadcast Pioneers Library in Washington, D.C., and her able Secretary, Ruth Marville, for permitting us to search their records for vital information and background.

To President Vince Wasilewski, John Summer, Jim Hulbert, and the entire staff of The National Broadcasters Association, especially Ms. Susan Hill, the librarian, for permission to peruse the vast store of information at the NAB headquarters building in Washington, D.C., and for their many hours spent in photostating nearly 900 pages from various books and publications.

To Michael Garvey of the staff of the University of Southern Mississippi for much time spent in preparing the oral history of radio in Mississippi, which also is a part of this book.

To Barney McKee, of the University Press of Mississippi, Jackson, Miss., for valued suggestions and counsel.

To Ralph (Kelly) Maddox of Dallas, Texas, for valued photos, identification of persons and background on WQBC, WJDX and other stations.

To Hugh M. Smith for photos and information on personnel and operations of early day stations in Mississippi including WAML-Laurel, Miss.

To Mildred Harbour, Hattiesburg, Miss., for photos and valued information, newspaper clippings and data on WRBJ and WPFB-Hattiesburg and her husband, Jerry Harbour, pioneer engineer, manager and announcer.

To Edgar N. Davidson, Jr. of Mobile, Ala., for WGCM photos.

To Ossie Droke of Shreveport, La., for information on WPFB, WRBJ.

To John Mobley and the staff of South Central Bell of Mississippi for encouragement and important information on the part played by the telephone company in developing radio in Mississippi.

To S. A. "Steve" Cisler, Louisville, Ky., veteran broadcaster, for valued publications, suggestions and material.

To Roy Poindexter of Arkansas, author of "Arkansas Airwaves", for suggestions, whys and wherefores of publishing such a book.

To Mrs. Douglas Bateman, Director of The Lowndes County Library-Columbus, for contributions of newspaper clippings.

To Charles Boren, Amory, Miss., for photos and background on Elvis Presley, and information on WELO and WAMY.

To former associate and valued friend, Gene Tibbett of Mobile, Ala., for the loan of books, publications, innumerable photos, identification of personnel and hours spent in assembling and sorting material on WELO-WMOX-WLOX-WLAU and the MBA.

To Beatrice Boyett of Jackson, Miss., for information on WJDX and photos of talent.

To Houston Jones, WJDX, Chief Engineer, for loan of photo albums.
 To Patty Black, for counseling and photo reproductions, Historical Museum, Dept. Archives and History—Jackson.

To Morgan E. McMahon—publisher of the book, “Vintage Radio”.
 To Joel Netherland, WJNS for information and photos.
 To Duncan Whiteside for background on early radio at University of Mississippi.
 To Joe Phillips—WSSO, for backlog of MBA Newsletters, photos, etc.
 To Dr. Byrle Kynerd, for valued advice and assistance—Archives and History Dept., Jackson.
 To Jack Rowell, past President Tombigbee Amateur Radio Club, West Point, Miss., for photo of early day amateur station.

To Charles Godwin, Washington, D.C., former Station Relations Director, Mutual Broadcasting System and Field Manager BMI, for valuable research and identification of photos.

The author wishes to recognize F. M. Smith, Sr., President of MBA (1978-79), who made the original motion as a member of the MBA Board, to authorize the publication of this book, and gained approval of the MBA Board to fund the original research costs.

Special recognition is hereby given to my wife, Helen McRaney, and Mrs. Mike (Karen) McRaney for countless hours assimilating, cataloging, and identifying data from sources in the NAB Library—Washington, D.C.

To Kathleen Griffin, West Point, Miss., for typing and addressing numerous letters in the interest of this publication.

To The Columbus Commercial Dispatch and The West Point Daily Times Leader for valuable photos and news clippings, etc.

To Margita White, Director of Communications, and later a member of the Federal Communications Commission, for many courtesies at The White House.

To Mrs. Mary Ann Moore Martin-Hattiesburg, for photos and material.
 To Elbert R. Hilliard, Director, Dept. of History and Archives, Jackson.
 To Doc Chasten of WFOR-Hattiesburg, Miss., for news clippings on early day Hattiesburg radio. (WDBT-WRBJ-WFOR), and Hurricane Camille broadcasting.
 To Landis Rogers, Columbus, Miss., for recollections and information on the industry.
 To the family of the late Hoyt Wooten, Memphis, Tenn., pioneer broadcaster who built and operated the first commercial radio station in Coldwater, Mississippi, Mr. and Mrs. Charles Brakefield, Mr. and Mrs. Jack Michael, Wilson Rainey, former Chief Engineer WREC for invaluable details on KFNG-WREC.
 To Ray Butterfield, MBA Executive Secretary for WLOX AM-TV photos.
 To C. J. “Chuck” Wright, Jr. for WFOR AM-FM photos and data.
 To L. M. “Mac” Sepaugh, Jackson, Miss. for photos and magazine articles on WSLI.
 To Rev. M. E. “Otis” Perry for information and photos on early day radio.
 To Leonard Lowery—Editor of The Hattiesburg American for news clippings, etc.
 To Steve Stanley and the entire staff of Sullivan Printing Co. of West Point, Miss., for printing (and patience).
 To John Hugh England, West Point, Miss., for information on early day radio, and photo.

To include each individual who had a part in the accumulation of photos and materials for this book would require many pages. However, to express the appreciation by the author, indeed we extend thanks and appreciation to each person, mentioned or not, for making this all-inclusive photo narrative of how radio came to Mississippi, prospered and progressed into the vital industry we know today.

—The Author

RECOLLECTIONS

By The Author

Somewhere high in the oak trees on the campus of Seminary High School, Seminary, Miss., one might well discover some ancient copper wires and insulators, remnants of an outside antenna put in place by a group of small boys back in the early twenties. The author was one of those boys.

The antenna and lead in wires were connected to a battery operated radio receiver, the first one in Seminary, owned by banker H. J. Hauenstein. It had a series of dials across the front, a gooseneck speaker and an outlet for earphones.

The banker issued a blanket invitation to local citizens (all 350 of them), to attend weekly "radio concerts", to hear this marvel of the age, capable of bringing music and talk from "thin air", amid squeaks and squawks and static.

Every Saturday evening the populace would gather in the assembly hall of the high school to hear radio broadcasts from such stations as KDKA, which featured mostly barn dance music, with occasional classics and a vocalist or violinist.

Mike Conner, later to become one of Mississippi's greatest Governors, would invite the public to his hilltop home to hear the sports broadcast of the day. He had a battery operated set, with a square loop antenna. It was the largest set available and the hilltop location, plus a long outside antenna made for improved reception.

In 1926 the author entered Forrest County AHS in Brooklyn, and there built his first crystal set, consisting of silk covered wire on an oatmeal box, with a small sliver of quartz as a crystal and a small "cat's whisker" wire, which, when moved to a certain point, would detect a weak signal, audible through earphones. Thus, my interest in radio began.

In my early boyhood home, we had an old fashioned pump reed organ. I took it to Forrest County AHS where I was permitted to keep it in my room. An interest in music stemmed from my talented Mother and Father. Tunes were fashioned "by ear", as musical lessons were limited to the girls in Brooklyn.

In 1927, a classmate, Bill Martin, Sr., who, many years later, built and operated WABO AM-FM in Waynesboro and WKRN AM in Brandon, Miss., inveigled theatre manager C. B. Anderson at the Anderson Theatre in Hattiesburg to allow me to fill in at the pipe organ one weekend. Pipe organs were used to accompany silent movies.

From this beginning came a short career as a theatre organist for the Saenger group in the South, and later the Paramount-Publix chain, as guest organist.

Several theatres on the tour had remote lines installed and the theatre organ was broadcast daily. It was my duty to do these broadcasts during my appearances. The year was 1929.

The handwriting was on the wall. Sound had come to the movies and demand for theatre organists, professional or otherwise, was diminishing. In 1931, on a visit to hometown, Hattiesburg, Miss., a chance meeting with William Barclift, one of three brothers who had just purchased WRBJ, the ten watt station operated by The Woodruff Furniture Co., led to my employment as announcer-organist for the radio station, which they announced would be increased to 100 watts, ten times as strong!

Spurgeon "Strut" Suttle, another FCAHS graduate, had teamed up with the author on the road for Paramount-Publix, and likewise was hired as an announcer-singer.

Call letters were changed to WPFB, reflecting the first names of the new owners, William, Paul and Frank Barclift. The year was 1931.

Engineers for WPFB were veteran Jerry Harbour, who had built and operated WRBJ for The Woodruff Furniture Co., O. S. "Ossie" Droke of Jackson was also added to the engineering staff. The new 100 watt transmitter was custom built by engineer Jack Temple, son-in-law of the well-known W. K. Henderson of KWKH radio fame in Shreveport, La. It was redesigned and improved by "Ossie" Droke.

Jones Herrin and Otis Perry made up the rest of the announcing staff. Henry "Hank" Smith was Program Director. Among local artists appearing on WRBJ and later WPFB, included Mrs. B. D. Moore, Miss Ethel Powe, Richard Joseph, Max Williams, Ted Lott, Jack Stewart, Eddie Hinnant, The Hawaiians, The Hattiesburg High School Sextette, (which included Helen Perry, whose introduction to the author triggered a romance, culminating in marriage in 1932.) The Southern Collegians Orchestra from Mississippi Southern, directed by Bert Massengale; The Texas Drifter, Bill and Bob of Shell Oil Network fame, Paul King, who later won an Atwater-Kent audition contest, Vance Collum, Ernestine Pack, Jack Griffith, organist, Emma Rogers, organist, Oakley West, organist, Buck Turner and his Buckaroos; Homer Sudduth, who once managed the station and played "Uncle Zeke" on the Children's Hour, Hazel Bennett, pianist; Wycliff Wright, Baritone, Little Jack Turner; Phillip Joseph, Cecil and

Ottis Knippers and The Cullie Wilson Trio; Lamar Cooper, violinist; "Little Joe" Petro; "The Little Girl in Blue", Helen Williams. Rev. W. F. Hardwick, conducted a morning devotional program. Dr. Thomas F. Harvey broadcast morning and evening services from The First Baptist Church. (Remote.) Otis and Inez Perry did vocals and piano numbers.

WPFB went silent during the depression of 1932. It was bought from a local bank by Otis Eure, a college professor, who assumed a \$300.00 note, at \$25.00 a month. The author and engineer O. S. Droke were recalled and put the station back on the air in 1933. The author accepted a new job in Birmingham, Ala. in 1935.

After an interlude with WSGN, The Birmingham News Station in Birmingham, Ala., (1935 to 1940), the author returned to Mississippi radio as General Manager of WCBI-Columbus, Miss., organized the Mid-South Network of seven radio stations, AM-FM, and WCBI-TV, retiring in 1958.

In 1941 a group of broadcasters, consisting of Col. Birney Imes, Sr., P. K. Ewing, Sr., L. M. "Mac" Sepaugh, Wiley Harris, Hugh Smith; C. J. "Chuck" Wright and Bob McRaney, Sr., met to organize The Mississippi Broadcasters Association. From this initial meeting, a Committee of three, C. J. Wright, Sr., Hugh M. Smith and L. M. Sepaugh, were appointed to draw up the charter for the organization. The date was Nov. 28, 1941. C. J. Wright was elected to serve as the first President, serving for the remainder of 1941 and all of 1942. The author served as the second President in 1943.

The Mississippi Broadcasters Association did more to weld the industry together during the war years and afterwards than any other single effort. A strong relationship and friendship developed among owners and managers, with exchanges of equipment, personnel, ideas, and programs. This made MBA a cohesive and close knit organization, recognized as one of the strongest and most effective State Associations in the nation.



*When Uncle Sam Wants to
Talk to All the People.*

From VINTAGE RADIO by Morgan E. McMahon.

CHAPTER I

“How It All Began . . . ”

RADIO HISTORY

Regulation of Broadcasting

The Wireless Ship Act of 1910 applied to use of radio by ships, but the Radio Act of 1912 was the first domestic law for general control of radio. It made the Secretary of Commerce and Labor responsible for licensing radio stations and operators.

Early broadcasting was experimental and, therefore, noncommercial. In 1919 radiotelephone experiments enabled operation of “limited commercial stations.” In 1922 the wavelength of 360 meters (approximately 830 kilocycles per second) was assigned for the transmission of “important news items, entertainment, lectures, sermons, and similar matter.”

Recommendations of the first National Radio Conference in 1922 resulted in further regulations by the Secretary of Commerce. A new type of AM broadcast station came into being, with minimum power of 500 watts and maximum of 1000 watts (1 kilowatt). Two frequencies (750 and 833 kilocycles per second) were assigned for program transmission.

So rapid was the development of AM broadcasting that upon recommendation of subsequent National Radio Conferences in 1923 and 1924, the Department of Commerce allocated 550 to 1500 kilocycles per second for standard broadcast and authorized operating power up to 5000 watts (5 kilowatts).

Increasing numbers of AM stations caused so much interference that, in 1925, a fourth National Radio Conference asked for a limitation on broadcast time and power. The Secretary of Commerce was unable to deal with the situation because court decisions held that the Radio Act of 1912 did not give him this authority. As a result, many broadcasters changed their frequencies and increased their power and operating time at will, regardless of the effect on other stations, producing bedlam on the air.

In 1926 President Coolidge urged Congress to remedy matters. The result was the Dill-White Radio Act of 1927.

Federal Radio Commission

The Radio Act of 1927 created a five-member Federal Radio Commission to issue station licenses, allocate frequency bands to various services, assign specific frequencies to individual stations, and control station power. The same act delegated to the Secretary of Commerce authority to inspect radio stations, to examine and license radio operators, and to assign radio call signs.

Much of the early effort of the Federal Radio Commission was required to straighten out the confusion in the broadcast band. It was impossible to accommodate the 732 broadcast stations then operating. New regulations caused about 150 of them to surrender their licenses.

Communications Act of 1934

At the request of President Roosevelt, the Secretary of Commerce in 1933 appointed an interdepartmental committee to study electrical communications. The committee recommended that Congress establish a single agency to regulate all interstate and foreign communication by wire and radio, including telegraph, telephone and broadcast. The Communications Act of 1934 created the Federal Communications Commission for this unified regulation. This is the statute under which the FCC operates and which it enforces. Several of its provisions were taken from the earlier Radio Act.

Federal Communications Commission

The FCC began operating on July 11, 1934, as an independent federal agency headed by seven commissioners, who are appointed by the President with the advice and consent of the Senate.

FCC Broadcast Regulation

One of the FCC's major activities is the regulation of broadcasting. This has three phases.

The first is the allocation of space in the radio frequency spectrum to the broadcast services and to many nonbroadcast services which also must be accommodated. In view of the tremendously increased use of radio technology in recent decades, the competing demands for frequencies are among the commission's most pressing problems. Fortunately, as technology has advanced, frequencies higher and higher in the spectrum have become usable. Apart from the frequencies used for broadcasting, frequencies in other portions of the spectrum are allocated for "broadcast auxiliary" use for remote pickup and other transmitters auxiliary to main broadcast stations (see Auxiliary Broadcast Services).

The second phase of regulation is the assignment of stations in each service within the allocated frequency bands, with specific location, frequency and power. The chief consideration, although by no means the only one, is to avoid interferences with other stations on the same channel (frequency) or channels adjacent in the spectrum. If his application is granted, an applicant for a new station or for changed facilities receives a construction permit. Later, when the station is built and it is capable of operating as proposed, a license to operate is issued.

The third phase is regulation of existing stations inspection to see that stations are operating in accordance with FCC rules and technical provisions of their authorizations, modifying the authorizations when necessary, assigning station call letters, licensing transmitter operators, processing requests to assign the station license to another party or transfer control of the record licensee corporation, and processing applications for renewal of license. At renewal time the commission reviews the station's record to see if it is operating in the public interest.

The Nature of American Broadcasting

Although educational and other noncommercial stations share the airwaves, the American broadcasting system for the most part is a commercial system. In this respect it is supported by revenues from those who advertise goods or services to the audience. Advertising messages are presented as commercial "spot announcements" before, during, and after programs, or as a part of "sponsored" programs.

Broadcast stations are licensed to serve the public interest, convenience and necessity. Because radio channels are limited and are part of the public domain, it is important to entrust them to licensees with a sense of public responsibility. By law, each license must contain a statement that the licensee does not have any right to operate the station or use the frequency beyond the term of license. The maximum term of increase is three years.

A Short Course in Broadcasting

There were 8,240 radio stations operating in the United States at the beginning of 1977. Of these, 4,497 were commercial AM's, 2,873 were commercial FM's and 870 were noncommercial FM. There were 984 operating television stations: 517 commercial VHF's, 211 commercial UHF's, 101 noncommercial VHF's and 155 noncommercial UHF's. Most commercial TV's are network-affiliated; approximately 115 operate as independents.

No single entity may own more than seven stations in each service (AM, FM or TV). In TV, no more than five may be VHF. No owner may have two stations of the same service in the same community. No owner of three VHF's in the top 50 markets may purchase other VHF's in the top 50 without a showing of compelling public interest. Newspaper owners may no longer purchase broadcast properties in the same market, nor may radio station owners acquire TV stations there, nor TV owners radio outlets. TV stations may no longer acquire cable TV franchises in the same city, and networks may not own cable systems at all.

In 1975, the last year for which official FCC figures are available, commercial broadcasting had total revenues of \$5.8 billion. Profits were \$871 million. Television accounted for \$4.1 billion (70.7%) of revenues and \$780.3 million (89.6%) of profits; radio, for \$1.7 billion (29.3%) and \$90.7 million (10.4%). Public broadcasting had a 1975 income of \$364.8 million—25.3% from the federal government.

There are more than 71.5 million U.S. homes (97% of all homes) with television sets, about 45% of which have more than one set. About 54 million sets are in color. It is estimated that about 91% of TV homes can receive UHF signals, and that about 14.8% are linked with cable systems, according to Arbitron Television. There are an estimated 425 million radio sets in the U.S., 310 million (72.9%) of them in homes and 115 million (27.1%) out of homes.

The average American home watches TV for six hours and eight minutes a day, according to A. C. Nielsen statistics. And the latest study by The Roper Organization (commissioned by the Television Information Office) shows that 65% of the U.S. public turns to TV as the source of most of its news, and that 51% ranks it as the most believable news source.

The average 30-second prime-time network television announcement now costs \$50,000 (the highest cost to date, for the first television broadcast of the film "Gone With the Wind," was \$130,000; low-rated spots average about \$20,000). An estimated 75 million people watched the 1977 Super Bowl telecast. Minute announcements during that event cost \$250,000. Thirty-second announcements on individual TV stations range from \$15,000 in top-rated specials in major markets to as low as \$5 in the second-hundred markets. Radio spots cost from \$275 or more in major markets to less than a dollar in small towns.

[From *Broadcasting Yearbook*, 1977]

THE ABC'S OF RADIO AND TELEVISION

A description of broadcasting—how it evolved, how it works, how it is regulated—as reported by the FCC

One of the most dramatic developments of the 20th Century technology has been the use of radio waves—electromagnetic radiations traveling at the speed of light—for communication. Radio communication designed for reception by the general public is known as "broadcasting". Radio waves of different frequencies (number of cycles per second) can be "tuned". Hence, signals from many sources can be received on a radio set without interfering with each other.

In everyday language, the term "radio" refers to aural (sound) broadcasting, which is received from amplitude-modulated (AM) or frequency-modulated (FM) stations. "Television," another form of radio, is received from stations making both visual and aural transmissions. AM radio, sometimes called standard broadcasting, was the earliest broadcast service and operates on relatively low "medium" frequencies. FM and TV are newer and occupy considerably higher frequency bands.

Radio communications was born of many minds and developments. In the 1860's, the Scottish physicist, James Clerk Maxwell, predicted the existence of radio waves. Heinrich Rudolph Hertz, the German physicist, later demonstrated that rapid variations of electric current can be projected into space in the form of waves similar to those of light and heat. (His contributions have been honored internationally by the adoption of Hertz as a synonym for cycles per second.) In 1895, the Italian engineer, Guglielmo Marconi, transmitted radio signals for a short distance, and at the turn of the century, conducted successful trans-Atlantic tests.

The first practical application of radio was for ship-to-ship and ship-to-shore telegraphic communication. Marine disasters early demonstrated the speed and effectiveness of radiotelegraphy for saving life and property at sea.

This new communication medium was first known as "wireless." American use of the term "radio" is used to about 1912 when the Navy, feeling "wireless" was too inclusive, adopted the word "radiotelegraph." The use of the word "broadcast" (originally a way to sow seed) stems from early U.S. naval references to "broadcast" of orders to the fleet. Now it is used to describe radio service to the public.

The origin of the first voice broadcast is a subject for debate. Claims to that distinction range from "Hello, Rainey," said to have been transmitted by Nathan B. Stubblefield to a neighbor, Rainey T. Wells, in a demonstration near Murray, Ky., in 1892, to an impromptu program from Brant Rock, Mass., by Reginald A. Fessenden in 1906, which was picked up by nearby ships.

There were other early experimental audio transmissions. Lee De Forest put singer Enrico Caruso on the air in 1910, and there were trans-Atlantic voice tests by the Bell Telephone Co. at Arlington, Va., in 1915. But it was not until after World War I that regular broadcasting began.

The identity of the "first" broadcasting station is also a matter of conflicting claims. This is due largely to the fact that some pioneer AM broadcast stations developed from experimental operations. Although KDKA Pittsburgh did not receive a regular broadcasting license until Nov. 7, 1921, it furnished programs under a different authorization before that date. Records of the Department of Commerce, which then supervised radio indicate that the first station issued a regular broadcasting license was WBZ Springfield, Mass., on Sept. 15, 1921. (WBZ is now assigned to Boston.)

There was experimental network operation over telephone lines as early as 1922. In that year WJZ (now WABC) New York and WGY Schenectady, N.Y. broadcast the World Series. Early in 1923 WEAJ (now WNBC) New York and WNAC Boston picked up a football game from Chicago. Later that same year WEAJ and WGY were connected with KDKA Pittsburgh and KYW Chicago (now Philadelphia) to carry talks made at a dinner in New York. President Coolidge's message to Congress was broadcast by six stations in 1923.

In 1926 the National Broadcasting Co., a subsidiary of RCA Corp., started the first regular network with 24 stations. For its first coast-to-coast hookup, in 1927, it broadcast a football game. In that same year, the Columbia Broadcasting System, first called the Columbia Phonography Broadcasting System, was organized.

For some years NBC operated two networks, the Red and the Blue, but when the FCC adopted chain-broadcasting rules in the early forties, one organization was prohibited from operating two networks serving the same area at the same time. RCA sold the Blue Network to Edward J. Noble in 1943. It ultimately became the American Broadcasting Co. (In 1968, ABC itself was given a limited exception in the dual-network rule in order to operate four radio networks, each providing a specific service.)

FM and TV broadcasting emerged from their experimental stage just before U.S. entry into World War II. Wartime restrictions retarded expansion of radio facilities, although the emergency produced new techniques and apparatus that are in use today. In the decades following the war, broadcasting expanded domestically, and the development of communication satellites has opened new possibilities for international relay.

Official Count of U.S. Broadcasting Stations

(From records of FCC)

Jan. 1, 1922-----	30
March 1, 1923-----	556
Oct. 1, 1924-----	530
June 30, 1925-----	571
June 30, 1926-----	528
*Feb. 23, 1927 -----	733
July 1, 1928-----	677
Nov. 9, 1929-----	618
July 1, 1930-----	612
July 1, 1931-----	612
Jan. 1, 1932-----	608
Jan. 1, 1933-----	610
†Jan. 1, 1934 -----	591
Jan. 1, 1935-----	605
Jan. 1, 1936-----	632
Jan. 1, 1937-----	685
Jan. 1, 1938-----	721
Jan. 1, 1939-----	764
Jan. 1, 1940-----	814
Jan. 1, 1941-----	882
Jan. 1, 1942-----	923
Jan. 1, 1943-----	917
Jan. 1, 1944-----	912

*Federal Radio Commission takes over regulation from Dept. of Commerce.

†Federal Communications Commission replaced Federal Radio Commission July 11, 1934.

[From *Broadcasting Yearbook-1944*]

CHAPTER II

“The Early Years”

(1916-1921)

Radio took its first faltering steps in Mississippi shortly before World War I, when amateurs across the nation were putting together their own versions of spark gap transmitters, capable of sending and receiving Morse code. It was a hit or miss proposition, and most sending and receiving stations had a short range, due to low power and inefficient components. However, from these “home made” contraptions, messages could be transmitted by the “radio nuts”, as they were sometimes called.

Mississippi A and M College, now Mississippi State University, and The University of Mississippi (Ole Miss), both operated early day laboratories for experiments in the new art, and Mississippi Agricultural and Mechanical College offered courses in electrical engineering.

From these sources Mississippi produced some of its early electronic pioneers who built stations for both Morse code and later voice transmissions.

One such graduate at Mississippi A & M College was Hoyt Wooten, who worked his way through college by operating movie projectors for the local picture shows, and later in and around his hometown of Coldwater, Miss. Hoyt was bitten by the “radio bug” early in his college years and upon graduation set up a small sending and receiving station in one room of his home in Coldwater. His first broadcasts were made in 1919, without benefit of a commercial license, as most operators selected their own frequencies and operating hours were optional. They operated mostly at night when conditions were more favorable due to atmospheric conditions and the lower ozone layers reflected the signals at angles which permitted “skip distance” radiation, making reception possible over long distances. Very few went to the trouble of applying for permits. Congress assigned the authority to make such grants and permissions to the Department of Commerce. Usually such grants or permissions were temporary and of short duration. Overseeing the operations of stations was informal at best. Station licensees were expected to operate more or less on an “Honor Basis”.

In 1922 Hoyt Wooten’s station held a temporary permit to operate. Even with crude components and sparse operating facilities, Hoyt’s station required a certain amount of money, and being a farsighted and ambitious young man, he sought and found sponsors for his weekend broadcasts, and thus the first commercial radio broadcasts began in Mississippi.

The official records of the U.S. Department of Commerce show that permission was granted to Hoyt Wooten to operate a “limited Commercial Radio Station”, under call letters KFNG, on January 17, 1924.

The records also show that a “limited Commercial Station” license was granted to Radio Station WHAU in Corinth, Miss., in 1924, but nothing in the records show this station ever went on the air. It was deleted three months after the first grant. A diligent search in Corinth, and contacts with persons or members of families of the first grantees could throw no further light on this station.

Quentin Proctor, head of the License Section for many years at The Federal Communications Commission in Washington, D.C., researched the complete files of early day Mississippi Radio Stations and indicated KFNG was the first to be licensed and operated as a commercial radio station in Mississippi. In 1972, Radio Station WREC, Memphis, Tenn., published a book entitled “The First Fifty Years”, which gave the complete history and background of Hoyt Wooten’s early station in Coldwater, Miss., from 1922 to 1972, complete with photos. KFNG was later moved to Whitehaven, Tenn., and eventually to Memphis, and the call letters changed to WREC, which stood for “WOOTEN RADIO AND ELECTRIC COMPANY”. WREC operated from studios in the grand Peabody Hotel for many years.

Fortunately Chief Engineer Wilson Rainey and others preserved the original transmitter, receiver and other equipment used by KFNG, and the family of Hoyt Wooten donated it to The Mississippi Broadcasters Association, through Executive Secretary Bob McRaney, Sr. It was officially presented to Bob McRaney, Jr., President of the MBA, at its convention in 1969 in Biloxi, Miss. On January 24, 1975, this equipment with other memorabilia of early day Mississippi Radio, was enshrined in the Mississippi Radio Museum in the old capitol building in Jackson, Miss., where it may be seen today.

The records also show that The University of Mississippi operated an experimental station, WCBH, as part of their Department of Physics. Dr. A. B. Lewis, now retired Dean of Liberal Arts at Ole Miss, was one of the

first members of the faculty to show interest in the station.

Another member of the Ole Miss faculty, Dr. Addy F. Cullen, was also a former Chairman of the Physics Department and recalls that WCBH operated with antenna wires stretched between two tall cypress poles on the campus. Much of the original WCBH equipment remains in the physics department and the Physics Museum on the campus.

WCBH operated until World War I, when it was used as part of a training service for operators and signal corpsmen. All stations were ordered off the air by the government for the duration of the war. It was licensed again Feb. 28, 1924.

WCBH was again placed in service after WW I and operated until Sept. 1927 when it left the air. It was later reactivated and put into regular operation in the Communications Department, and has operated as a closed circuit campus educational station to this date.

On March 6, 1924, one of only five portable radio stations in America, was licensed to Howard S. Williams, former Editor of The Hattiesburg American, in Hattiesburg, Miss. Authority was granted the station to be moved from one location to another in Mississippi, for the purpose of broadcasting revivals, which usually lasted two weeks. Williams was a popular lay evangelist. His appearances helped promote the sale of radio sets. Two long poles were erected and a "t-top" antenna was strung between the poles. Otis Perry was the song leader, and it was his responsibility to transport, erect and operate the station, as well as take it down after each revival and haul it, along with the huge circus-type tent, from one location to another. The Department of Commerce required the station to renew its license each time it was moved. It was deleted December 8, 1925.

The next station to be granted in Mississippi was WDBT, licensed to Joseph C. Taylor, who operated a book store in Hattiesburg, Miss. The station transmitted on 1270 KC, power of ten watts, with an estimated coverage of twenty-five miles. The transmitter was located on the grounds of the old Country Club. It went off the air April 10, 1925.

The First Presbyterian Church, 10th St. and 23rd Ave., Meridian, Miss., was granted a license to operate a small station, with call letters WIBP, on June 17, 1925. It was deleted Sept. 30, 1925.

Columbus, Miss. got its first station, WCOG, licensed to the Crystal Oil Company, on Feb. 4, 1927. It was moved to Meridian, Miss. in 1930.

In 1927 there was a need for daily cotton market reports in the Delta area of Mississippi. A radio station, WQBC, was licensed on Feb. 18, 1928, for Utica, Miss. It was built and operated by I. R. Jones, a licensed engineer. It broadcast from one room of an old school building. It was moved to Vicksburg, Miss. in 1931. It is now the oldest operating station in Mississippi, in point of continuous service.

WGCM-Gulfport, Miss. came into being on Feb. 18, 1928. It was licensed to Gulf Coast Music Company, whence the call letters WGCM, later to be known as "Wonderful Gulf Coast of Mississippi". E. L. Staples was President of the music store and the station.

Hattiesburg, Miss. had been without a radio station since April 10, 1925. On May 18, 1928, a license was granted to Woodruff Furniture Company, and J. H. Harbour, one of the few licensed operators in the State. It was a 10 watt station, and operated from a studio, consisting of a small room, draped with burlap cloth for sound proofing. It operated a few hours each day and a short period in the evening. It helped promote Atwater-Kent Radios, for which the furniture store was the local dealer. Jerry Harbour operated a repair shop and installed the radios for the store. Some local talent appeared on the station. There was little news or talk programs, but phonograph records made up most of the program time. In 1931 it was sold to William, Paul and Frank Barclift. The power was increased "ten times", to 100 watts, and the call letters changed to WPFB.

The next radio station to be built in Mississippi was WRBQ in Greenville, Miss. Pat Scully was the major domo. It was granted on May 31, 1928.

It seems strange that Mississippi's largest city, Jackson, the State Capitol, did not acquire a radio station until May 19, 1929. It was licensed to The Lamar Life Insurance Company, and was located in the tower of the Lamar Life building, located directly opposite the Governor's mansion on Capitol Street. Leigh Parker was the first manager of the station.

Tupelo, Mississippi obtained its first radio station on August 22, 1930. It was a short-lived operation and eventually was moved out of State.

Practically all of the early day stations were small in wattage. The equipment was mostly handcrafted and hours of operation were, at most, sporadic. There were very few commercials. The stations were mainly supported by the licensee—usually a local business. Very few, if any, were built with much hope of expansion, and certainly with a dim view of making money. They did help to develop local talent and as the number of stations increased, so did the number of radio sets. The pattern of growth and progress was established, and had it not been for the great stock market crash of 1929 and the coming of the great depression, radio might have blossomed, grown and borne fruit during the "early years".

The years 1916-1922, as far as radio development in Mississippi was concerned, offer little in the way of historical background or photos.

The earliest activities, no doubt, consisted of experimental or amateur stations, which transmitted only Morse code, via equipment which used the old spark gap transmitters and receivers with headsets.

One of the earliest known stations was built and operated by John Hugh England, a high school student of Lynch High School in West Point, Miss. He was born in West Point, Miss., in 1900.

Beckett Howorth, another Lynch High School student, lived across town from John Hugh England, and also built and operated an amateur station almost identical to England's rig. They communicated regularly via their stations, which were both equipped with a three-quarter kilowatt spark gap transmitter, operated by Morse key sending unit. The receivers had electrolytic detectors and a pair of Brandies headsets were used.

John Hugh England was a brilliant student with high marks in mathematics and physics. Following graduation he became an electrical engineer and worked for Westinghouse for 35 years. During World War II he worked for Raytheon. He returned to Westinghouse and completed his tenure and upon retirement, returned to West Point.

By sheer coincidence, his transmitter was operated from his residence at 14 Grove Street in 1916. In later years the house number was changed to 570 Grove Street. The author happens to live at 548 Grove Street, at the opposite end of the block from Mr. England.

Jack Rowell of West Point, a jeweler by trade, and a member of the Tombigbee Chapter of the Amateur Radio Club, learned of the book being written on the History of Radio in Mississippi, and provided the excellent photo of the England transmitting station, and arranged for an introduction of the author to Mr. England. Mr. England stated there was very little radio activity in the State after World War I was declared, thus the skip in information from 1916 to 1919.



John Hugh England about 16 years of age. He built and operated a $\frac{3}{4}$ KW spark gap transmitter, and used a Morse telegraph key to send messages from his home on Grove St. in West Point, Miss. [1918]



This is the earliest known photo of a spark gap transmitter which operated in Mississippi at 14 Grove Street, West Point, Miss. It was built and operated by John Hugh England. Mr. England later became an electrical engineer for Westinghouse and is now retired and lives in West Point. Note glass insulators on the chair legs to prevent shocks.

CHAPTER III

“The Fledgling Years” (1922-1929)

1922

In 1919 Hoyt Wooten of Coldwater, Mississippi, who graduated from Mississippi Agricultural and Mechanical College in Starkville, Miss., with a degree in electrical engineering, built and operated an experimental amateur radio station from his home in Coldwater.

At that time The Department of Commerce, Bureau of Navigation, was the government agency overseeing all radio operations. It was customary to issue short term licenses or permits, for such stations.

It was September 22, 1922, when KFNG went on the air with ten watts power, battery operated, to become the first commercially operated station in Mississippi. The studios and transmitter were located in a room of the S. D. Wooten, Sr. residence in Coldwater, Miss. The license was a “limited commercial.”

An inverted L type antenna was suspended between two wooden poles, fifty feet above ground. Two #14 copper wires, insulated at both ends and a 40 foot leadin wire, constituted the system. Two eight-inch porcelain insulators and a six foot spreader bar were used at each end of the antenna. The system was grounded to a water pipe. In the original application, Wooten requested an assigned frequency of 286 meters.

The receiving equipment consisted of a three circuit-inductive coupled unit. The detector was a non-regenerated audion, capable of receiving 200 to 650 meters. The operating frequency was 1180 KC.

Some of the early commercial advertisers, in addition to local firms, were Bry's Department Store and W. R. Herstein's Electrical Supply Company of Memphis, Tenn.

Fan letters poured in from all 48 states, and as many as 10,000 cards and letters arrived within a week. Hoyt Wooten and his brothers realized the potential of radio and began building sets of their own design to sell.

When the Peabody Hotel opened in Memphis in 1925, one of the first businesses to operate on the lobby floor was Wooten's Radio-Electric Company, offering a complete line of radio sets. From this company name came the call letters WREC. Broadcasts continued from KFNG in Coldwater, mostly on Sunday afternoons.

KFNG was moved to Whitehaven, Tenn. in September, 1925, in order to eliminate travel time between the station and Wooten's Radio-Electric Co. The power was increased to 200 watts and the frequency was changed to 600 kilocycles, sharing time with WOAN, Lawrenceburg, Tenn.

The call letters were changed from KFNG to WREC in 1928.

On April 23, 1929, Wooten moved into new studios in the Peabody Hotel, in Memphis. He purchased WOAN, increased the power to 500 watts. Another increase was made later to 1,000 watts. Mississippi's first commercial station was now in big time radio to stay.

On April 5, 1922, The Commercial Dispatch-Columbus, Miss. reported that the first radio messages from the “big broadcasting companies” were received over radios owned by Wiley Johnson and B. P. Ferriday.



Hoyt Wooten in the bomb proof underground monitoring station in his home in Whitehaven, Tenn.

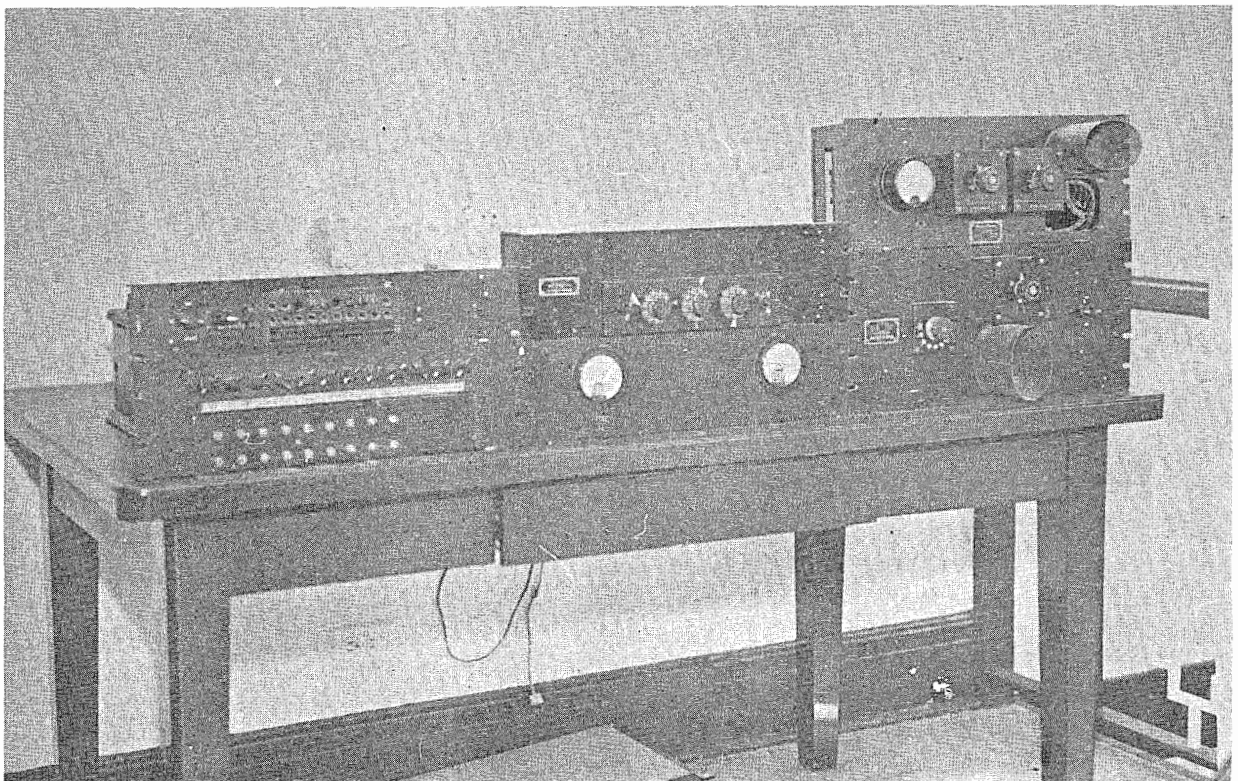
Wooten operated KFNG in Coldwater, Miss. the first radio station in Miss. in 1922. The station was officially licensed as the first Commercial station in Mississippi. Later it was moved to Whitehaven, Tenn. and subsequently to the Peabody Hotel in Memphis, Tenn. and became WREC.

*[Wooten Radio and Electric Co.]
Hoyt Wooten died December 6, 1969*

[Photo made in 1969]



The original transmitter-receiver, mike and earphones used by KFNG-Coldwater, Miss. — 1922 — Presented to MBA 1969. Now in the MBA Radio Museum in the Old Capitol Building — North State St. — Jackson, Miss.



Early patch panels and audio amplifiers used by KFGN-WREC — Mississippi's first Commercial Radio Station [1922 — Early 1930's].

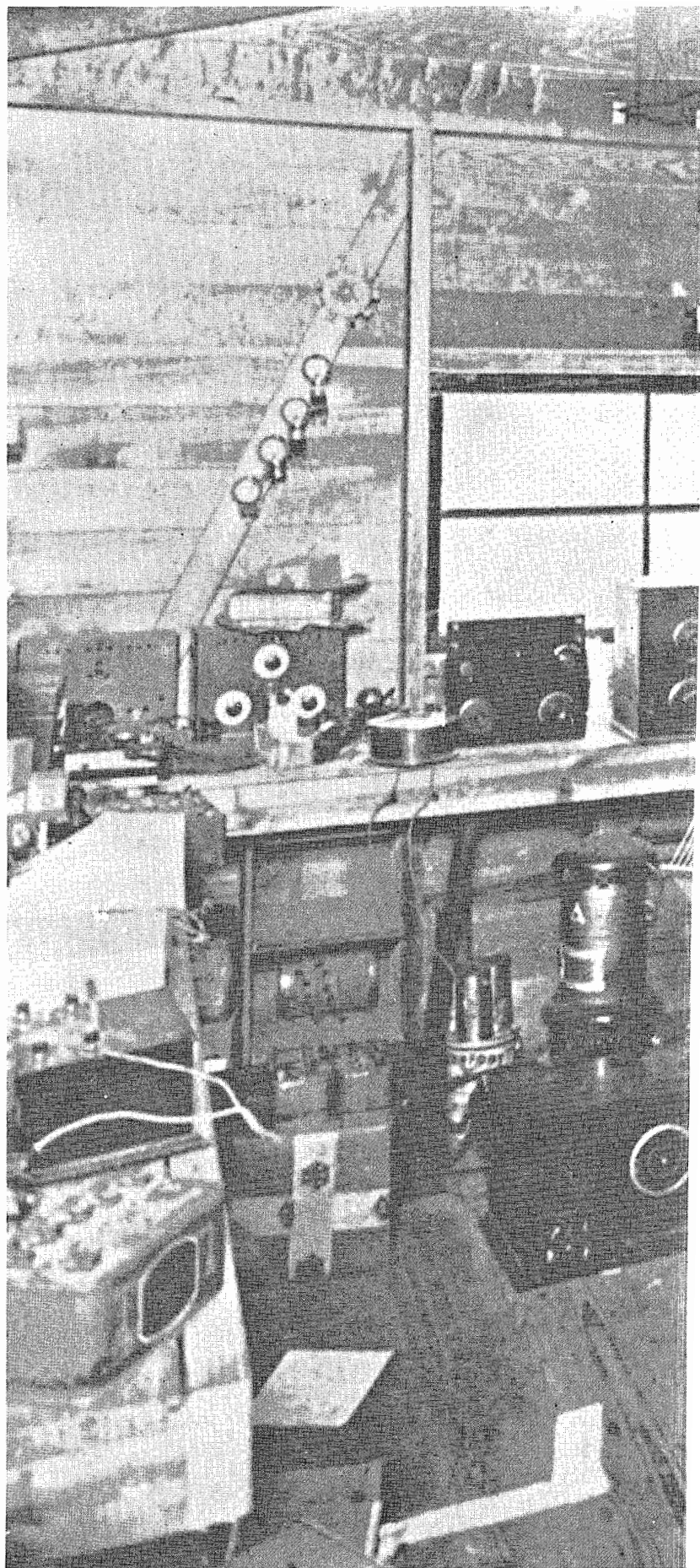
This is the only known photo of Mississippi's first Commercially operated Radio Station, KFNG-Coldwater, Mississippi, as it appeared in 1922.

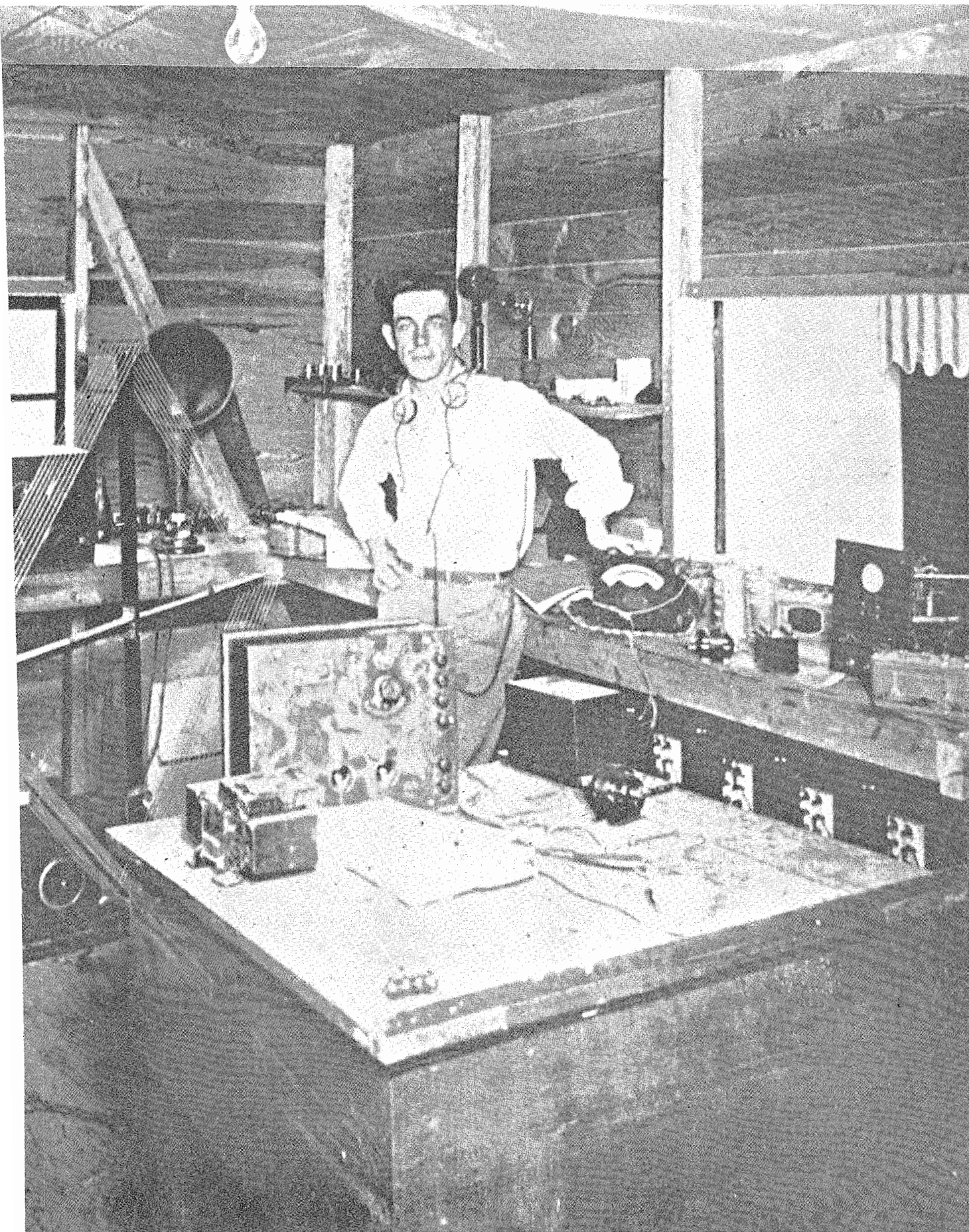
Shown at right is Hoyt B. Wooten, who built and operated KFNG. In the picture may be seen the original Westinghouse Type T-F 10 watt transmitter, and the Colin B. Kennedy Model 110 Universal receiver with two stage amplifier, made in 1922.

Also in the picture is the square loop receiving antenna, tuning coils, volt meter, spare tubes, old telephone transmitters, [on shelf behind Wooten], used as early microphones; a kerosene heater on the floor in center of picture; knife type switches mounted on table at right, assorted transformers, wire and other equipment.

Note the original ear phones around Wooten's neck. Lighting was from a bare bulb suspended by insulated wires on the ceiling.

From this small wooden shack, built across the street from the S. D. Wooten, Sr. home in Coldwater, Miss., and amid the primitive equipment shown, became the fountainhead of the radio broadcasting industry in Mississippi.





1923

Research for the year 1923, through all available sources, does not reveal any radio activity in Mississippi. No stations were added, no permits nor grants were issued, and no deletions.

However, it is fairly certain there was continued activity among the amateur Morse code stations and experiments by enthusiasts and in the labs of Mississippi A & M and The University of Mississippi.

1924

Things began to happen in Mississippi radio in 1924.

KFNG, which actually began commercial broadcasting in Coldwater, Mississippi in 1922, became Mississippi's first commercial station. It was granted a full commercial license on January 17, 1924. Hoyt Wooten was probably the most active and experienced station operator in the State at that time. He had a consuming desire to "make radio work", and being married, and still living in his parents' home, there was some effort on the part of his father to persuade him to "go to work" and carry his share of the family expenses. Hoyt and his brother, S. D., also an electrical student at Mississippi A and M College, finally built a small shack for KFNG, across the street from the home of their parents. Many nights were spent crouched over their crude transmitter and receiver, straining to pick up any station which happened to be transmitting. Their efforts were rewarded occasionally, when conditions were right, and KDKA-Pittsburgh and others would be heard amid the squawks and screeches.

An application for a Class A radio station was filed with the Department of Commerce, Bureau of Navigation, in Washington, for a ten watt station, to be operated by the Department of Physics at Ole Miss. The address on the form specified that all correspondence regarding the application was to be mailed in care of W.L. Kennon, P.O. Box 216, University, Miss. It stated the station would be located on campus, near the City of Oxford, Miss. The application proposed to broadcast news and entertainment. Details of the original application, taken from the files, indicated the source of electrical power would be obtained from the University power plant, 110 volts, 60 cycles. The power plant had a capacity of 100KW.

The proposed radio system consisted of vacuum tubes as oscillators and modulators for the transmitter, and a vacuum tube detector and conductive or inductive type of receiver.

The application specified a "T" type antenna system, using two wooden masts, supported by guy wires, with a height of 95 feet above the ground. Length of the antenna, 6 wires of stranded #22 copper, 65 feet in length, with insulators of Electrose material. Other essential dimensions given included a counterpoise system, used with ground to water pipes. The proposed station would be located above the physics laboratory, according to the application. Under "Remarks", it was stated "best of materials and construction used throughout". The application stated the station was prepared to use any wavelength between 200 and 300 meters. A wavelength of 242 meters, 1240 kilocycles was assigned.

The application proposed to use Weston wattmeters, voltmeters, ammeters, milliameters etc. Conductive coupling with Mica Faradon primary condenser and both tuned or untuned secondary circuits would be used.

The application was signed on behalf of the University of Mississippi by Joseph Neely Powers, Chancellor.

A report signed by Theodore G. Deiler, Supervisor of Radio, with headquarters in New Orleans, La., recommended a provisional Class A broadcasting license be issued and subsequent renewals be made. It was dated Feb. 24, 1924. It was deleted September 12, 1927.

The next station to be granted a license to operate in Mississippi was WCBG. The unusual part of this application, filed in the name of Howard S. Williams, Layman Evangelist of Hattiesburg, Mississippi, specified it would be a movable or portable station, to be moved from one town to another approximately every two weeks. It was one of only five such stations ever authorized in the United States. Hours of operation were specified between the hours of 7 PM to 10 PM, Central Standard Time. The application stated the station would be used to broadcast revival services, and advance notice would be given each time the station was moved.

Sturle J. Parks was listed as the operator of the station.

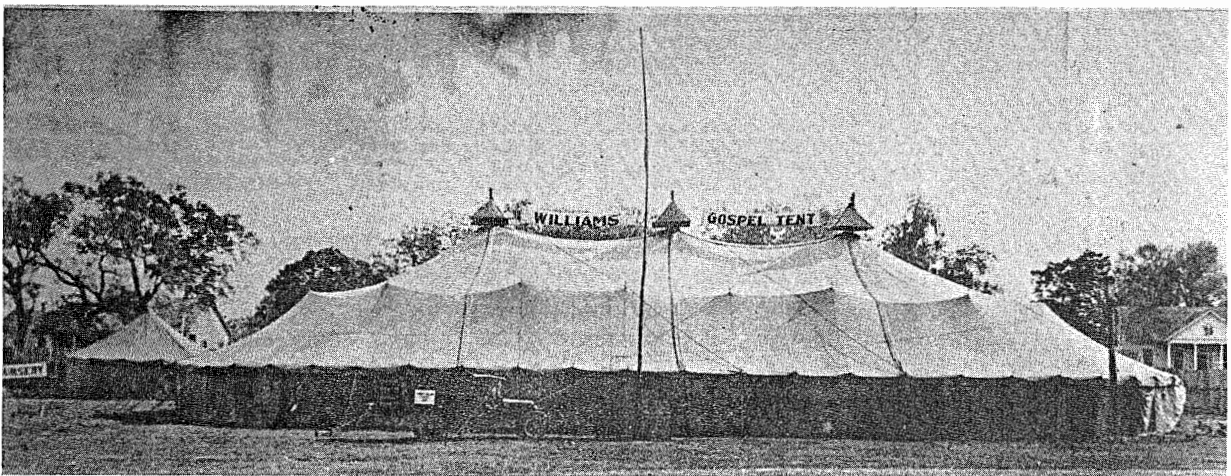
The application specified city power would be used in each town visited. The antenna system would consist of two wooden poles, thirty feet above the ground, 90 feet long, seven strand #22 copper wires to be used, with Electrose insulators, 2 inches in size. The fundamental wavelength was listed as approximately 200 meters. A counter-

poise system, ten feet above the ground, directly underneath the antenna was proposed. The first operation was in Pascagoula, Miss. until March 16, 1924.

A composite transmitter was used with inductive coupling and VT type of detector used in the receiving set. The receiver was capable of receiving from 150 to 800 meters. The generator for the transmitter was listed as 110 volts AC, 60 cycles, 500 V.D.C., using a Westinghouse ammeter to 2.5 range. The station was assigned 268 meters wavelength, frequency of 1120 KC. Call letters were WCBH. Deleted Dec. 8, 1925.

Hattiesburg, Mississippi's first radio station, WDBT, was licensed to J. C. Taylor, who operated Taylor's Book Store in Hattiesburg. The transmitter site was on the grounds of the Hattiesburg County Club, and a transmitting range of 25 miles, with ten watts power, was indicated in the original application. The type of license requested was for a Class "A" broadcasting station. It is not known if any commercials were ever used. The transmitter was a Westinghouse TF; the receiver used was a Westinghouse three tube, using a Radiotron type 200 tube as the detector.

The antenna was an inverted "L" type, with wooden poles, located 55 feet above the ground, consisting of two No. 22 copper wires, five feet apart, insulated with two Electro-seal insulators. The antenna was 40 feet long. A counterpoise of two wires, 90 feet long, was grounded. The station operated on 236 meters, 1.5 amps antenna current. The frequency assigned was 1270 kilocycles. One second grade operator was proposed. Mr. L.J.N. Du Treil of New Orleans, La., did the first inspection of the station. The station was licensed to operate "unlimited time". The station was deleted on April 10, 1925. It was first licensed on June 3, 1924.



WCBG—Pascagoula, Miss., licensed to Howard S. Williams, evangelist, was one of only five "portable stations" in 1924. The license was renewed every time the station moved. Note antenna between poles in foreground. The transmitter was a composite type— operating with 10 watts.



Interior of the tent where Revival services were broadcast. Note open horn used as part of mike, at pulpit in center. Howard S. Williams of Hattiesburg was the preacher. Otis Perry was song leader and responsible for equipment of WCBG.



This 1924 Chevrolet Truck with Mack McKinnon, driver, standing alongside, was used to transport the Gospel Tent and equipment of Radio Station WCBG to various towns in South Mississippi from March 6, 1924 to Dec. 8, 1925.

1925-1926

The first Presbyterian Church at 10th Street and 23rd Avenue, Meridian, Mississippi, was the next station to operate in Mississippi. It was the first station to be granted in Meridian. It operated as a five watt station, with call letters WIBP. It was used to broadcast the Sunday services and other church-related activities until September 30, 1925, when it was deleted. It was first licensed on June 17, 1925. It operated on 1430 KC. A.A. Little represented the First Presbyterian Church.

It is interesting to note that most stations in the early twenties were of low power, usually ten watts, had limited coverage and for the most part were considered amateur operations, with little or no commercial activity. It is also noteworthy to consider the short-lived operation. WIBP operated only from June 19, 1925; therefore its life span was about four months. There is no record of what happened to the equipment. A composite transmitter was made and operated by H. F. Williams, of Meridian, Miss.

There appears to be a dearth of information on radio activity within Mississippi during the two years, 1925-1926. The records of the Federal Radio Commission do not show any grants for new stations.

Among those stations which were operating in 1924, KFNG in Coldwater, continued its commercial operation, with regular renewals shown on a regular basis. Amateurs were continuing their operations across the nation. The others quietly left the air and turned in licenses.

It was during this period set manufacturers began to improve their products, and the first all-electric sets began to hit the market. These included a full line of Atwater Kent radios; Crosley; De Forest; Federal; Freed-Eisemann; Freshmen; Gilfillan Neutrodyne; Grebe; Colin B. Kennedy; Magnavox; Paragon; Marconi; Radio Corporation of America (RCA); Zenith; Clapp-Eastman; Tuska; Fada; Mu-Rad; Echophone; David Grimes; Erla; Arbophone; Wurlitzer; Day-Fan; Radiodyne; Michigan; Acme; Browning-Drake; Harkness; Kodel; Bosch Amborola; Garod; Sentinel; Stromberg-Carlson; Howard; Kemper; Somerset; Parmak; Hales Californian; Pfanstiehl; Melco; Stewart-Warner; Sleeper Serenader; Kellogg Wavemaster; National; Kilster; King; Mohawk; Thordarson; and dozens of others.

Each receiver manufacturer made eloquent claims for clarity of tone, ease and simplicity of operation, sharper tuning; static eliminators; optional earphone or a variety of gooseneck, tapestry covered or cabinet type speakers. One might choose from a small crystal set, or a one to twelve tube set. Some were battery operated. The later 1925-26-27-28 models were all-electric. There were also a variety of battery eliminators and vibrators offered, and a multitude of accessories, special loop antennas, elegant, carved consoles, to enhance the finest of living rooms, and even some early model portables, which could be taken to the barn where some said the music charmed and relaxed the cows, thereby providing more milk.

There were fantastic claims of long distance or "DX" reception and DX Clubs sprang up all over the world. Radio Stations had "DX" verification cards printed which were sent to listeners to verify certain hours, programs and even tunes broadcast at certain times listed on the fan cards.

Listeners would vie for the honor of having received the largest number of "DX" verification cards, from the greatest number of stations from the longest distance. It became the "great American game".

On Feb. 3, 1926, President Calvin Coolidge signed the Dill-White Radio Bill, creating the Federal Radio Commission, which brought stabilization and control of the chaotic system and interference caused by the industry's rapid growth. On November 1, 1926, the National Broadcasting Company was organized.

Among those appointed to the first Federal Radio Commission was Judge Eugene O. Sykes of Aberdeen, Mississippi.

1927

With the sale and distribution of sets increasing a thousandfold, interest in the radio industry began to perk up in 1927.

On Feb. 4, 1927, the Federal Radio Commission in Washington, D.C., received an application for a new Radio station from Columbus, Mississippi. The application was signed by H. B. Holmes and H. B. Holmes, Jr., partners in Crystal Oil Company.

The particulars, as follows, were taken from a photostatic copy of the original from the files of the Federal Radio Commission.

In part, the application states: The station would be located at 5th Street and 9th Avenue North. It would be a phone station (operation with a phone type microphone, capable of reproducing voice, music and recordings). The station would use four electron tubes, with a composite V.T. telephone. The application requested unlimited hours of operation. A wave length of 230.6 meters or a frequency of 1300 kilocycles, with maximum power of 100 watts. The question in the application inquired if time would be sold, and by whom. The answer was "problematical, and if so "by owners". In answer to the question of why the station would be operated in the public interest, convenience and necessity, the reply was "This station is sponsored by The Mississippi State College for Women and the A & M College (Starkville, Miss.). It will be the Official City organ for police reports. Is the only station within a radius of over 100 miles".

Apparently construction began immediately after the filing of the application, as the application for a license to cover the Construction permit was filed. Operating hours specified were: 8:00 to 10:00 PM, Monday, Wednesday and Saturday. The original application had specified 1300 KC, but the application for license specified 1130 kilocycles. The application stated the station would broadcast "popular programs."

As part of the service proposed to be supplied to listeners, the applicants stated, "This station warns inhabitants of impending flood disasters, is incorporating a market report of special interest to the farmers and dairymen who surround the station and are within the range of its power. It is the means of broadcasting the police reports and is the only broadcast station in this immediate part of the country."

In describing the studios, the applicant states, "Special studio with velvet drapes, built on top of the Crystal Oil Company building."

The applicant also stated that the sale of time was problematical and had not been done so to that time.

Asked how the station would be supported, the applicant replied, "This service is the outcome of a personal hobby and receives free the wonderful talent from the 1,200 students of the Mississippi State College for Women and the A & M College."

Applicant also stated that 38 programs or 72 hours would be the minimum broadcasting service. The application was signed by Hubert Bascom Holmes, Jr., Partner. It was subscribed and sworn to by Marietta Bishop.

One of the first announcers for WCOC was T. C. Billups, a member of a pioneer family of settlers in Lowndes County. He was later connected with the Commercial Dispatch Newspaper and was killed in a plane crash near Lake Village, Ark. many years later.

On November 29, 1927, the Columbus Commercial Dispatch reported that Radio Station WCOC, the local station, would set a precedent when "the first football game in the State would be broadcast direct from the field, play-by-play, from Mississippi A & M College in Starkville, Miss., when The Lee High Generals will meet the Philadelphia Tornado".

No reference was made as to who would be the announcer, or how the game would be picked up. The article did state it would also be announced at the offices of the Commercial Dispatch at the same time it was being broadcast simultaneously over WCOC. This information was taken from a scrapbook of newspaper clippings provided by Mrs. Frank Drake of Columbus, Miss.

On August 18, 1927, the Federal Radio Commission authorized the increase of power of WCOC-Columbus, Miss., from 100 watts to 250 watts.

Apparently WCOC operated in Columbus without interruption during the years from Feb. 4, 1927, until the owners decided to move the station to Meridian, Miss.

On April 17, 1929, the records of the Federal Radio Commission show that a letter of transmittal and application was filed by H. B. Holmes, Jr., for permission to move WCOC to Meridian, increase the power to 1,000 watts, (500 watts night), utilizing 880 KC and retaining the call letters, WCOC.

File Number for the Construction permit was Number 3-P-B-631.

Applicant Holmes stated that the transmitter would be located at a distance of not less than two miles, and not more than six miles from the residential area. The studio would be located not more than six miles from the transmitter.

The applicant proposed to use a composite transmitter, controlled by a quartz crystal with six electron tubes, with a plate voltage of 4000 in the power amplifier. The transmitter would be capable of operations of approximately 75% modulation.

Antenna current was estimated at 8 amperes. Applicant also proposed to affiliate the station with either The National Broadcasting Company or The Columbia Broadcasting System. It was estimated the station would operate not less than 85 hours per month in the Summer, and probably more in the winter.

Reasons for the proposed move from Columbus to Meridian, were: "Meridian is one of the largest towns in the State. Offers greater program possibilities, larger state-wide interest and a field for advancement. WCOC is the largest and oldest station in the State and has rendered service in every way possible to cooperate for the advancement of the State, serving public convenience, interest and welfare, with the idea to grow with the radio industry. Also, Meridian offers possibilities of a chain hookup which is necessary for stations advancement."

Cost of the proposed new transmitter would be \$10,000.00 to \$12,000.00 and \$3,000 for studio equipment and furnishings.

As to financial qualifications, the applicant stated The Crystal Oil Company was rated at \$250,000.00.

The Federal Radio Commission granted the application on March 6, 1930. Studio location was specified at The Great Southern Hotel in Meridian, Miss. The transmitter site was given as 2½ miles Southeast of the City Limits in Meridian. The station was licensed to operate with 1,000 watts until sunset and 500 watts after sunset, with unlimited hours.

Names of the operators in charge of the station were Laws Meador and John B. Rogers. Total number of employees listed, three. Total weekly payroll \$200.00. The operational schedule proposed was 55 hours weekly, 9 to 12 A.M., 4 to 6 P.M. and 8 to 10 P.M. On Sundays the station signed on at 10 A.M. Population within a radius of 3 miles was listed as 40,000.

In an interview with Laws Meador, who still lives in Columbus, Miss. (1979), and operates a printing shop, he recalled that he moved the equipment and installed it for WCOC in Meridian. He served as Chief Engineer. He remembered operating the transmitter with a 5 KW water cooled output tube, with a rated output of about 3 KW, until the Federal Radio Commission required that a 1 KW tube be installed as the final tube, which brought the station back to licensed power of 1,000 watts. Meadors also recalled that T. C. Billups went with the station to Meridian and served as both announcer and manager. He did not recall any other personalities connected with WCOC. Afterwards Meadors served for eight years as an engineer with a radio station in Savannah, Ga. and later served with the Federal Communications Commission as FCC Inspector in Kansas City, Mo. during the years 1944-1945.

D. W. Gavin replaced T. C. Billups as Manager and later bought the station from Crystal Oil Company. WCOC affiliated with The Columbia Broadcasting System and for many years was the only CBS outlet in the State. Power was later increased to 5,000 watts daytime, 1,000 watts night, and remained one of the few stations in Mississippi with 5 KW power, which operated non-directional. It remained as the oldest station in point of continuous operation until it was purchased by Joe Carson and Eddie Holliday, and the call letters were changed to WOKK. CBS was dropped, but the transmitter location remained the same.

There was correspondence between I. R. Jones of Utica, Miss. and Judge E. O. Sykes, a member of the Federal Radio Commission, dating back to August 17, 1927.

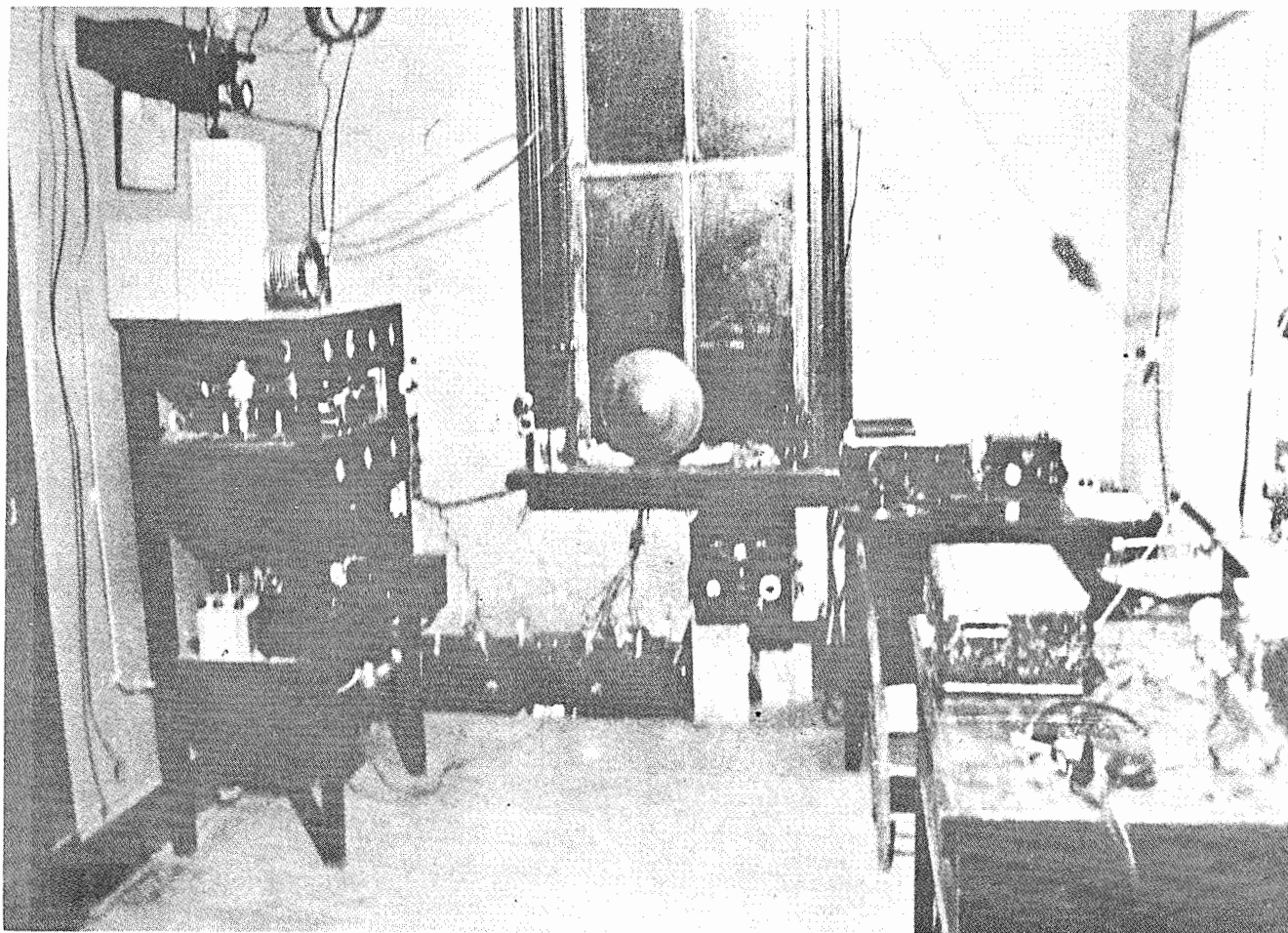
Apparently, from the records and correspondence, there was a great need to broadcast market reports both for cotton and produce in the highly productive area around Brookhaven and Utica. Both towns desired a local radio station and much pressure was brought to bear on I. R. Jones as to where the proposed station he planned would be located.

In a letter to Judge Eugene O. Sykes, Mr. I. R. Jones wrote that he had been to New Orleans and made arrangements to purchase a crystal Controlled transmitter. He said that he had decided to locate the

station in Utica, Miss., instead of Brookhaven, primarily because Mr. D. C. Simmons, the largest shipper of vegetables from the area desired to buy receivers and install them in certain areas so his truck customers might hear up-to-the-minute weather forecasts, so important to the truck farmers. Also the daily market reports would be received by the same sets.

An application was made by I. R. Jones on August 26, 1927. It requested a power of 100 watts, on 1390 KC. A RCA transmitter, Type U.V. 203 A. was proposed. The applicant proposed to operate 8 AM, until 2:10 pm, Monday through Friday, and 8 AM to 11:10 AM on Saturday. There would be no broadcasts on Sundays or at night. The primary intent of the station operation was to provide weather forecasts and cotton information and market reports for the farmers and shippers in the area.

The Federal Radio Commission granted a construction permit, dated October 24, 1927. It specified a frequency of 1390 kilocycles and a power of 100 watts. On February 18, 1928, a license, signed by Judge Eugene Sykes, Acting Chairman, was granted.



Only known photo of WQBC—Utica, Miss. built and operated by I. R. Jones. The station was created primarily to give MARKET AND WEATHER REPORTS TO FARMERS. WQBC, now in Vicksburg, Miss., is the oldest station still operating in Mississippi. Owned by Frank Holifield, Sr. [Photo taken in 1927]



T. C. Billups, first radio announcer, WCOC-Columbus, Miss. [1927]. Station later moved to Meridian in 1930. Owned by Crystal Oil Co. Mr. Billups, a member of a pioneer Lowndes County family, was killed in a plane crash near Lake Village, Ark.

1928

By sheer coincidence, an application for a new commercial radio station in Gulfport, Mississippi was being prepared about the same time the application for a station in Utica, Miss.

The Gulf Coast Music Company, Inc., Twenty-Sixth Avenue, in Gulfport, was the applicant. The principal owner was listed as John L. Porter, Jr. The application was dated December 7, 1927.

In the application Mr. Porter made the following representations to the Federal Radio Commission. A frequency of 1350 kilocycles, with a power of 15 watts, was requested. The applicant stated the transmitter would be a Hartley type, constructed personally as a composite.

The applicant stated the programs would feature the latest phonograph records, local news through the cooperation of the local newspaper, local musical talent, sporting events and frost warnings. The schedule proposed included the hours of 11:30 AM to 12:30 PM, every day except Sunday. At night the station would operate from 7:00 to 8 PM on Tuesday, Friday and Saturday, with an occasional broadcast from 9 to 10 PM.

Mr. Porter gave as reasons for the need of a station was to serve a local area, where the nearest station was WSMB in New Orleans, La., which was 70 miles away. He pointed out that at that time there were only two stations active in Mississippi. He proposed to offer good entertainment, storm warnings along the Coast, news of the immediate vicinity and frost warnings to fruit and vegetable growers.

A construction permit was issued on January 5, 1928, authorizing unlimited time operation on 1380 KC, with a power of 15 watts.

The application for a license, covering the construction permit, was issued on February 18, 1928, exactly the same date the station in Utica, Miss., was granted.

In a letter addressed to Mr. Theodore G. Deiler, Inspector for The Federal Radio Commission, Custom House in New Orleans, dated Jan. 24, 1928, Mr. Porter asked that call letters WGCM were requested, meaning "Wonderful Gulf Coast of Mississippi". Previously the Commission had assigned the call letters WQBO. Mr. Porter also stated the station would sell time commercially, at the request of several merchants, who were willing to pay for time to reimburse Mr. Porter for the expense of applying for and operating the station.

Very little could be learned about the early day operations of WGCM. Only one photograph was turned up during research on the station.

Hattiesburg, Mississippi, was without a local radio station, inasmuch as the pioneer station WDBT, operated by J. C. Taylor, went off the air and was deleted by The Federal Radio Commission on April 10, 1925.

In 1927 the introduction of "plug-in", A-C operated radios made them a truly household convenience. Dozens of different makes and models were flooding the market. Interest in radio broadcasting hit a new high.

One of the first stores in Hattiesburg to recognize the possibilities of selling large numbers of radios was The Woodruff Furniture Company. They also realized the need for a trained radio engineer, who could both install and repair sets. They also recognized the value of a local station, especially since it could be tied in with their set sales.

Jerry Harbour, a former Navy man, who had been knocking around the world, decided to have a fling at radio and took a course in New Orleans and obtained an operators license. He was selected to head the radio department at Woodruff Furniture Company and opened a repair shop and installation service for the store. Mr. Harbour discussed the idea of applying for a commercial station with Mr. Woodruff and Mr. Harbour was authorized to make application for a station. He was named manager of the radio department and put in charge of building and operating the station if and when it was granted.

On April 9, 1928, an application for a new station was prepared and signed by J. H. Harbour, Manager of the Radio Department on behalf of Woodruff Furniture Company, Inc. Mr. Harbour was a partner in the firm.

A frequency of 1200 kilocycles, with a power of ten watts was requested. Hours of operation were specified as: Mondays, Wednesdays and Fridays from 8 to 10 PM. An hour on weekdays from 12:30 to 1:30 PM was listed and on Tuesdays and Thursdays the station would broadcast from 3:30 to 5 PM. It was proposed to operate the transmitter and studio from the Woodruff Furniture store second floor.

Programs would consist of local talent, civic organizations, a local theatre origination, Victrola records, Associated Press news reports and market news.

Mr. Harbor pointed out in the application that the needs of the public interest would be served because atmospheric conditions, especially in the Summer months, made it virtually impossible to pick up outside stations. He stated the nearest station was over 100 miles away. He gave the population of Hattiesburg as 18,000 at the time. He stated, quote, "if the station application was granted, good, clean, newsy and interesting programs would be broadcast regularly". Mr. Harbour explained that the station would sell time, but if necessary, the Woodruff Furniture Company would bear the additional cost of operation and charge it to advertising. He specified that a Westinghouse Type TF transmitter would be used. The furniture store was the agent for Atwater-Kent radios and others.

On March 27, 1928, a license was granted, signed by Acting Chairman of The Federal Radio Commission, Judge Eugene Sykes.

Construction of the station and a long series of tests were conducted from March, 1928, until June 11, 1928, with a great buildup of pre-inaugural publicity.

The author was able to uncover a wealth of material, photos and background information on the station, whose call letters WRBJ had been assigned and the motto "Woodruff Radios Bring Joy" was used.

Much of the material was supplied through the diligent efforts of Mrs. Mildred H. Harbour, widow of the original operator-Manager, Jerry Harbour. (Mr. Harbour passed away on Feb. 20, 1960).

Permission to use newspaper accounts of the opening of WRBJ was granted by Mr. Leonard Lowery, Executive Editor of The Hattiesburg American, thus providing much valuable information in this book.

Mrs. Harbour also dug through the files of the Forrest County Chancery Clerk's office and provided some of the photos.

Mrs. Mary Ann Martin of Hattiesburg was helpful in providing information and photographs for use in recounting the early days of WRBJ.

The author made his first radio broadcast from the studios of WRBJ in 1928, in company with Horward Vance Collum, vocalist and Ernestine Pack, pianist and violinist.

Detailed accounts of events leading up to the Formal Opening of WRBJ were taken from articles written by The Hattiesburg American.

The Formal Opening occurred on the night of June 11, 1928.

About 1929, the studio and transmitter were moved to the newly built Forrest Hotel, across the street from the Woodruff Furniture Company, inasmuch as the Woodruff building was sold to make way for the new U.S. Post Office.

On November 1, 1928, the frequency was changed to 1500 kilocycles. The frequency of 1150 KC had been requested.

In 1931 the station was purchased by the Barclift brothers, William, Paul and Frank, doing business as Hattiesburg Broadcasting Co. J. H. Harbour was also made a partner of the new firm. Voluntary assignment was made on July 7, 1931.



*Mrs. B. D. Moore, soprano-pianist, Hattiesburg, Miss.
One of the artists appearing on the grand opening of
WRBJ June 11, 1928.*



*Jerry Harbour
Chief Engineer—WRBJ
Hattiesburg, Miss. [1928]
[Died Sept. 20, 1960]*

LOCAL RADIO STATION TO CELEBRATE MONDAY

WRBJ Will Hold Formal Opening, With Galaxy of Hub City Musical Headliners in Program of Extranvanganza.

Formal opening of WRBJ, Hattiesburg's radio station, will be held next Monday evening from 8 to 10 o'clock, according to an announcement today by J. H. Harbour, manager of the radio department and broadcasting station director at the Woodruff Furniture Company, owners of the station.

The opening has been delayed until some new equipment was received, including the very latest model in microphones. This equipment is now being installed and Mr. Harbour is arranging a program which will properly celebrate the event next Monday evening.

Since the Hattiesburg station started test broadcasting, messages have been received from all points in the South from members of the radio audience. The long distance record so far has been set by a person in Centerville, Iowa, more than 1,000 miles from Hattiesburg. All points along the Gulf coast report good reception and compliment the station on its programs. Another long distance point heard from recently is Terre Haute, Indiana.

The broadcasting hours at present are from noon to 1 p.m. every day except Sundays, and from 8 to 10 p.m. every Monday, Wednesday and Friday evening. Later, the station may broadcast each evening, Mr. Harbour said.

The staff at the broadcasting station, which occupies two large rooms on the second floor of the furniture store, is composed of the following:

A. T. Woodruff, president; Mr. Harbour, director; J. C. Taylor, studio manager; J. G. Landrum, chief announcer; Edward B. Smith, special announcer; C. B. Anderson, musical director; Allen T. Woodruff, Jr., in charge of record department; J. B. Ellis, electrola operator; and Charlotte and Bessie Mae Stroud, in charge of reception room.

Radio Station To Make Bow Here Tonight

*Fans May Tune in on Program to Be Broadcast From Woodruff
Furniture Company Studio.*

Radio fans in Hattiesburg may tune in on their home city station for the first time tonight.

The last Federal requirement has been met. The last bit of red tape has been unwound and the Woodruff Furniture Company, owner of the broadcasting station, is now privileged to "go on the air." Announcement was made today by A. T. Woodruff, president of the furniture concern, that the operator's and the station license were received today.

The station, with the call letters WRBJ, will broadcast on a wave length of 249.9 meters or 1200 kilocycles. The first program will start at 8 o'clock tonight, according to J. H. Harbour, manager of the station, and will continue each night at the same hour for the next few days.

For the time being the program will be confined to the broadcasting of phonograph music and will be in the nature of test programs. Mr. Harbour is now working on his studio staff and getting equipment in shape, and says that within a few days the program will be strengthened with offerings by a number of popular Hattiesburg artists.

Mr. Woodruff has been working on the radio broadcasting station for a year, and until a few weeks ago, when the Federal Radio Commission granted him a license, he had become so discouraged that he came near abandoning the idea, he said today. Since the license was granted a number of requirements had to be met and approved, and the last detail was finished today.

[From Hattiesburg American—June 11, 1928]

Popular Hattiesburg Artists In WRBJ's Celebration Tonight

Radios will resound tonight to the strains of music offered by an array of Hattiesburg's favorite artists. No stone has been left unturned in the attempt to make the opening program of WRBJ one that will long be remembered by fans who tune in tonight between the hours of 8 and 10 o'clock.

J. H. Harbour, broadcasting station director at the Woodruff Furniture Company, stated today that the station is ready for the formal opening, when the delightful and versatile program is to be put on the air.

Almost everyone who has been asked to appear on tonight's program has responded with enthusiasm. They have taken their assignments seriously and have assured those in charge they will perform to the very best of their abilities, which, to those who know, means that tonight's performance will be a stellar attraction.

In addition to the musical program the officials have been fortunate in securing G. W. Currie, who has promised to make a short address in front of the "mike."

The complete program for tonight is as follows:

Vocal solos by Mrs. Charles Santana, Mrs. Joseph A. Smith, Thomas Barbour, Mrs. Alexander Currie, Mrs. Leo H. Martin, Mrs. John Stemme, Mrs. J. W. Davenport, Mrs. Lester Cochran, Miss Allyce Blanche Trigg, Misses Talmadge and Metcalf, both of S. T. C. music faculty; Miss Catherine Bilbo, D. W. Hutchins, Robert Campbell, Mrs. B. D. Moore, Mrs. Eugene Fleming and Mrs. Herbert Owens.

C. B. Anderson and D. W. Hutchins, and Mrs. Leo H. Martin and Mrs. Jim Stemme will offer duet numbers.

Main Street Methodist Choir, under the direction of Miss Ethel Powe, and the Rotary Club men's chorus, under the direction of Mrs. P. G. Jones, will offer selections.

Piano solos are to be given by Miss Ethel Powe, Mrs. J. C. Tompkins, Miss Amelia Massengale, Miss Kathleen King, Mrs. L. A. Connally and Miss Mary Stuart Harmon.

Violin solo by Miss Sara Lou Smith.

Selections by a quartette, from "La Traviata," composed of Mrs. B. D. Moore, Mrs. Joseph A. Smith, C. B. Anderson, and D. W. Hutchins.

The Dixie Cotton Pickers will render jazz selections.

Comic readings are to be given by Mrs. Andrew Mac Jonès, Mrs. William Griffin, Miss Helen Harris, Miss Dorothy Thames, and Mrs. Curran Sullivan.

[From Hattiesburg American—June 11, 1928]

Hub City Music Lovers Now Prefer Classics, Not Jazz

Appreciation for good music is gradually becoming more prevalent in Hattiesburg. While fondness for the popular dance numbers still is apparent, there has been a change in the ratio between classical and the jazzical. Requests for more sombre numbers over Hattiesburg's ratio station, WRBJ, predominate at the expense of the so-called popular selections, according to J. H. Harbour, manager of the radio station.

"While the trend toward better taste on the average is coming about very slowly, still it is observed and the average buyer of phonograph records hesitates longer today before rejecting a Tchalkowsky 'Concerto' or the '1812 Overture,' than was the case even a year ago," says Mr. Harbour. "Education of the music-loving public is being brought about in various ways. A notable influence has been exerted by interestingly written folders issued with records of famous composers and telling something of the background and significance of the music. Particularly is this true of the operatic records and the albums of master composers. Then, too, many record salesmen, lovers of good music themselves, exert every ounce of influence, unobtrusively of course, to foster the desire for genuine music in the home."

"Evolution of the general taste from the lower forms is taking place in a natural way, the first step being from the guitar and banjo abominations to a better type of orchestra music and then to popular semi-classical music, such as Paul Whiteman produces."

Rough and ready dance numbers of the "Mama's Gettin' Hot, Papa's Gettin' Cold, Mama's Getting Young and Papa's Gettin' Old" type, not to speak of others somewhat suggestive, still have their element among the younger crowd, he says, but fewer adults give a second thought to this form of music. There has been a constant decline of the old talking records, sermons, orations, and even the comedy dialogues.

The fanciful, gay, irresistible music of Victor Herbert, whose light operas of 20 years ago captivated the American public and attained popularity in Europe, has been immensely popular in recent weeks, according to Hattiesburg music store clerks. "Kiss Me Again," the selection from "Babes in Toyland," "Sweethearts," "The Red Mill" and others are again whistled on the streets and the appeal of this type of music is more intense than has been the case for several years. Beethoven, Liszt, Chopin of the immortal waltzes and preludes, Wagner, McDowell and other great musicians heretofore familiar only to teachers and pupils of piano or other music are loved acquaintances of hard-boiled business man and grocery-buying housewives.

[From *Hattiesburg American*—June 11, 1928]

Jersey Radio Fan Picks Up Hub Program

Hattiesburg's fame is being broadcast to an ever-widening circle, according to word received here from a New Jersey radio fan.

J. H. Harbour, studio manager for WRBJ, radio station owned and operated by the Woodruff Furniture Company, received a letter today from David Burgin, 288 Eleventh Avenue, Newark, N.J., who wrote that he had recently tuned in on this station and enjoyed the program.

Mr. Burgin wins the prize so far as the long distance radio fan, Mr. Harbour said.

[From *Hattiesburg American*—June 11, 1928]

The depression was on the horizon as construction began on the remodeled station, which obtained new call letters, WPFB (using the first letters of all three brothers, William, Paul and Frank).

Jack Temple, son-in-law of the well-known Shreveport broadcaster, "Hello World!" W. K. Henderson, was employed to build a new composite transmitter to increase the power "ten times" to 100 watts. Space for the new studios and transmitter would occupy four rooms on the fourth floor of the Hattiesburg Hotel. Two self-supporting towers were erected and a counterpoise system installed, grounded to the G & S I railroad track, which was located at the entrance to the hotel. The transmitter used two De Forest fifty watt final tubes, which blew out every time the elevator was operated with a full load in the hotel. It seems the direct current power was being

used with a motor-generator supplying current to the transmitter, lowering the voltage to such an extent the tubes would burn out. After a half dozen tubes failed during tests, it was decided to run electrical service from the City supply.

The author, in company with Frank "Slim" Suttle, had been on tour of the Paramount Publix (Saenger) theatre chain, and had appeared as guest pipe organist and vocalist on broadcasts from several theatres.

A chance meeting with William Barclift at the WRBJ studio in the Forrest Hotel resulted in our employment as the first announcers for the newly planned station. Henry Smith of Memphis, Tenn., was employed as the first Program Director. William Barclift was the Manager and Jerry Harbour and O. S. "Ossie" Droke of Jackson, were engineer-operators.

An account of the grand opening of WPFB, taken from The Hub Breeze, another local newspaper, is included in this narrative of the early days of WPFB.

Among the staff members were announcers Jones Herrin, Otis Perry, and Ted Smith. Other personalities and groups which appeared on programs from 1931-32 were: Max Williams; Col. Ernest Love; Audie Lee Sills; Ethel Powe; Jack Griffith; Richard Joseph; Inez Perry; "Fats" Taylor; Buck Turner and his Buckaroos; Eddie Hinnant; Earle Kalushe; Winifred Hegwood; Bobby McInnis; Rudolph Dossett; Emma Rogers; Bill and Bob, the original Shell Twins of network fame; Buddy Linthicum; Brack Phillips and the Pineknott Pioneers; The Richton Trio; The Hattiesburg High Sextette; The Hawaiians; Lamar Cooper; Jack Stewart; Evelyn Arledge, Phillip Joseph and Homer T. Sudduth.

Sunday services, mornings and evenings, were broadcast from the First Baptist Church, and Bob McRaney and "Hank" Smith, originated a daily program from the Saenger Theatre, featuring the Robert Morton Pipe organ and guests. "The Southern Collegians", directed by Bert Massengale, was designated the staff orchestra.

Many guest artists and groups from nearby towns appeared weekly on programs, as well as talent from Mississippi Southern College and Mississippi Woman's College and the various local schools.

The depression came and in 1932 the bank foreclosed on a small loan made by the Barclift Brothers and the station closed down, by special permission of the Federal Radio Commission.

On November 3, 1933, a college professor, Otis P. Eure, arranged with the bank to take over the past due note and pay \$25.00 monthly. Engineer O. S. Droke and the author were recalled and the station license was assigned to Otis Eure. The station went back on the air. Radio did not appeal to Mr. Eure and he sold the station to George T. Bishop, who had purchased WAML in Laurel shortly before. Within a short period of time, Mr. Bishop defaulted on payments to Mr. Eure, and eventually the station was sold to C. J. "Chuck" Wright and wife, Bert Wright, from Birmingham, Ala. This was in 1935.

The station was moved to the Saphie Building on Main Street.

The complete station, piano and all, was moved in one night. All new audio equipment was built by John Bell of WBRC in Birmingham, and a new control room, offices and studios built by Mr. Bill McRaney, gave Hattiesburg a first class radio station. Earl Kalusche of McComb, Miss., was added to the announcing staff. (He later became nationally known as a network announcer for CBS, under the air name of John Cornell). A. A. Touchstone was made Chief Engineer when O. S. Droke took a position with KWKH in Shreveport. In 1935 the author accepted the position as announcer-Program Director for Radio Station WSGN-Birmingham, Ala.

On Oct. 4, 1935, a permit was granted to move the transmitter site to the corner of West 7th Street and North 25th Avenue. The studios were moved to 109 Walnut Street in 1936.

A fine studio and office complex was built in the Clark Building at the corner of Pine and Hemphill Streets. This was in 1939.

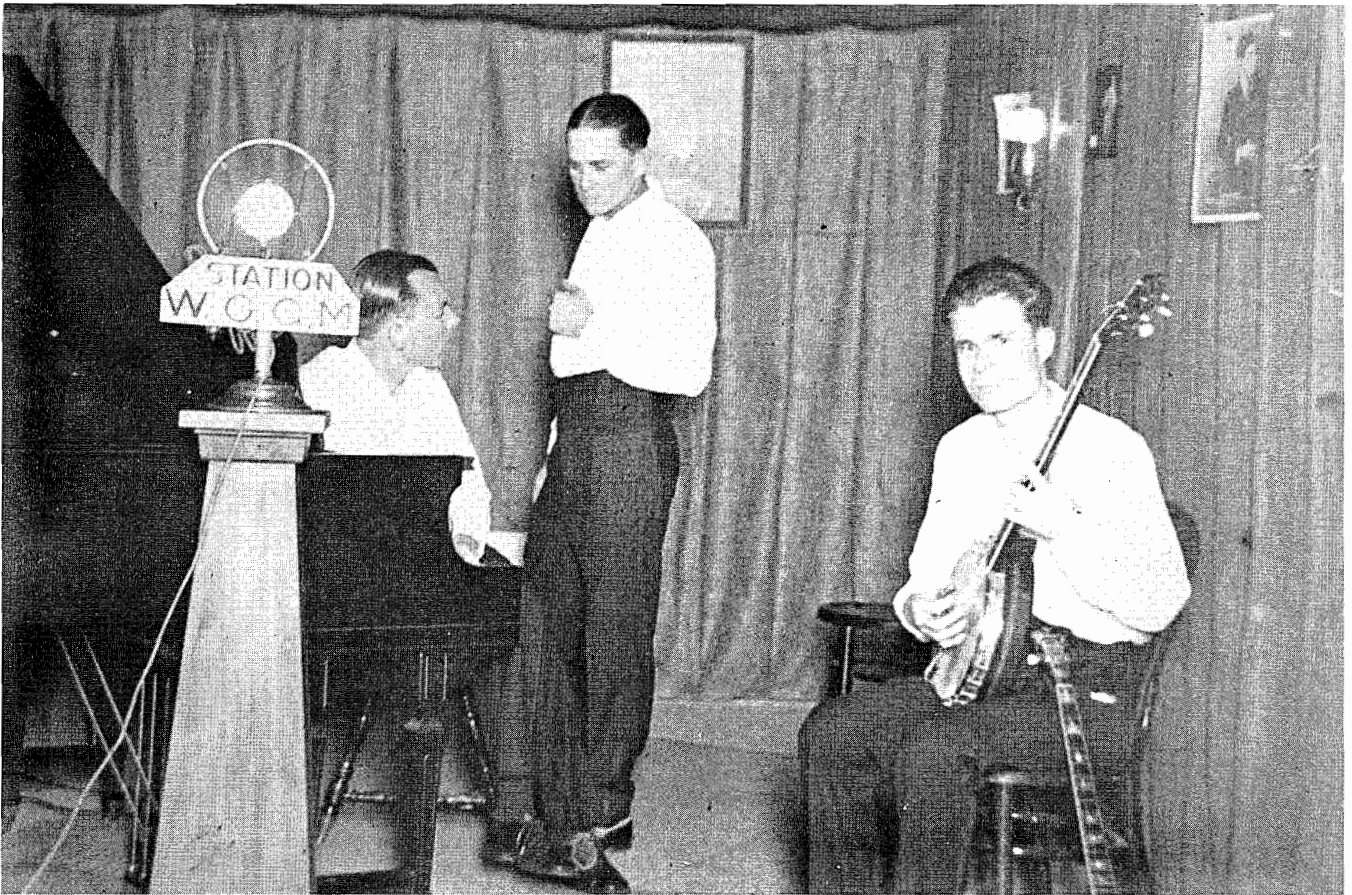
WFOR-FM was added in 1949.

Both WFOR AM-FM were sold to Sheridan, Inc., then to Newforte, Inc. in 1962, and in 1965 the stations were acquired by J. W. Furr of Columbus, Miss.

Verification of the date when WQBC moved from Utica, Miss., to Vicksburg, Miss., has been difficult to come by. It must have happened sometime in 1928 or 1929. The station was probably moved for the same reasons others were shifting around, to locate in larger markets where the prospects for commercial operations were better. It was probably felt the station in Vicksburg, with more power, would continue to serve the needs of the cotton and produce farmers further south in the delta area.

Perhaps the history of WQBC can best be related by Ralph (Kelly) Maddox, who served as the first announcer at WQBC, and later at WJDX in Jackson. During the course of research and study for the material for this book, the author was able to trace Maddox to Dallas, Texas, and through correspondence and an interview in person, he relates the background of both WQBC and WJDX, as he remembers it, as follows:

"When WQBC went on the air in Vicksburg, Miss., about 1928 or 1929, the chief officer was L. P. Cashman, who was associated with The Vicksburg Evening Post newspaper. The station Manager was Allen Lacy. The Chief Engineer was Eugene Drake. Ted Stanton, a local boy, was the control engineer. I was the first announcer. I was later replaced by the head of the Vicksburg Chamber of Commerce, as it was felt he could both announce and sell time. Later Bill Jones replaced Allen Lacy, who went to WJDX as Sales Manager."



The "ENTERTAINING ENTERTAINERS"

At Piano—Clarence B. Stone—pianist, organist-composer-writer [deceased].

Standing—Edgar Davidson-singer-composer-writer-leader.

Sitting—Hermes "Red" Foster-banjoist-concert, etc.

[Holcombe Kears-piano accordian—Absent]

*Quartet-musical-vocal
Radio-Church-Concert-Musical*

*WGCM—Gulfport, Miss.
in 1928*

1929

On the 24th of April, 1929, Mr. C. W. Welty, Vice President of The Lamar Life Insurance Company of Jackson, Miss., signed an application for a construction permit with the Federal Radio Commission, for a new commercial broadcast station for Jackson.

Prior to the filing, Mr. Welty and others had discussed the possibility of a station for Jackson, with Judge Eugene Sykes, then a member of the Federal Radio Commission, who advised the group how to proceed.

Specifications and proposals regarding the station are taken from the photostatic copy of the application, and reveal the following items: The studios would be located in the tower of The Lamar Life Insurance Company. The station would be owned by the Lamar Life Company, but would be operated by a group of prominent local citizens. It was proposed to operate with a power of 1,000 watts, using a type 1001 A RCA transmitter, crystal controlled, with the capability of 80% modulation.

The tower proposed was listed as 200 feet above ground. The transmitter site would be near Tougaloo College, Northeast of Jackson.

It was pointed out that the only stations with similar power were located in Shreveport, La.; Memphis, Tenn.; and Birmingham, Ala.

The cost of the proposed transmitter was \$35,000.00. The studio equipment was estimated at \$5,000.00, and the transmitter building and land at \$10,000.00. It was proposed that a daily operating schedule of ten hours would be maintained. The application also stated the station would probably be affiliated with The National Broadcasting Company chain. The frequency of 1270 was requested, and hours of operations would be 1,000 watts daytime and 500 watts at night.

The construction permit was granted and WJDX went on the air on December 3, 1929. The first license, covering the construction permit, was dated January 8, 1930.

The first Manager of WJDX was Leigh Parker, who later became a top executive with Delta Airlines, operating out of Monroe, La.

Percy Root was the Chief Engineer and Harold Davis was the control room operator. Mac Howell was probably the first combination announcer and time salesman.

Wiley Harris, the owner-operator of a haberdashery (Harris' Store for Men), and later a member of the State Legislature, was named to succeed Leigh Parker as Manager when Parker went with Delta Airlines. Ralph (Kelly) Maddox remembers he came to work for WJDX when Wiley Harris became Manager, but under rather peculiar circumstances. Maddox was paid directly by Manager Harris and was not officially listed on the payroll. He later was added as a member of the staff and put on the regular payroll. It was Maddox who first coined the station break, "WJDX, Jackson, The Voice of Mississippi". Maddox recalls that Mrs. Rena Foster was Secretary to Mr. Harris and in addition to those staff members listed above, there was a fellow named George who worked at the transmitter. Weldon Shows was added to the control room operator staff, and Miss Estelle Miller, who worked for Lamar Life Company, became the parttime bookkeeper. Later Claudia Brewer, daughter of a former Governor of Mississippi, was added to the staff to handle publicity. A short time later, Miss Eudora Welty, now a celebrated Mississippi authoress, worked for WJDX handling writing chores and publicity.

Ted Stanton, a control engineer, who worked with Maddox at WQBC-Vicksburg, came aboard the WJDX staff, as control engineer.

Mrs. Beatrice Boyett, known as "Honey Bee", provided much young talent on WJDX, including her son, Ben Boyett, who is now a journalist in Texas.

Maddox recalls that he had a stack of phonograph records about four feet high. He played them all the way through and then turned them over.

Once in a while new records would be added, but the process was repeated continuously until all records had been played and started all over with the records turned over.

During the early days of WJDX, there were many local programs with talented local artists performing. An orchestra had been organized as a WPA project, later to become the nucleus of the Jackson Symphony, directed by a skilled French violinist named Armand Gilbert Coulett.

Mr. Coulett was named Musical Director of WJDX and directed the first staff orchestra. Mr. Coulett recalls a few names of musicians who played in the orchestra. They included Pacito Bucciaccano, who also conducted. Rob Robinson, saxaphonist; M. Sutter, trumpet; and Lee Hardcastle, drums. Mr. Coulett, a gifted violinist, is still active (1978), in musical circles in Jackson and has been responsible for bringing outstanding musical groups, concerts, plays and other events to the stages and auditoriums of the City.

Sara McLean, for many years organist at the Majestic theatre and others, was a featured artist on WJDX.

Other locally produced programs, was a serial entitled, "Married Life". Claudia Brewer played the wife and Ralph (Kelly) Maddox, played the husband. "Married Life" was written by Allen Lacy.

Another popular singer on WJDX was Mabel Batson.

1929 was a banner year for the Atwater-Kent Radio Auditions. WJDX was a key regional station and broadcast the finals for Mississippi. John Paul King of Hattiesburg, Miss., a talented baritone, was an outstanding contestant. He was a protege of Miss Ethel Powe, teacher and organist of the Methodist Church of Hattiesburg. Others from around the State were also heard on the Atwater-Kent Radio Auditions.

WJDX later switched to 1310 KC and increased power to 5,000 watts. Fred Beard succeeded Wiley Harris as Manager. Maurice Thompson, a great artist, musical director and director of talent, became Program Manager and developed many artists and singing groups prior to his retirement.

Many of Mississippi's early radio personalities, salesmen, managers and program and news personnel got their early training during the early years at WJDX. These included Alon Bee, Woody Assaf, Forrest Cox, and others.



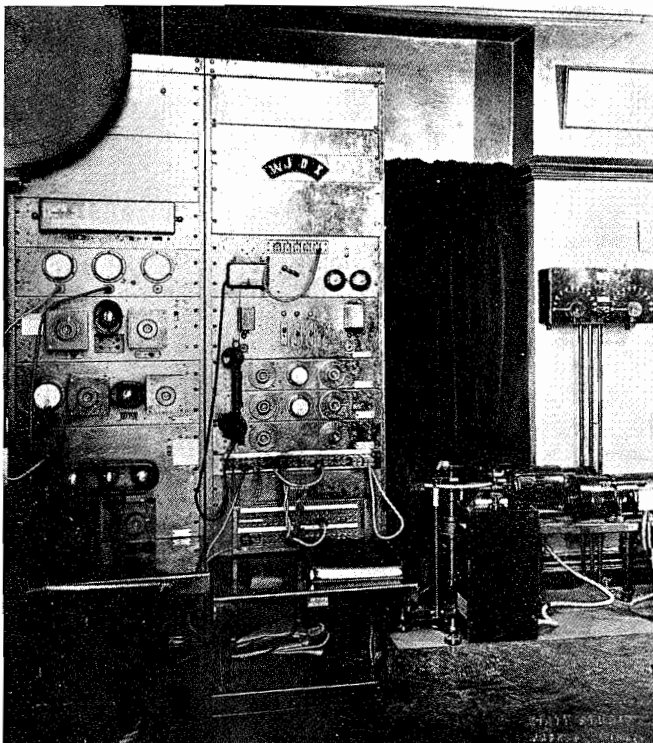
WILEY P. HARRIS, DIRECTOR WJDX

Graduate High School and University of Mississippi, amateur and college dramatics; six years musical training and band experience and two years with Broadcasting Station WJDX-Jackson.



EUDORA WELTY

Editor Lamar Life Radio News and Continuity Writer-WJDX-College Education; Mississippi State College for Women; B.A. Degree from University of Wisconsin; 1931 Columbia University, School of Business work on M.S.; Newspaper experience with Jackson Daily News and Lewiston, Montana Democratic News and 1 year with WJDX.



CONTROL ROOM

Standard RCA Speech Input. Western Electric 33 1/3 and 78 r.p.m. Double Turntables, vertical and lateral pick-ups for 33 2/3.



GLORIA CHAPMAN, "MISS WJDX"

RALPH KELLY MADDOX, eldest son of the late Ralph Angus and Lurline Kelly Maddox, was born on July 18, 1909 in Mendenhall, Mississippi, where his father was Superintendent of Education for Simpson County. Ralph Maddox, as he was known to Mississippi radio listeners, was educated in various public schools throughout Mississippi due to the fact that his father was a School Superintendent after leaving Simpson County. He graduated from the Forest Hill High School just outside of Jackson. His father was with the Mississippi State Department of Agriculture until his retirement in 1953. Ralph Maddox received his BA degree from Bush Conservatory of Music and Dramatic Art in Chicago and was a professional stage actor in Chicago during his schooling and afterward. He did radio acting during 1929 and 1930. He was an actor on one of the first radio dramatic transcriptions made. The depression forced him to return to his native Mississippi and he taught dramatic Art at the Jones County Junior College. Returning to Jackson in early 1931 he worked part time at WJDX as an announcer and then became the first and only announcer when WQBC went on the air in Vicksburg. He then returned to WJDX where he remained until early 1937 and he became a Producer-Director for the Central Division of the National Broadcasting Company in Chicago where he directed and produced many of the popular soap operas of the late 30's. He returned to WJDX in late 1938 when the station opened new studios in the Heidelberg Hotel. Maddox remained with WJDX until May of 1941 when he became Production Manager of Radio Stations WFAA & KGKO in Dallas, Texas. He was later promoted to Program Manager of the stations and the Texas Quality Network. In 1946 Maddox became Manager of Station KRIC in Beaumont, Texas and returned to his former position at WFAA in 1947. He remained with WFAA until 1952 when he became an Account Executive of the Couchman Advertising Agency in Dallas. In 1953 he left Dallas to become Program Manager of KGNC-TV, Amarillo, Texas, and put that station on the air. In 1954 Ralph Kelly Maddox went to Lake Charles, Louisiana, with KPLC and set up the plans for the KPLC-TV Studios. He then became Manager of WJBO in Baton Rouge, Louisiana, in 1954 and in 1958 he retired from Radio-TV returning to Jackson, Mississippi, to manage the estate of his late father. In 1960 Maddox left Jackson to return to Dallas, Texas, to become Public Relations Director of the Dallas Citizens' Traffic Commission and became that organizations Executive Vice President in 1961 until his retirement in 1972. The past few years he has spent in traveling throughout the world and at present resides in Dallas, doing Volunteer Work at the Baylor University Medical Center.





LOIS McCORMICK

Staff Pianist and Accompanist

Musical education, Baylor College and Belhaven College; post graduate work Chicago Musical College, Columbia University, Walter Damrosch Musical Art, New York City; Organ work under Pietro Yon, New York; taught piano and school music in public schools of Mississippi and private studio; broadcast experience over Stations WCOC, WQBC and 2 years with WJDX as pianist; vocalist and actress.

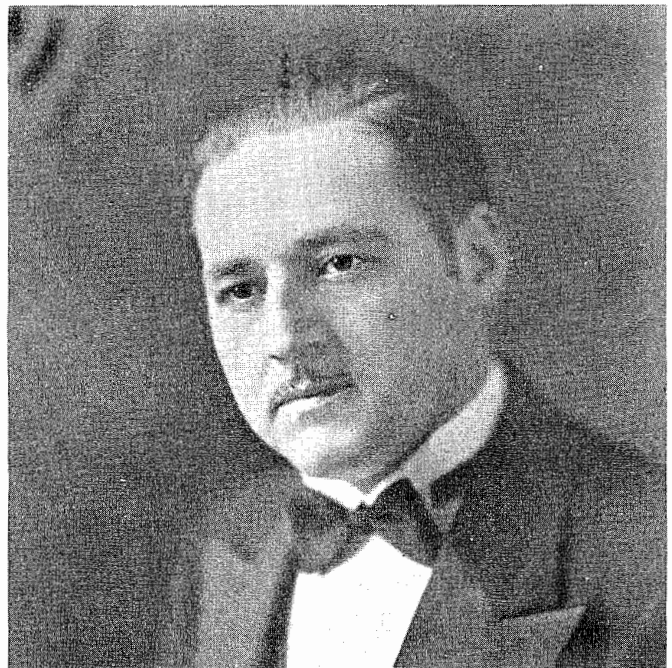


MARTHA LOUISE HOLLIDAY

Telephone Operator and Assistant Hostess WJDX



"Night Court" Radio Program WJDX, Jackson. [L-R] Allen Rimmer [Bailiff] saxaphonist; Wiley P. Harris—Judge. Gen. Mgr. WJDX; Max Howell [Sheriff] announcer; WJDX Ralph [Kelly] Maddox [culprit] announcer.



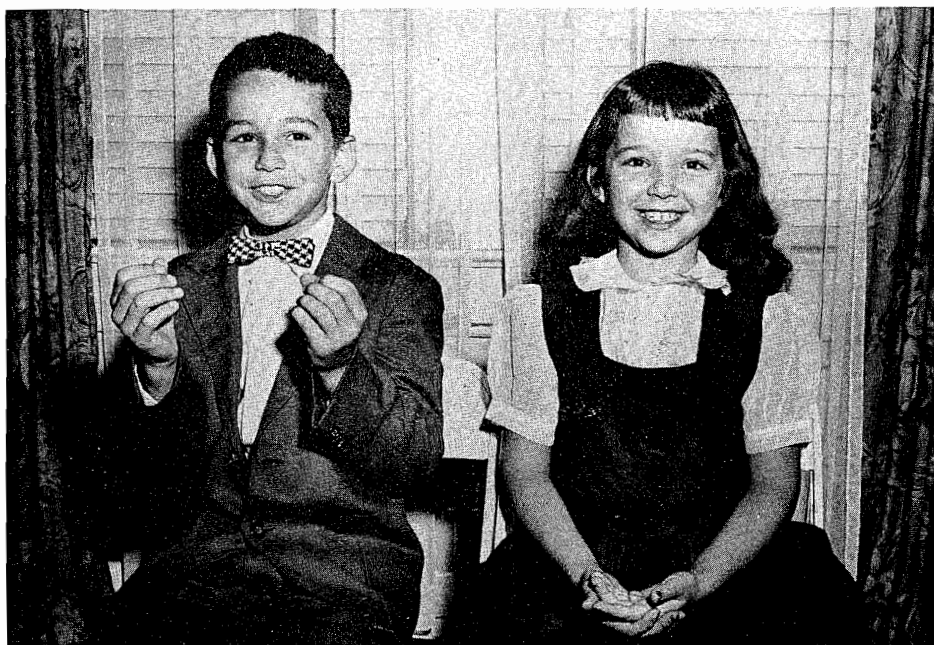
**ARMAND GILBERT COULET,
MUSICAL DIRECTOR WJDX**

Graduate Ecole Nationale de Music [Beaux Arts] Paris, France, June 1914; first violin Orchestra Algiers, 1914-1915; North Africa Symphony Orchestra under direction of Camille Saint Saeens; 3 years Opera Comique, paris; Concert Master and Orchestra Conductor in United States 1921-1929; Musical Director Broadcasting Station WJDX since February, 1929.

Armand Coulet [top center] and staff orchestra—WJDX-Jackson.

Left to right: Pacito Buccicano - conductor, Rob Robinson-saxophone, M. Sutter-trumpet, Allen Rimmer - saxophone, Armand Coulet-violin, concert master, Lee Hardcastle-drums. [Others unidentified].

The Orchestra was the forerunner of The Jackson Symphony.



Ben and Nancy Boyett, two of the many talented youngsters appearing on WJDX-Jackson, during the early years. They began at ages of 3 and 5 years, doing dramatics, recitations and skits. Along with dozens of others, they were students of Beatrice Boyett, who was director of Speech, Charm and Drama in Jackson for many years. [1929]

CHAPTER IV

“The Depression Years”

(1930-1935)

The stock market crash of 1929 practically brought the nation to its knees. Radio, being a struggling industry, was one of the hardest hit. There was very little capital for investment. Businesses by the thousands went bankrupt. Banks were forced to close.

In Mississippi, development of radio practically came to a standstill. Few, if any, dared to even dream of building or planning new stations, making improvements, increasing power or changing locations. It was tough going for everyone. Although applications were filed, few were acted upon.

1930

In April, 1930, there came into existence Radio Station WDIX in Tupelo, Miss. There is very little known about this operation. Information on file at the Broadcast Pioneers Library in Washington, D.C. reports the principals were W. A. Blair and John A. Anderson. The station operated on 1500 KC. It was licensed to the North Mississippi Broadcasting Co. It was apparently the first station to operate in Tupelo. The records show an application was filed to operate with a new transmitter on 1500 KC and to increase power from 100 watts to 250 watts daytime. There is no record of authorization for this increase.

On July 11, 1931, an application was filed to change the frequency to 1310 KC and move the station to Greenville, S. Carolina. Obviously the station was not successful in Tupelo, Miss. The plans of the operators must have changed, inasmuch as on Dec. 23, 1931, an application was filed to change the frequency from 1500 KC to 1420 KC and move the station to Texarkana, Arkansas, which the Commission granted.

1931

Despite the growing financial crisis, there were some changes in radio in Mississippi during 1931. The full impact of the depression was yet to come. From the records of The Broadcast Pioneers Library, Radio Advertising and the Federal Radio Commission, the following information was obtained:

KGGG, a Radio station first licensed on August 15, 1927, in Shreveport, La., was granted permission to change call letters to KTSL, and moved to Laurel, Miss. Thus on October 9, 1931, the station set up shop in Laurel as WTSL, and became the first station to broadcast from Laurel. The station was licensed to G. A. Houseman. It was located at 429 Magnolia Street in Laurel. The photostatic copy of the license indicated permission was granted for 1320 KC, with a power of 100 watts. The daytime station shared time equally with KRMD-Shreveport, La.

The station operated with a composite transmitter, with low level modulation and a maximum carrier output of 100 watts. The license was dated November 10, 1931.

Apparently the station continued operation until January 21, 1933, when the call letters were changed to WAML. Remote lines were maintained for broadcast to Presbyterian, Baptist and Methodist Churches, the Arabian Theatre and remote studios in Waynesboro, Miss. The antenna was listed as 100 feet above ground. The applications listed population within three miles of the transmitter as being 21,621. It was estimated the cost of moving from Shreveport, La., and setting up operation in Laurel would amount to no more than \$1,000.00, since all equipment needed was already owned. Reuben DeGruy was manager for a while.

Other items from the records of the Federal Radio Commission reveals the following:

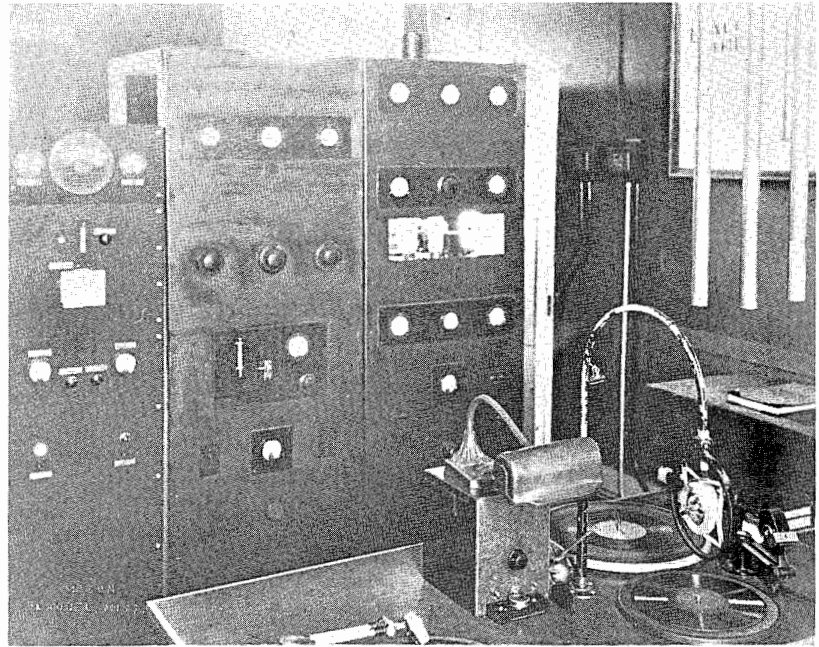
On January 21, 1931, The Great Southern Land Company (WGCM), asked to change from 1210 KC, 100 watts, to 970 KC, 1 KW.

Herbert A. Morris requested a CP for 1420 KC, 100 watts, for Clarksdale, Miss. He proposed to use a portable transmitter to locate the best site for the transmitter-tower.

A previously filed application for a CP for 550 KC, 100 watts, for Vicksburg, Miss. was dismissed.

Also in January the Commission announced it was “cracking down” on stations which failed to properly identify recordings. The Vestal Copyright revision bill was before the U.S. Senate.

This is the composite transmitting equipment originally moved from Shreveport, La. and used with WTSL-Laurel [later WAML]. Note early type frequency meter [at left] with thermometer and also crystal control unit in center. Transmitter is at right.



The networks grossed \$27 million in 1930.

E. A. Fitzgerald, 612 Main Street, Natchez, Miss., filed for a CP on 1500 KC, 100 watts unlimited for Natchez, Miss.

On Feb. 2, 1931, WGCM filed for a CP to change from 1210 KC to 1470 KC, 5 KW day, and share time with WLAC-Nashville, Tenn. at night.

WQBC in Vicksburg, Miss. asked permission to change transmitter site. (Mar. 7-31). The U.S. Senate adjourned without taking action on the Vestal Copyright Bill.

The average cost of a radio set in 1930 was \$87.00, less tubes.

On March 14, 1931, WRBQ in Greenville, Miss. requested permission to make changes in equipment. On March 28, 1931, WRBJ in Hattiesburg, Miss. requested assignment of license to Hattiesburg Broadcasting Company.

On March 3, 1931 the FCC stated Mississippi was entitled to 5.60 percent of the Zone III quota of stations. The state had 2.90 in 1931. On April 18, 1931, Alfred L. Setaro sought a CP for 1420 KC, 100 watts, unlimited, for Vicksburg, Miss.

Penn Broadcasting Company of Greenwood, Miss. sought CP for 1310 KC, 100 watts unlimited for Greenwood, Miss.

Neely and Franks Radio Company, asked for 1220 KC, 15 watts unlimited, for Charleston, Miss. No record is shown of the disposition. On May 9, 1931, L. D. Cleveland, asked for a CP for 1200 KC, 100 watts daytime, for Corinth, Miss. It apparently was later dismissed.

On May 16, 1931, WJDX-Jackson, Miss. asked permission to switch from 1270 KC to 600 KC, 1 KW day, 500 watts night.

On May 23, 1931, it was reported out of 472,354 families in Mississippi, 25,475, or 5.4% had radios. The report stated the average family consisted of 5.3 persons.

May 29, 1931 WCOC-Meridian, Miss. was granted authority to reduce power and complete construction under way.

Radio Advertising publication showed the following stations in operation in Mississippi in 1931: WRBQ-Greenville, Miss., owned and operated by J. Pat Scully, 250 watts day, 100 watts night on 1210 KC. Chad Bridges was an announcer-vocalist. WGCM-Gulfport, Miss., owned and operated by the Great Southern Land Company, studios Mississippi City, 100 watts power on 1210 KC. Business Manager was Charles H. Stewart. Announcers were H. A. Genung, Jr., and Jack Shoemaker. WJDX-Jackson, Miss. Owned and operated by The Lamar Life Insurance Co. Studios in The Lamar Life Building. Power was 1,000 watts on 1270 KC. Wiley Harris was listed as Director. John S. Howell was Commercial Manager.

WCOC-Meridian, Miss., owned and operated by Mississippi Broadcasting Company, with studios in the Great Southern Hotel. Power was 1000 watts day, 500 night. Transmitter was located on Barton Mountain, three miles from the city limits. D. W. Gavin was listed as President, Secretary-Treasurer and Manager of operations.

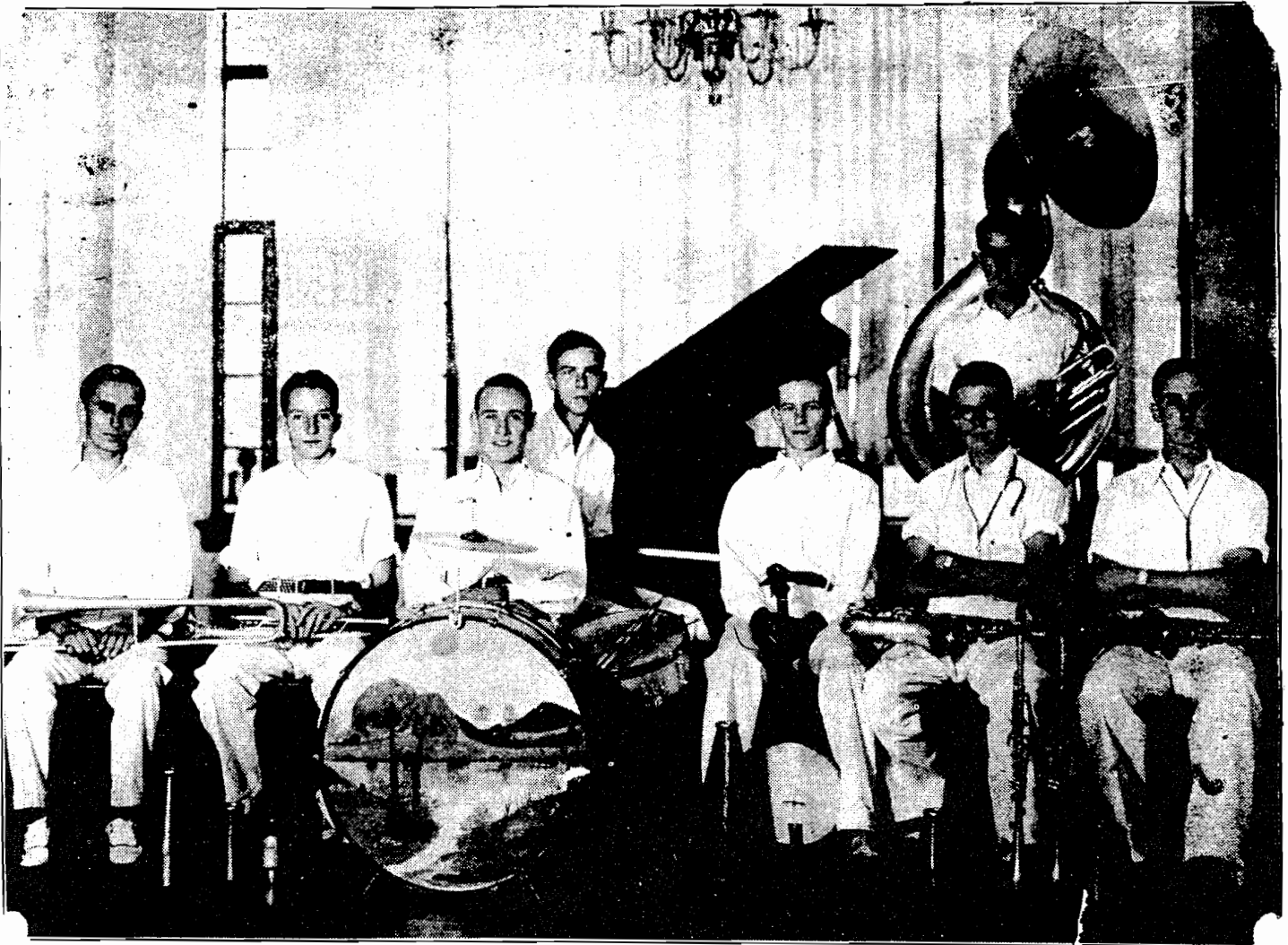
WQBC-Vicksburg, Miss., owned and operated by Delta Broadcasting Company. Studios in Hotel Vicksburg. Power of 500 watts on 1360 KC. Personnel listed: President, L. P. Cashman. Station Director C. A. Lacy.

(Note) The above information was taken from the December 1931 issue of Radio Advertising magazine. WPFB went on the air in December of 1931, but is not listed in the above.)

Louisa Williams of the staff of Hattiesburg High School, Hattiesburg, Miss. recalls that Grace McCann Koen of the class of 1930, played the piano accompaniment for a quartette, which sang hymns and gospel music over WPFB-WFOR, Hattiesburg from 1930-1934. The station, at that time was located in the Hotel Hattiesburg and later on the studios were located over a drug store on the corner of Hemphill and West Pine Streets.

Members of the quartette were: A.L. Gilmore; James H. Gilmore; B. A. Burch and Johnny Cubley.

Ms. Grace McCann Koen also accompanied Philip Joseph, tenor, who had a regular quarter hour on WPFB-WFOR.



SOUTHERN COLLEGIANS

The Southern Collegians were organized in 1931 and have been playing in Hattiesburg entertainments since that time. These boys are all high school students and are composed of the following: L. N. Rockett, Tenor Saxophone; L. E. Massengale, Drums; M. L. Dickson, First Trumpet; A. V. Hays, Alto Saxophone; R. R. Springer, Piano; B. F. Ogletree, Second Trumpet; C. Addison, Trombone; B. F. Massengale, Banjo, also Vocalist for the orchestra; T. W. Wright, Bass. The Southern Collegians specialize in dance arrangements and are now the staff orchestra for W.P.F.B. This orchestra will be another feature in the New Year's Eve Party at the Saenger Theatre.

[From *The HUB BREEZE*] [1931]

Hattiesburg's New Radio Station WPFB Formally Launched At Luncheon

Inauguration of radio station WPFB, "the Voice of the Pines," was accomplished at 1 o'clock this afternoon when the new broadcasting unit, operated by the Hattiesburg Broadcasting company, went on the air from its studios in Hotel Hattiesburg. Introduction of the station followed a luncheon at which a number of city officials, businessmen and others were present, on the mezzanine floor dining room of the hotel.

The station, operating on 1370 kilocycles by authority of the Federal Radio Commission, was completed this morning after two months of construction. It is modernly equipped and will be on the air 12 hours daily, it was announced. Heading the operating company are the four Barclift brothers, Paul of Vicksburg, Frank of Birmingham, Bob and William E. of Hattiesburg. W. E. Barclift is general manager; Bob Barclift is advertising director, H. H. Smith is program director and the Southern Collegians is station orchestra.

The station was constructed under the supervision of J. L. Temple III, well-known radio engineer who has built a number of the largest southern stations.

The dedicatory program, which was put on the air shortly after 1 o'clock, and over which George Sturm, managing director of Hotel Hattiesburg, presided as master of ceremonies, was preceded by luncheon over which the Rev. W. H. McIntosh said grace. The station went on the air with the following program: a statement by Dr. Thomas F. Harvey, pastor of First Baptist Church; brief talks by W. E., R. H. and P. L. Barclift and H. H. Smith; a welcome address by President W. O. Tatum of the Chamber of Commerce, and brief talks by Dr. H. E. Green, president of the Board of Supervisors and L. E. Faulkner.

—(From the Hattiesburg American—December 31, 1931)

WPFB STAFF ARTISTS

Many Local Favorites on Staff of Hattiesburg Broadcasting Station.

The Blues Doctors—Dr. Mack, Dr. Sarah and Dr. Strut

The Blues Doctors are all native Mississippians, graduates of Forrest County Agricultural High School at Brooklyn, Mississippi, about nineteen miles from our own city. The Blues Doctors, a regular noon day feature from the Voice of the Pines, ready to doctor all ills and ailments in popular blue rhythm and song. Doctor Mack, the accompanist of the group, interspersing these programs with novel piano arrangements of new and old favorites. Doctors Sarah and Strut (Suttle) will provide the vocal atmosphere both in solo and harmony. Hear these artists each noonday and see them in person at the big Whoopee Party New Year's Eve at the Saenger Theatre.

Kimball Mack [Bob McRaney]

Kimball Mack's first musical venture was a leader of a high school dance orchestra while attending the Forrest County Agricultural High School. After finishing high school, was featured organist at the Anderson Theatre for a period of one year. Later, Kimball Mack joined the Publix Theatres, Inc., as first chief of staff at Saenger Theatre, also serving in capacity of artist. After working there for a year, he went to Jackson, where he was featured organist at the Majestic Theatre. While working there, the Publix Pals Team was originated. With his Publix Pals he was sent on an extensive tour covering a majority of Southern States. Later, Kimball Mack took a Radio tour visiting all major Southern cities. After this tour, he returned home and became a featured artist at our own local station, W.P.F.B., and also will perform at the gala New Year's Eve Party at the Saenger Theatre.

Limited of Joy each week day morning beginning at 6:30 a.m. Hear them over the Voice of the Pines station and see them at the Saenger Theatre Jubilee Frolic New Year's eve.



MRS. EMMA ROGERS



KIMBALL MACK

Old Scattergood

Fifteen minutes of quiet and tranquility three times weekly over the Voice of the Pines Station, spreading good cheer and inspirational thoughts. Join Scattergood and help him to scatter good. An exclusive artist of the Voice of the Pines.

Musical Gypsies

A fifteen-minute melange of musical masterpieces and song featuring Richard Joseph, vocalist, and Mrs. Emma Rogers, pianist. Both talented and exclusive artists of the Voice of the Pines station. The vocalist, Richard Joseph, possessing one of the most beautiful dramatic tenor voices in the Southland. Has appeared on several radio broadcasts. The musical gypsies is a daily feature of the Voice of the Pines station.

Local Artist Feature

Phillip Joseph, young male vocalist from Hattiesburg, sometimes referred to as the boy Jolson, will be heard over the Voice of the Pines station in very delightful fifteen minute programs of old and new song hits. Phillip Joseph will be accompanied by Cecile Doherty.

Who's Who in Hattiesburg

A fast moving, nightly feature of hot tunes, novelty song hits and what not sponsored by outstanding Hattiesburg merchants, Who's Who in Hattiesburg, a regular nightly feature, at 7:30 p.m. over the Voice of the Pines station.

W P The Voice of the Pines F B



SUNDAY, MAY 22, 1932

9:00—Morning Service	1:00—Four Club Men
9:15—Around the Turntable	1:30—Musical Scrapbook
9:30—Watchtower Program	2:00—Church in the Wildwood
10:00—Old Hymn Hour	2:30—Collins Hill Billies
10:30—Audylee Sills (Piano)	3:00—Saenger Theatre
11:00—Your Requests (Recordings)	3:30—Richton Half Hour
12:00—Music Box	4:00—Feature
12:30—Nehi Program	4:15—Feature
12:45—Mrs. J. W. Davenport	4:30—Sign Off



MONDAY MAY 23, 1932

7:00—Mack's Organlogue
 8:00—Early Bird
 8:15—Phoenix Laundry
 8:30—Cecil and Sally
 8:45—Hill Favorites
 9:00—Chapel Time
 9:15—Women's Club Noets
 9:30—Why Worry?
 10:00—Housekeeper's Chart
 10:15—World Bookman
 10:30—Helpful Hints
 11:00—Kimball Mack
 11:15—Art Kahn's Recordings
 11:30—Tribute
 12:10—Fly Rid
 12:25—Heidelberg Painters
 12:30—Audyla Sills
 12:45—Ed Lloyd's Melodies
 1:00—Weldmeh's Dave and Roy
 1:15—Farm Flashes
 1:30—Your Requests (Recordings)
 2:00—Travel Talk
 2:30—Feature
 3:00—Music Box
 3:30—Staff Frolic
 6:00—Musical Scrap Book
 6:30—Hoot Gibson and His Guitar
 6:45—Studio Singer
 7:15—Cecil and Sally
 7:30—Little Joe
 7:45—The Mississippi Joy Boys
 8:00—Phanton Pianist
 8:15—Little Girl in Blue
 8:30—The Petal Four

WEDNESDAY, MAY 25, 1932

7:00—Mack's Organlogue
 8:00—Early Bird
 8:15—Phoenix Laundry
 8:30—Cecil and Sally
 8:45—Hill Favorites
 9:00—Chapel Time
 9:15—Women's Club Notes
 9:30—Why Worry?
 10:00—Housekeeper's Chart
 10:15—World Bookman
 10:30—Helpful Hints
 11:00—Kimball Mack
 11:15—Ed Lloyd's Recordings
 11:30—Tribute
 12:10—Fly Rid
 12:25—Heidelberg Painters
 12:30—Nehi Program
 12:45—Audyla Sills
 1:00—Weldmeh's Dave and Roy
 1:15—Farm Flashes
 1:30—Your Request Recordings
 2:00—Beauticians
 2:30—Music of Romance
 3:00—Mic Box
 3:30—Staff Frolic
 6:00—Musical Scrap Book
 6:15—Arnhem Recordings
 6:30—Hoot Gibson and His Guitar
 6:45—Studio Singer
 7:15—Cecil and Sally
 7:30—Mack and Hank
 7:45—The Mississippi Joy Boys
 8:00—Mrs. J. W. Davenport
 8:30—Mystery of Harlow Manor
 9:00—Sign Off.

FRIDAY, MAY 27, 1932

7:00—Mack's Organlogue
 8:00—Early Bird
 8:15—Phoenix Laundry
 8:30—Cecil and Sally
 8:45—Nelly Byrd's Old Melodies
 9:00—Chapel Time
 9:15—Women's Club Notes
 9:30—Why Worry?
 10:00—Housekeeper's Chart
 10:15—World Bookman
 10:30—Helpful Hints
 11:00—Kimball Mack
 11:15—Downey Serenade
 11:30—Tribute
 12:00—Dance Interlude
 12:10—Fly Rid
 12:25—Heidelberg Painters
 12:30—Dick Robinson's Music
 12:45—Audyla Sills
 1:00—Weldmeh's Dave and Roy
 1:15—Farm Flashes
 1:30—Your Request Recordings
 2:15—Miss Sunshine
 2:30—Rose Room Tri
 3:00—Music Box
 3:00—Women's College
 6:00—Musical Scrap Book
 6:30—Hoot Gibson and His Guitar
 6:45—Studio Singer
 7:00—Will Osborne Recordings
 7:15—Cecil and Sally
 7:30—Nehi Program
 7:45—The Mississippi Joy Boys
 8:00—W. O. W. Hour
 9:00—Sign Off.

TUESDAY, MAY 24, 1932

7:00—Mack's Organlogue
 8:00—Early Bird
 8:15—Gilster's Southern Housewife.
 8:30—Cecil and Sally
 8:45—Nellie Byrd's Old Melodies
 9:00—Chapel Time
 9:15—Women's Club Notes
 9:30—Why Worry?
 10:00—Housekeeper's Chart
 10:15—World Bookman
 11:00—Kimball Mack
 11:15—Sleepy Hall's Recordings
 11:30—Tribute
 12:10—Audyla Sills
 12:25—Heidelberg Painters
 12:45—Frigidaire
 12:45—Elizabeth French
 1:00—Colt Bros. Recordings
 1:15—Farm Flashes
 1:30—Your Request Recordings
 2:00—Furniture Fashions
 2:15—Feature
 2:30—Rose Room Trio
 3:30—Staff Frolic
 6:00—Musical Scrap Book
 6:15—Whiteman Melodies
 6:30—Hoot Gibson and His Guitar
 6:45—Studio Singer
 7:00—Cecil and Sally
 7:30—Caroline and Geranium
 7:45—The Nitte Witts
 8:15—Personality Girl
 8:30—Nehi Program
 9:00—Sign Off.

THURSDAY, MAY 26, 1932

7:00—Mack's Organlogue
 8:00—Early Bird
 8:15—Gilster's Southern Housewife.
 8:30—Cecil and Sally
 8:45—Hill Favorites
 9:00—Chapel Time
 9:15—Women's Club Notes
 9:30—Why Worry?
 10:00—Housekeeper's Chart
 10:15—Mutual Life
 10:20—World Bookman
 10:30—Helpful Hints
 11:00—Kimball Mack
 11:15—Dick Robertson Recordings
 11:30—Tribute
 12:25—Heidelberg Painters
 12:30—Audyla Sills
 12:45—Frigidaire
 1:00—The Texas Drifter's Recordings
 1:15—Farm Flashes
 1:30—Your Request Recordings
 2:00—Furniture Fashions
 2:15—Feature
 2:30—The Dream Melodies
 3:30—Staff Frolic
 6:00—Musical Scrap Book
 6:15—Bert Lown's Recordings
 6:30—Hoot Gibson and His Guitar
 6:45—Studio Singer
 7:15—Cecil and Sally
 7:30—Caroline and Geranium
 7:45—The Mississippi Joy Boys
 8:00—Dorothy Mays
 8:15—Southland Syncopators
 8:45—Sweet Southern Singer

SATURDAY, MAY 28, 1932

7:00—Mack's Organlogue
 8:00—Early Bird
 8:15—Gilster's Southern Housewife.
 8:30—Cecil and Sally
 8:45—Hill Favorites
 9:00—Chapel Time
 9:15—Women's Club Notes
 9:30—Why Worry?
 10:00—Hyde School
 10:15—World Bookman
 10:30—Helpful Hints
 11:00—Kimball Mack
 11:15—Ruth Etting Recordings
 11:30—Organ Melodies
 12:00—Dance Interlude
 12:30—Audyla Sills
 12:25—Heidelberg Painters
 12:30—Art Kahn's Music
 12:45—Frigidaire
 1:00—Dalhart Recordings
 1:15—Farm Flashes
 1:30—Furniture Fashions
 1:45—Matty Hogan, Pianist
 6:00—Musical Scrap Book
 6:15—Shilkrets Tunes
 6:30—Hoot Gibson and His Guitar
 6:45—Studio Singer
 7:00—Ed Lloyd's Music
 7:10—Mutual Life
 7:15—Cecil and Sally
 7:30—Dr. Harvey
 7:15—Phanton Pianist
 7:15—Nitte Wittes
 8:00—Saturday Night Frolic

1932

Although there were a number of applications filed with the FCC in 1931, it will be noted that few, if any, actuated new stations in Mississippi. Neither were the requests for frequency and power changes granted. This was a sure sign of the effects of the Depression which was settling over the nation.

Although Radio Station WRBJ in Hattiesburg was transferred to The Hattiesburg Broadcasting Company, there was a period of time when WRBJ was granted permission to leave the air and remain silent while a new transmitter and tower system, as well as studios and offices, were constructed on the fourth floor of the Hotel Hattiesburg. The station had its greatest period of activity in 1932, after the opening in December, 1931. Two self-supporting towers were erected on top of Hotel Hattiesburg, by W. L. McRaney-Engineer.

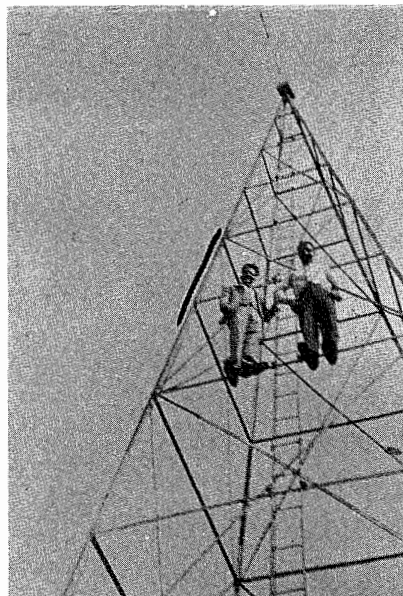
The August issue of Radio Advertising publication listed the following stations in operation in Mississippi at the time:

WRBQ-Greenville, Miss. WGCM-Gulfport, with H. H. Harper shown as Sales Manager. The rest of the staff remained unchanged from the previous year. WPFB-Hattiesburg, owned and operated by the Hattiesburg Broadcasting Company. Studios and transmitter in Hotel Hattiesburg. Power of 100 watts on 1370 KC. Personnel consisted of W. E. "Bill" Barclift, Manager; H. H. "Hank" Smith, Program Director; O. S. Droke and Jerry Harbour, engineers; Bob McRaney, Jones Herring, and Otis Perry as announcers. Commercial rate for one hour was \$30.00. WJDX-Jackson, Miss., owned and operated by Lamar Life Insurance Co., studios in Lamar Life Building. 1,000 watts, 1270 KC. Affiliated with The National Broadcasting Company. Wiley Harris, Director. John S. Howell, Sales Manager.

WTSL-Laurel, owned and operated by Laurel Broadcasting Co., studios and transmitter in the Carter Building. Power 100 watts, on 1310 KC. Program Director was Hardis Saunders. R. A. Young was listed as Manager.

WCOC-Meridian, Miss., 1000 watts on 880 KC, with studios in the Great Southern Hotel, R. S. Gavin listed as President and D. W. Gavin as General Manager, Secretary and Treasurer.

WQBC-Vicksburg, Miss. Affiliated with the Vicksburg Post and Herald, with studios in the Hotel Vicksburg, 500 watts on 1360 KC. L. P. Cashman, President and C. A. Lacy, Jr., Station Director.



WPFB Tower atop Hotel Hattiesburg. Kendall McNair [L], Max Williams [R].

LAMAR LIFE INSURANCE COMPANY
OFFICE BUILDING
Located Capitol Street, Jackson, Mississippi, erected in
1924 at the cost of \$700,000.00. Home of WJDX.



L-R, Richard Joseph, Kendall McNair, O. S. Droke, and Max Williams. [WPFB]



Bob McRaney [L], first announcer-organist for WPFB-Hattiesburg, Miss., and Hank Smith, Program Director, broadcast remote from The Saenger Theatre, 1932. Note early Western Electric carbon microphone, and Robert Morton Theatre pipe organ.

1933

The FCC records do not show any increased activity or changes in radio operations in Mississippi in 1933. The Depression had reached its lowest ebb. Business was motionless and stagnant. Many stations remained in business on a "barter" basis. Merchants were willing to exchange goods and services for advertising. There was very little cash operations. Station personnel were lucky to get even a part of their income in cash and the rest in "trade".

The records do show that the call letters for the station in Greenville, Miss. were changed from WRBQ to WKFI. There were no changes at WGCM-Gulfport nor at WJDX in Jackson, Miss.

One change worth noting was the fact WAML (formerly owned and operated by W. A. Miller), showed George T. Bishop as Executive Vice President and David Wilson as Commercial Manager. The name of the operating company was listed as Southland Radio Corporation. Mont Hurst was Continuity Director.

Hugh M. Smith was the announcer and A. A. Touchstone was Chief Engineer. There were no changes listed for WCOC-Meridian nor WQBC-Vicksburg, Miss. This information was listed in the December issue of Radio Advertising publication.

1934 - 1935

The December 1934 issue of Radio Advertising showed only slight changes in the radio operations in Mississippi. There were still only seven stations operating, namely: WKFI-Greenville; WGCM-Gulfport; WPFB-Hattiesburg, which had been reopened by Otis P. Eure, after it failed in 1933, and went into receivership of a local bank. Operating personnel were listed as follows: Homer T. Sudduth, Manager; Program Director Bob McRaney; Chief Engineer O. S. Droke.

There were no changes in the listings for WJDX-Jackson; WAML in Laurel; WCOC-Meridian.

O. W. Jones was listed as Station Director and C. W. Drake, Chief Engineer for WQBC-Vicksburg, Miss.

Although WHEF in Kosciusko, Miss., was granted on Oct. 10, 1934, it was not carried in the listing of the December issue of Radio Advertising.

Mississippi was still not free from the entanglement brought on by the "hard times" of the Depression. However, two new call letters and stations are listed for 1934-35, a sign "as sure as Spring" that conditions were changing.

On October 10, 1934, a grant was made to W. E. Wharton for a new station to be operated in Kosciusko, Miss., 250 watts day, 100 watts night, on 1500 KC. It was owned and operated by The Attala Broadcasting Corp. Business offices and studios were located in the Radio Building. Rate was \$20.00 for one hour. One time spot rate was \$1.50 for "brief announcements", \$2.00 each for 100 words.

Also on June 4, 1935, WMFN, Clarksdale, Miss., was granted. It operated with 100 watts power on 1210 KC. Operating hours were 7 A.M. to 9 P.M. No other information was shown.

At WGCM in Gulfport, Ralph Duncan was listed as Commercial Manager, and W. H. Hardy, Jr., the General Manager.

C. J. Wright, Sr. purchased WPFB-Hattiesburg, Miss., from Otis P. Eure, and began an extensive renovation program, including new studios and offices at 512 Main St. in Hattiesburg.

On July 1, 1935, at 6:35 P.M. local time, Bob McRaney was at the microphone of WPFB, broadcasting baseball scores from a ticker tape. A flash bulletin came on the tape as follows: "Flash. . . Key Brothers ended their successful endurance flight at 6:05 P.M. Official number flight hours 653 hours and 35 minutes."

Listeners to WFOR thus heard the news of one of the most exciting moments in Mississippi history. Al and Fred Key of Meridian had established a new world's endurance record for sustained flight in a single-engined plane. Of course, the flight record, as far as light planes go, still stands. Sustained flight in space has far exceeded the number of hours, but this is in another category.

McRaney retained the original tape and it is now on display in the lobby of the Key Field Air Terminal Building in Meridian, Miss., along with other mementoes of the record flight. The tape, clippings and photos made by McRaney during later years, were presented to Col. Al Key in special ceremonies held in Meridian honoring Col. Al Key. The event was held July 1, 1975, marking the 45th Anniversary of the flight, and was broadcast over WDAL AM-FM, with Don Partridge, WDAL, AM-FM, Manager, as Master of Ceremonies.



Ralph "Kelly" Maddox-1934. Taken on roof of Lamar Life Building outside WJDX Studios.

EUGENE OCTAVE SYKES

By EDWIN E. MEEK*

A soft-spoken Mississippian, Eugene Octave Sykes, helped bring promise out of the chaos of early radio and set the stage for regulation of American broadcasting "in the public interest." A native of Aberdeen, Mississippi, and a former justice on the Mississippi Supreme Court, Judge Sykes was an original member of the Federal Radio Commission, later its chairman, and the first chairman of the Federal Communications Commission. Of his twelve years of service on the two agencies which have fostered the development of the multi-million dollar communications industry, the *New York Times* wrote that Judge Sykes "more than anyone else straightened out most of the early tangles" of radio.¹

Radio grew unchecked until 1927, and continued to expand fast and furiously throughout the decade. "Wave piracy, offensive advertising, monopoly and other disturbing conditions brought demands from the public that the government do something to correct the situation generally thought to be a 'conglomerate mess.'"² The Congress passed the Radio Act on February 23, 1927, and President Calvin Coolidge called on the former Mississippi jurist to serve on the new agency—the Federal Radio Commission—which would oversee development of one of the most powerful influences on mankind.³

"A slim, small, unusually quiet man, who could, however, on occasion bang a desk," Judge Sykes began his career with the Federal Radio Commission with no knowledge of radio. When the President called, Judge Sykes explained that he had no background in broadcasting. The President replied, however, that the other members of the five-man commission were radio men and that it would be Judge Sykes's duty "to see that the Commission just organized kept within the law."⁴

Judge Sykes was appointed to a second term on the Commission by President Herbert Hoover on February 24, 1930.⁵ He served as chairman during the Commission's last year and a half of existence and was the first chairman of the newly formed Federal Communications Commission which replaced the Federal Radio Commission in 1934.⁶

According to the *New York Times*, "the Radio Commission issued from 1927 to 1933 more than 35,000 licenses, including 608 for broadcasting stations, and practically every license at the beginning, as well as many issued later, represented legal knots to be untwisted. That was where the former Mississippi Judge was extraordinarily valuable."⁷

One writer described Judge Sykes as "poised, deliberate, sympathetic and courageous. . . he always held the interests of the listener above all other considerations. He befriended education, stood for rights of independent broadcasting and valiantly defended America's rights in the international scramble for wave lengths."⁸

Judge Sykes was born at Aberdeen, Mississippi, on July 16, 1867. He was the son of Eugene Octavious Sykes, a judge, legislator, former captain in the Confederate Army, and a member of the state Constitutional Convention of 1890.⁹ His father was a native of Alabama and his mother was the daughter of F. M. Rogers, a circuit judge and once candidate for governor of Mississippi on the Whig ticket. "The Sykes were of Virginia ancestry, the family having come from that state to North Mississippi along with the tide of emigration from the older Southern States after the country was purchased from the Indians."¹⁰

Judge Sykes attended the public schools of Aberdeen and studied at Bell Buckle College, Tennessee, St. John's College, the United States Naval Academy at Annapolis, Maryland, and the University of Mississippi. After graduation from Ole Miss in 1897 he began a private law practice at Aberdeen. In 1903 he married Malvina May Scott, daughter of Charles Scott of Rosedale, a "prominent figure in the legal history of the state. . . was one of the wealthiest cotton planters in the South." For two years Sykes was a partner in Scott's Rosedale, Mississippi, law firm and later returned to Aberdeen to form a successful partnership with his brother J. A. Sykes.¹¹

The father of three children, Charles Scott, Octavia, and Malvina Yerger, Sykes was a Democratic Presidential Elector for the State at Large in 1904. In 1916 Governor Theodore G. Bilbo appointed him to the Mississippi Supreme Court. The following November he was elected to a term on the Court. Judge Sykes voluntarily retired from the bench in 1924 and resumed his law practice.¹² He served on the State Democratic Executive Committee, was a member of the Episcopal Church, a Mason, an Elk, and a member of Delta Kappa Epsilon social fraternity.¹³

President Calvin Coolidge, "ignored the importunities of politics" in appointing Judge Sykes to the Federal Radio Commission.¹⁴ Other members of the Commission were Admiral W. H. G. Bullard, head of Naval Communications; Colonel John Dillon, a Commerce Department radio inspector; Henry Bellows, a Minnesota radio station manager, and Orestes Caldwell, an engineer and editor of radio publications. Admiral Bullard, tapped for the chairmanship of the new agency, Colonel Dillon and Judge Sykes were confirmed by the Senate on March 4, 1927. The 69th Congress adjourned, however, before confirming the other appointees. Admiral Bullard was in China at the time and died soon after his return to this country. And, within a few months, Colonel Dillon also died. As a result, Judge Sykes was the only confirmed member of the Federal Radio Commission until the following spring.¹⁵ He performed the duties of chairman of the Commission for several weeks during the absence of Admiral Bullard.

On March 26, 1927, speaking over a hook-up of 29 radio stations originating from the studio of WRC in Washington, D.C., Judge Sykes told the American radio public that the most significant feature of the new radio law was the dominant influence of the "public interest" in the determination of every radio question.¹⁶ Judge Sykes outlined a premise that in the decades to follow would be interpreted and re-interpreted by the Congress, the Federal Communications Commission, broadcasters and the courts, and today remains the foundation of American broadcasting:

Judge Sykes declared that neither he nor any of his associates was under any obligation, political or otherwise, except to the radio public and that it was in that spirit that the commission proposed to administer the new radio control law. . . . This doctrine (the public interest), that broadcasting exists only for the purpose of properly serving the listening public, is the constitutional basis for every action the commission will take.

It is the principle which dominates the radio law as it stands today, and it is the principle which must guide the Federal Radio Commission in every phase of its new work.

You must remember, however, that we face a situation involving many conflicting interests and rights. You, for example, may dislike the programs of a station which your neighbor finds a particular value. You may urge that some particular station should even be denied the right to broadcast, forgetful alike that its service may be highly regarded by many listeners, and that the refusal of a license may mean loss and perhaps financial ruin to people who have invested their time and money in that station, all in the best of good faith. If you will think of these things, I am sure you will see the dangers in anything like ruthless, arbitrary or hastily considered action.¹⁷

Citing the more than 18,000 radio transmitting stations in the country, only 700 of which were actually engaged in broadcasting, Judge Sykes compared the situation of radio with that of a busy and crowded street without any rules or policemen "in which there are frequent traffic jams and occasional disastrous collisions.

Our hope is to interfere with the legitimate traffic just as little as we can and still eliminate the danger of accident. We are counting on the drivers, which means the broadcasters, to help us because it is they who in the long run are the worst sufferers from the accidents. We believe they will recognize that even though they cannot all have everything they want, they will achieve better results for themselves by serving a satisfied radio public than by attempting to run counter to the spirit of the new radio law—the spirit of public service.¹⁸

Judge Sykes told his listeners that the situation would not be resolved overnight. The *New York Times* commended Judge Sykes for his approach to and interpretation of the duties of the Federal Radio Commission, adding "he is under no illusions about the difficulty in deciding which side the public bears in some control of radio."¹⁹

"Our first step is going to be to find out exactly how many broadcasting stations operate or want to operate in the United States, and what service they can give to the listening public. . . . With this information in hand we can deal with each individual case, not only on the basis of its special claims, but also on that of its relation to the national situation as a whole."²⁰ Judge Sykes concluded his broadcast by inviting the public and broadcasters to help the Commission in formulating broadcast guidelines.

As Vice-Chairman of the FRC in 1929, Judge Sykes testified in support of congressional efforts which later resulted in the establishment of the Federal Communications Commission.²¹ When the Communications Act of 1934 became law, the 58-year-old Mississippian was appointed the first chairman of the Federal Communications Commission by President Franklin D. Roosevelt.²²

Judge Sykes, appointed to a seven-year term on the Federal Communications Commission,²³ served as Chairman of the Commission for only eight months.²⁴ He retired from the chairmanship on March 9, 1935, but continued to serve as a commissioner until his retirement from the Commission in April of 1939. For a time he headed a body within the Commission that was devoted entirely to radio although he took part also in other Commission activities.²⁵ As chairman and commissioner, the man who had no knowledge of radio when appointed to the Federal Radio Commission in 1927, won the respect of the public, broadcasters and President Roosevelt.²⁶

In 1936 Judge Sykes called on the National Association of Broadcasters to improve broadcast services to rural America.²⁷ The following year he addressed the NAB's national convention in Chicago and again reminded broadcasters of their responsibility to the public. The broadcasting business is clothed with public interest, he warned, because of the very nature of radio.

The Commission, having determined that you are a proper party to serve the public in your community and having granted you this gracious privilege in the form of a license, this duty then devolves upon you to render the best public service to your community that you can. You assume by the acceptance of this license, a great responsibility of public service.

You are thereby accorded a wonderful opportunity for service which necessarily carries with it a grave responsibility. You are invited to enter the homes and firesides of your listening public for practically sixteen hours a day. These programs reach the men, women and children of the entire nation. They reach those who are now steering the destinies of our communities, State and nation, and those who are being trained to assume these reins of government when the present actors pass from the stage.

These thoughts should ever be present with you and your programs should be so built that our younger generations who have the privilege of listening to the radio should be improved and be better equipped for their responsibilities to be so assumed by them.²⁸

Judge Sykes cited the tremendous growth in regulation and public service of radio during the previous decade and concluded that, "like all young industries, there is room for greater improvement not only in our regulation of this art and industry but in the nature and character of the programs of the stations."²⁹

The first five years of the FCC were "difficult and turbulent ones. The Commission had to be organized and the vast broadcasting and tele-communications industries had to be brought under regulatory controls."³⁰ The FCC issued orders requiring licensees to file information regarding ownership of stations, investigated and subsequently lowered long-distance telephone charges, established new engineering standards for AM stations, completed hearings of radio frequency allocations and negotiated with other North American countries regarding the use of the radio spectrum in an effort to avoid interference across national boundaries.³¹ Judge Sykes played a major role in these developments, particularly in aspects of radio and international radio. President Coolidge sent him to represent the United States at the North American Radio Conference held in Ottawa in 1929, and President Hoover appointed him chairman of the American delegation to the International Radio Conference in Madrid in 1932.³² At the Madrid meeting, which lasted four months, Judge Sykes was elected chairman of the important technical committee. He also persuaded delegates to institute English along with French as the official languages of the Conferences.³³ In 1933 President Roosevelt appointed Judge Sykes chairman of the U.S. delegation to the North and Central American regional radio conference held in Mexico City.³⁴

Judge Sykes resigned from the FCC on April 6, 1939. President Roosevelt responded to his resignation with this comment in a letter to Judge Sykes. "I want to assure you of my appreciation of your long service on the Commission and to extend to you my best wishes for your future success."³⁵ Judge Sykes joined the law firm of Spearman, Sykes and Roberson in the nation's capital. He died of a heart attack on June 21, 1945.³⁶

Eliot C. Lovett, 1945 president of the Federal Communications Bar Association of which Judge Sykes once served as president, called Judge Sykes the Association's most illustrious member. Rosel H. Hyde, Federal

Communication Commission general counsel and the man who later would serve the longest tenure on the Federal Communications Commission, said "Judge Sykes exemplified dignity and ability in public service which induced respect and confidence." J. Harold Ryan, president of the National Association of Broadcasters in 1945, praised Judge Sykes as "a man of great understanding of the needs of broadcasting and of its operation in public service." Lt. Col. James W. Baldwin, former secretary of the Federal Radio Commission said "I believe the history of radio should record that Judge Sykes by his intellect, vision, wisdom and perseverance contributed more than any one man to the building of a competitive system of radio broadcasting in the United States."³⁷

Horace L. Lohnes, a past president of the Federal Communications Bar, concluded the tribute to Judge Sykes published in the Association's official journal: "*Judge Sykes knew nothing about radio or its problems—but he found out, and in his quiet, effective way proceeded to lay the cornerstone of a great industry.*"³⁸

*Dr. Meek is Director of Public Relations for the University of Mississippi.

¹"Eugene O. Sykes, 68, Mississippi Jurist," *New York Times*, June 22, 1945, p. 15.

²Walter B. Emery, *Broadcasting and Government: Responsibility and Regulation* (Ann Arbor, Mich., 1961), 16.

³"Coolidge Appoints Radio Commission," *New York Times*, March 2, 1927, p. 27.

⁴"Eugene O. Sykes," *New York Times*, June 22, 1945, p. 15.

⁵"Seven Rulers of the Air," *New York Times*, July 15, 1934, II, p. 5.

⁶"Roosevelt Sets Record," *New York Times*, July 2, 1934, p. 8.

⁷"Eugene O. Sykes," *New York Times*, June 22, 1945, p. 15.

⁸Typed research notes in biographical file on Judge Eugene O. Sykes, Mississippi Department of Archives and History, taken from "Mother Monroe" by Evans.

⁹*The Official and Statistical Register of the State of Mississippi*, 1917, p. 538.

¹⁰*Ibid.*

¹¹*Ibid.*

¹²*Ibid.*

¹³*Ibid.*

¹⁴"Coolidge Appoints Radio Commission," *New York Times*, March 2, 1927, p. 27.

¹⁵Erik Barnouw, *A Tower in Babel* (New York, 1966), 211.

¹⁶"Declares Service Radio Board's Aim," *New York Times*, March 18, 1927, p. 27.

¹⁷*Ibid.*

¹⁸*Ibid.*

¹⁹"Clearing the Air," *New York Times*, March 18, 1927, p. 20.

²⁰"Declares Service Aim," *New York Times*, March 18, 1927, p. 27.

²¹"Couzen's Radio Bill Supported By Sykes," *New York Times*, May 30, 1929, p. 22.

²²"Roosevelt Sets Record," *New York Times*, July 2, 1934, p. 8.

²³*First Annual Report of the Federal Communications Commission* (Washington, 1935), 1.

²⁴Emery, *Broadcasting*, 355-356.

²⁵"Eugene O. Sykes," *New York Times*, June 22, 1945, p. 15.

²⁶*Ibid.*

²⁷"Aims of FCC," *New York Times*, July 12, 1935, p. 14.

²⁸"Radio Warned of Obligation," *New York Times*, June 27, 1937, X, p. 10.

²⁹*Ibid.*

³⁰Emery, *Broadcasting*, 355-356.

³¹*Ibid.*

³²"Brief Sketch of Chairman E. O. Sykes," Federal Communications Commission 10671.

³³Letter from Judge Sykes' wife among personal papers in Eugene O. Sykes file, Mississippi Department of Archives and History, Jackson, Mississippi.

³⁴"Brief Sketch of Chairman E. O. Sykes," FCC 10671.

³⁵"Thompson is Nominated As Member of FCC," *New York Times*, March 27, 1939, p. 6.

³⁶"Eugene O. Sykes," *New York Times*, June 22, 1945, p. 15.

³⁷"Eugene O. Sykes," *Federal Communications Bar Journal*, VIII, No. 2 (June 1945), pp. 25-30.

³⁸*Ibid.*

CHAPTER V

“The Developing Years”

(1936-1940)

1936

Eight radio stations were in operation in Mississippi by December 1936.

WMFN in Clarksdale, Miss., which had been licensed June 4, 1935, was granted permission to move to Grenada, Miss., and was in operation during December 1936, located in the Music Room of the Grenada College for Women. The transmitter was located one mile south of Grenada. The station operated with 100 watts power on 1210 KC. It was licensed to Attala Broadcasting Company and listed J. E. Wharton as President and C. W. Wharton, Treasurer. A discount of 10% in rates was allowed when used in conjunction with WHEF-Kosciusko, Miss., which was also licensed and operated by the same family.

WGCM-Gulfport, Miss., was under the management of J. K. Milner. Program Manager was Harry Genung. Chief Engineer was Stokes Gresham.

Information on WJDX-Jackson, showed their national advertising representative was the firm of Craig and Hollingberry of New York.

General Manager at WAML-Laurel, Miss., was R. V. deGruy. Station Director was Hugh M. Smith.

There were no changes listed at WCOC-Meridian, Miss. There were no changes indicated at WQBC-Vicksburg, Miss.

WPFB-Hattiesburg, Miss., was under the General Management of C. J. Wright, Sr. with C. J. Wright, Jr. as Assistant Manager. E. J. Kalusche was Program Manager and C. H. Dyess, Chief Engineer.

1936 was the year the American Newspaper Publishers Association adopted a cooperative attitude towards radio, declaring both mediums were closely allied and should continue as “free institutions”.

On December 29, 1936, the Mutual Network expanded into a transcontinental operation by adding the Don Lee Broadcasting System in California and other stations.

1937

Only minor changes occurred in radio in Mississippi during 1937.

WGCM was listed as Biloxi-Gulfport, inasmuch as the transmitter was located equal distance from both cities. Mississippi City, where the transmitter was located, was six miles from both Biloxi and Gulfport. The station had been purchased by the Ewing family of New Orleans and listed F. C. Ewing as General Manager; Robert Johnson as Program Manager; C. W. Davison, Chief Engineer; and George Blumenstock as Director of Production. Offices were located in Gulfport as well as The Buena Vista Hotel in Biloxi, Miss. The station was licensed to WGCM, Inc.

WPFB in Hattiesburg listed C. J. Wright, Sr., Manager, and Mrs. C. J. Wright, Secretary. National representative was J.J. Devine Associates. W. G. Rohmer was Program Director.

WHEF-Kosciusko, Miss., listed J. J. Devine as national representative. Roy Heidelberg was Chief Executive-Owner. There were no changes at WCOC-Meridian nor WQBC-Vicksburg.

Only July 20, 1937, Guglielmo Marconi, pioneer radio inventor and first person to span the ocean with a radio signal, died of a heart attack at age 63.

The American Federation of Radio Artists formed a union, including all talent, except musicians.

On December 6, the U.S. Court of Appeals for the District of Columbia wrote a law which stated economic considerations should be taken into account by the FCC in making grants for stations.

Maurice Thompson was added at WJDX-Jackson, as Program Director.

WQBC-Vicksburg, added Loren Miller as Program Manager.

1938

Mississippi had a new station added in Jackson, Miss., in 1938. WSLI became the second station in the Capitol City. September 1938 was the date when the station went on the air from studios located in the Robert E. Lee Hotel. The transmitter was located on High Street, near the Pearl River. It was affiliated with The Blue Network, a division of The National Broadcasting Company. National representative was Weed and Company. The station had been granted to The Standard Life Insurance Company, and the call letters "WSLI", represented the name of the licensee.

L. M. Sepaugh, who had been associated with T. B. Lanford in stations in Louisiana, was named the first Manager. Mr. Sepaugh, an outstanding broadcaster and businessman, later became Vice Chairman of The Capitol Broadcasting Corporation. WSLI enjoyed a phenomenal growth and acceptance in the expanding Jackson market. In 1941 Mr. Sepaugh, in company with representatives of radio stations WCBI-Columbus; WAML-Laurel; WFOR-Hattiesburg; WGRM-Greenwood; WGCM-Gulfport; WJDX-Jackson and perhaps others, met in the Robert E. Lee Hotel and organized The Mississippi Broadcasters Association. In 1952 Sepaugh was elected President of MBA and is a Lifetime Member and still active in MBA affairs, as well as being a civic leader in Jackson, WSLI had the distinction of employing Mississippi's first women announcers. They were Miss Nancy Chambers and Miss Virginia Metz.

In later years WSLI became affiliated with the Entertainment Network of the American Broadcasting Company. It also became affiliated with The Katz Agency.

Also in later years WSLI-FM was added. Owens Alexander became Executive Vice President in charge of all the Jackson operations. Richard Voorhis was named manager of WSLI.

Ed Wilkerson was the first Sales Manager; Paul Goldman was Program Director and Vassar Dubard was one of the first announcers during the early operations of WSLI. C. A. Perkins was the Chief Engineer.

P. K. Ewing purchased WHEF in Kosciusko, changed the call letters to WGRM and moved the station to Grenada, Miss. The business address was The McCaslin Building. The transmitter was located on the Fairgrounds 1½ miles south of Grenada. Vernon Smith was Chief Announcer. P. K. Ewing, Jr. was station manager. Fred James was Chief Engineer. P. K. Ewing, Sr. was listed as President. WGRM retained the power of 100 watts on 1210 KC. W. E. Williams was Manager in Dec. 1938.

The following personnel listing for WJDX-Jackson, showed P. K. Lutken, President; Wiley P. Harris, Station Manager; C. A. Lacy, Jr., as Commercial Manager; Maurice Thompson as Chief Announcer and Musical Director; Jack Simpson, Publicity Director; Frank Gentry as Sales Manager; and P. G. Root, Chief Engineer. Power had been increased to 5,000 watts daytime, 1,000 watts night.

WGCM-Gulfport listed Harry Becker as Program Manager and C. H. Dyess as the Chief Engineer.

In December, 1938, WFOR in Hattiesburg listed Miles A. Metzger as Manager; G. V. Land as Commercial Manager and George Wilson, Jr., Chief Engineer.

WAML-Laurel, Miss. listed D. A. Matison as President; R. V. deGruy as General Manager and Hugh M. Smith as Commercial Manager.

There were no changes at WCOC-Meridian nor WQBC in Vicksburg, Miss.



Hugh M. Smith shown at the controls of WAML-Laurel, Miss. Studios were located in the Carter Bldg. Note chimes at upper right—used during station breaks.

World transcription service was used with "vertical" pickup—shown on turntable at lower right.

1939

President Franklin Roosevelt declared in a speech, "Radio is as free as the press", except for such controls as are necessary to prevent complete confusion on the air.

Publications such as Broadcasting Magazine, Radio Advertising and Radio Annual Yearbook, for the month of December, 1939, printed the information on the ten stations operating in the State, as follows:

WJPR-Greenville, Miss., licensed Nov. 14, 1939. Owned by John R. Pepper. Frequency of 1310 KC, with a power of 250 watts, unlimited. Paul Thompson was listed as the Manager.

WGRM-Greenwood, Miss., owned by P. K. Ewing, with offices located 222 Howard Street, 250 watts day, 100 watts night. General and Promotion Manager was W. E. Williams. Program Director was C. H. Walters and Chief Engineer, C. A. Perkins. The station had been moved from Grenada to Greenwood, but no record was found to indicate the date of the move.

Les Carmichael was listed as Promotion Manager of WFOR-Hattiesburg.

WJDX-Jackson, Miss., showed a number of artists, groups and combinations available for sponsorship in their listing in Radio Advertising, including Concert and Dance orchestra, Hawaiian ensemble, male and mixed quartet, string quartet, instrumental trios, instrumental soloists, vocal soloists, pianists and dramatic players. Rates ran from \$30.00 an hour for the concert orchestra to \$5.00 each for dramatic players.

WSLI-Jackson showed L. M. Sepaugh as Manager; T. H. Lathrop, Commercial Manager; F. E. Wilkerson, Jr., merchandising manager; Roy Pickett, Chief Announcer, Paul Goldman; Production Manager; George Phillip, Program Director and Gail Benson, engineer.

WAML-Laurel showed Paul Wilson as Program Director. M. M. Ewing was listed as Secretary-Treasurer for WGCM-Gulfport. WCOC-Meridian stated that liquor advertising was "illegal in Mississippi, but beer advertising was acceptable to the station."

WSKB-McComb, Miss., was licensed on Sept. 18, 1939, and the following details were obtained through research: Owned and operated by McComb Broadcasting Corporation. Studios and Offices in the McColgan Hotel. Operating power of 100 watts, unlimited time on 1200 KC. George Blumenstock was listed as Manager. Robert Louis Sanders was Chief Engineer.

1940

World War II was well underway in 1940, with England and the RAF beginning to return bombing raids on Nazi Germany, in retaliation for great damages done by the German Air Force in the early part of the war.

Sampling of public opinion as to the role the United States should play was being made. National Guard units were on standby alert and defenses of the nation were being shored up.

The U.S. Supreme Court held that the FCC had the power to grant licenses for new stations, without regard to economic injury to existing stations, thereby establishing the "survival of the fittest" policy. The Court also held that the FCC had no authority, control or supervision of programs, business management or policy of stations.

Radio Station, WCBI-Columbus, Miss., went on the air on October 2, 1940. A formal license was issued on Oct. 24.

The inaugural program was broadcast from the new studios in the historic Gilmer Hotel.

The station was licensed to Birney Imes, Sr., Editor and Publisher of the Commercial Dispatch. Birney Imes, Jr., was station Manager, W. E. "Bill" Williams, was the first Program Director. W. G. "Gaines" Allen of Birmingham, Ala., was named Sales Manager. Robert Montgomery was the first Chief Engineer.

Among the employees on the staff at the beginning of operations were: Paul Cresap, announcer; Houston Cox, Jr., News Editor and announcer; Gene Edwards, announcer; Billie Fogarty was the first receptionist-secretary. The Virginia Drifters was the first staff band. The Vernon Trio of Vernon, Ala. was a featured group.

The Commercial Dispatch ran a special 2 section (16 pages), outlining the history of WCBI from the beginning. It showed pictures of the RCA equipment, Wincharger 192 foot tower, RCA studio equipment. Complete photos of staff members, remote studios of MSCW, and gave plans for programming the station, which featured the Mutual Network coverage of the 1940 World Series as a highlight of the grand opening. The station was assigned a frequency of 1370 with a power of 250 watts, unlimited time.

WGRM-Greenwood joined the NBC Blue Network. WSLI-Jackson, joined the NBC Blue Network. WFOR-Hattiesburg and WJDX-Jackson, operated with The NBC Red Network. WAML-Laurel was also affiliated with the NBC Red Network. WCOC-Meridian was affiliated with the Columbia Broadcasting System.

WGRM-Greenwood, Miss., listed P. K. Ewing, Jr., as General and Promotional Manager. Ross Nelson was

serving as Program Director. George Wilson was Chief Engineer. Sears and Ayer was the national representative.

Ed Wilkerson was named Commercial Manager of WSLI-Jackson, Miss.

WGCM-Gulfport, Miss. moved studios and offices into the Markham Hotel.

Billy Tracy was named Promotion Manager at WAML-Laurel, Miss.

Jeff Hester was the new promotion Director at WQBC-Vicksburg, Miss.

WCOC-Meridian, Miss. was operating from the Strand Theatre Building.

Bob McRaney, formerly with WPFB-Hattiesburg (1932-35), resigned as Program Director at WSGN-Birmingham, Ala., and was named General Manager of WCBI-Columbus, Miss., replacing Birney Imes, Jr., who was called into service in December of 1940.

James W. Eatherton was named Sales Manager, replacing W. E. "Bill" Williams. P. C. Melone was named Chief Engineer, replacing James Arendale. Chief Announcer and Musical Director was Phil Gulley. Mrs. Madge Moore was named manager and announcer for the remote studios located in the Henry Clay Hotel in West Point, Miss. Mrs. John Q. Hays was director of Children's programs. WCBI switched to 1400 KC, 250 watts. Charles W. Holt was added to the announcing staff. Joel Byars was a newcomer to the announcing corps, as well as Bob Loflin.

WCBI FORMAL OPENING IS ALL SET FOR TONIGHT

*Program Arranged From 7:25 to 10 O'clock
—Public Is Invited*

Final plans have been completed for the formal opening program of radio station WCBI tonight at the Gilmer Hotel from 7:15 to 10 o'clock.

The nation's newest station, which went on the air only yesterday, already has been acclaimed by listeners in scores of towns in East Mississippi and West Alabama, but tonight it receives the best wishes of home folks.

WCBI already has scored one notable achievement of public service, having joined the nation-wide Mutual network to bring fans the World Series.

People from over the Columbus territory have expressed their appreciation for this service and for all the other interesting programs.

In connection with tonight's formal opening, scores of messages broke into print by medium of this edition of The Commercial Dispatch, which is dedicated to WCBI.

The program opens at 7:15 with invocation by the Rev. J. D. Wroten, pastor of the First Methodist Church. After quartet music, Mayor T. W. Harris will speak at 7:30, extending the city's congratulations to the new station.

Soloists will follow Mayor Harris, and at 7:45 C. N. Brandon, superintendent of the city schools, will speak. Brief talks will be made also by civic club presidents, including Dr. George T. Buckley, Exchange; Rayburn Fraser, Rotary; and W. H. McClanahan, Kiwanis.

J. O. Slaughter, manager of the Gilmer Hotel, will be heard at 8:15 o'clock, after music by quartets and bands. Also at this time will be the message of Birney Imes, editor and publisher of The Commercial Dispatch, owner of WCBI; and Police Captain John A. Morton.

From 8:30 to 9 the program will come from the M.S.C.W. studio featuring President B. L. Parkinson and his staff. From 9 to 10 the station will interview guests and visitors in the hotel lobby and dining room, and show them through the station.

Scores of visitors are expected; all are invited; those who cannot attend should tune to WCBI, 1370 kilocycles, for the program.

[From the front page of *The Columbus Commercial Dispatch*]

CHAPTER VI

“The War Years”

(1941-1945)

1941

WCBI-Columbus, Miss., made the first broadcast by mobile unit in Mississippi, in the Spring of 1941 via a special transmitter and antenna system designed and operated by James E. Evans, Chief Engineer of WSGN-Birmingham. The unit was installed in a 1940 Packard Sedan and was driven to many of the ante bellum homes in Columbus, which were open to the public during the first annual Pilgrimage, where broadcasts or interviews and description of the homes were made.

The football games of Mississippi State University in Starkville, Miss., were broadcast over a hookup with WJDX-Jackson and WCBI-Columbus. Jack McCoy of WJDX-Jackson, did the play-by-play. W. W. Scales Department Store in Starkville, Miss., was the first sponsor.

On November 28, 1941, the Secretary of State of Mississippi granted a charter to The Mississippi Broadcasters Association. Incorporators were C. J. “Chuck” Wright, WFOR-Hattiesburg; L. M. Sepaugh, WSLI-Jackson, and Hugh M. Smith, WAML-Laurel. C. J. Wright served as the first President, the last two months of 1941 and all of 1942. The charter was granted for a period of 50 years from date.

Bert Ferguson was named Program Director of WJPR-Greenville, Miss.

WGRM-Greenwood, Miss., named Charles Wolfe as Chief Engineer.

The Ewing family, which was already operating WGCM-Gulfport, and WGRM-Greenwood, in Mississippi, was granted a new station, WMIS, in Natchez, Miss. It was licensed to The Natchez Broadcasting Co. dated July 24, 1941. The studios were located in the City Bank Building. The station was assigned 1490 KC with 250 watts power, unlimited hours. P. K. Ewing, Jr. was the first Manager.

WGCM-Gulfport, Miss., was operating with a staff which included H. C. Hill, Production Manager; V. M. Glass, artists bureau; Harry Brown, Chief Announcer; and Kenneth Ervin, Chief Engineer.

At WSLI in Jackson, Miss., Maurice B. Wray became Sales and Merchandising Manager.

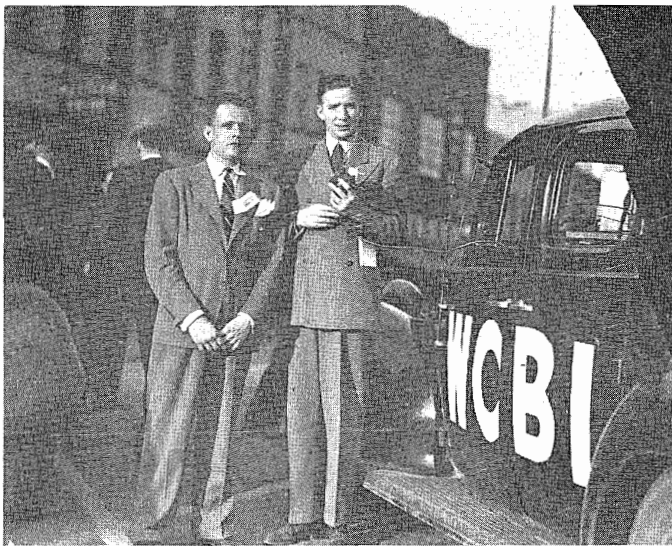
WJPR-Greenville, Miss., listed Frank W. Baldwin as Promotion Manager.

J. T. Orr became Program Director at WFOR-Hattiesburg, Miss.

Millard Perry was named Chief Engineer at WJPR-Greenville, Miss.

On Sunday, December 7, 1941, the Japanese attacked Pearl Harbor in Hawaii, and the world would never be the same. A stunned nation heard the news flash via radio. A broadcast of a professional football game in New York was interrupted, just after Mississippi's Bruiser Kinard had made one of his typical, smashing tackles. All network broadcasts were interrupted, and from that moment on “war news” became the priority order of the day. At WCBI-Columbus, Charles Holt was on duty and flashed the news from the Associated Press Service. All other Mississippi stations were filling the ether with the earth shaking news. The nation prepared for the worst. Radio was to play its most important role to date, in keeping the people informed. President Roosevelt made his famous “Day of Infamy” address before a joint session of the Congress and war was declared on the Japanese. Station personnel were immediately drafted and it became apparent that equipment, as well as personnel, would become scarce. There would not be a grant made again by the FCC until 1944. Mississippi radio stations, as well as “Lucky Strike” cigarettes, and the entire industrial complex of the nation, “went to war”. There is no accurate record of the number of people engaged in radio broadcasting in Mississippi who served in one or more of the services. Many were pressed into part time war work, or served on draft boards or in essential industry. Mississippi stations geared up for tight security and new personnel were carefully screened. The Mississippi Broadcasters Association quickly proved itself a worthy organization by assisting stations in locating scarce items, needed personnel, etc. Air Bases were built, Camp Shelby was reactivated near Hattiesburg, and manufacturers sought war contracts. World War II was at hand! WFOR-Hattiesburg, was flooded with nearly 40 different beer accounts.

Early staff members at WCBI-Columbus, included Doug Stone; Lawrence Watson; Walter Kennedy; Joe Windham, Announcers. Louise Wood Cox and Marcella Billups-Bookkeepers-Copy Writers. C. J. “Chuck” Wright served as the first President of The Mississippi Broadcasters Association.



*Joel Byars-Announcer-WCBI; Bob McRaney-Gen. Mgr.-
First WCBI Pilgrimage Broadcast 1941, Columbus, Miss.*



*Charlie Holt, one of the early day announcers-WCBI-
Columbus, Miss. [1941]. Holt is now a multiple station
owner in the South.*



The Mississippi Broadcasters Association

THE INCORPORATORS



C. J. "Chuck" Wright



Hugh M. Smith



L. M. "Mac" Sepaugh

The Mississippi Broadcasters Association was created on November 28, 1941. Incorporators were C. J. Wright, Sr., Hugh M. Smith and L. M. Sepaugh. It is chartered as a Mississippi Corporation, non-profit, not to exceed 50 years in existence. A listing of all Past Presidents and photos are shown elsewhere.

The purpose for which it was created is as follows:

(a) The objects of this corporation shall be to foster and promote a high standard of policy, personnel, programs, equipment and public service among the radio (and TV) stations in Mississippi. To cooperate with all government agencies in all matters pertaining to national defense and public morale; to protect its members in every lawful and proper manner from injustices and unjust exactions; to foster, encourage and promote laws, rules, regulations and practices which shall be for the best interest of the industry and the public it serves.

(b) To promote the best interests of broadcasting by determining ethical principles of fair dealings and practices for the common good of the industry and the public served thereby; to aid in developing its members with regard to better business methods through the exchange of ideas, salesmanship methods, accounting methods, etc. To endeavor to define the various factors of the trade with the view of bettering trade conditions.

(c) To act as agent, representative or broker for any member in any matter affecting that member when requested to do so by said member, in writing, by authorized representative or officer. To promote and secure the greatest benefits and protection for the broadcasters of the State of Mississippi.

The rights and powers that may be exercised by this Corporation in addition to the foregoing, are those conferred by Chapter 100, Code of Miss. of 1930, and amendments thereto.

The Officers of the Association consist of President; Vice-President, (first and second); Secretary-Treasurer and the Executive Committee. The Officers are elected to serve one year, while one member of the Executive Committee serves for two years (first vice-president), three members of the Executive Committee serve for two years.

At least thirty days prior to the annual June meeting, the President appoints a nominating Committee, consisting of five Past Presidents of the Association to nominate two members for each officer and executive committee members. Nominations may also be made from the floor.

Roberts Rules of Order are observed for all meetings as a guide for procedure.

The Officers and Members of the Executive Committee are charged with the responsibility of operating the business and procedures of the Association, under provisions of the By-laws, as amended.

The Executive Committee of the Association has the authority to engage and employ an individual whose title is Executive Secretary. The Executive Secretary has the duties to maintain permanent files, records, etc., of the Association and to function under the direction of the President of the Association in the administration of the association. The terms of the employment of the Executive Secretary, compensation, tenure of office, duties, etc., are governed by the recommendation of the President, subject to the approval of the Executive Committee. Tenure of office of the Executive Secretary runs concurrently with the officers and Executive Committeemen and is for one year, renewable. Immediate past presidents serve ex-officio on Board. Dues are determined by the officers and Executive Committee.

Registration fees for the convention are determined each year by the Officers and Executive Committee for those buying additional tickets for staff members, etc.

Dues may be paid quarterly, semi-annually or annually. All dues and assessments must be paid within the fiscal year (first of August each year until 31 of July the next year).

The President appoints a "Watchdog Committee", consisting of 4 members of the executive committee, plus the President as Ex-Officio, which meets prior to each board meeting to check all income and expenditures and to monitor the financial aspects of the Association and the report of the CPA, and reports to the board on any questionable items, prior to the board meeting.

The Past Presidents Committee, chaired by the outgoing President each year, meets four times each year to monitor and evaluate the activities of the Association and makes recommendations to the Officers and the Executive Committee.

The activities and functions of the Association have been expanded in recent years to incorporate such services as an employment file, play-by-play basketball and all-star football game broadcasts, special event, such as joint sessions of the legislature; inaugural broadcasts, special emergency news broadcasts, legislative committees to keep tab on local, State and national laws which affect the broadcast industry; a monthly newsletter reporting on all facets of the industry; sales and license renewal clinics, program clinics, engineering sessions, legal services through NAB, legal publications and legal firms; maintain liason with other State Associations, NAB, RAB and other organizations in the interest of association and associate members. The Association works with governmental and other organizations to establish working relationships, trips, tours and inspection of those functions which are generally of news value to the general public. Several field trips are made each year by officers and board members upon invitation.

Associate memberships in the MBA are available to firms with related broadcast interests. Associates have no voting rights and must pay registration fes at all meetings, conventions, seminars, etc. Associates receive the monthly MBA Newsletter, and pay annual dues.

The MBA offers scholarships to the Senior and Junior colleges of the State, to deserving students desiring to complete courses in basic radio and TV instruction. A Scholarship Committee of three past presidents is responsible for determining such scholarships, disbursement of funds to the colleges, etc.

The MBA conducts annual awards competition among radio and TV stations to award and recognize quality and excellence in various categories of programming, news and special events.

The MBA recognizes outstanding citizens of Mississippi with awards from time to time to those nominated and selected for such recognition. Any MBA member may make nominations. Board must approve.

The Mississippi Broadcasters Association has long been recognized as one of the outstanding and most active of all State Associations. Most of the stations in the State are active members of the Association, one of the highest percentages of membership in the United States.

Membership in the MBA is tantamount to the recognition and support of the best interests of the industry, to the fellowship and cooperation among members of the broadcast profession and a desire to be recognized as an active participant in industrial affairs, protection of vital interests, to good business and professional ethics and goodwill toward other broadcasters.

Operation of the MBA is based upon the general guidelines of the current NAB Radio-TV Code.

1942

On January 9, 1942, the Blue Network Company began operations as a separate entity, but still under the parenthood of R.C.A.

On June 8, 1942, James C. Petrillo, president of the American Federation of Musicians touched off a "big flap" in the industry by banning recording and transcribing of music for public use as of August 1.

C.B.S. began operating a two-way radio network between the Americas, as a way of celebrating broadcasting's 25th anniversary, with 114 stations on the hookup.

On July 30, the Census Bureau reported 82.8 of the nation's occupied dwellings were equipped with radios. The census was taken in 1940.

There were only slight changes noted among the radio stations (total of twelve in operation in the State in 1942).

Hugh O. Jones purchased WGCM from the P. K. Ewing family. Larry Holmes was Program Director and Hugh O. Jones was the Manager. Studios were located in the Hewes-Martin Building in Gulfport and The Tivoli Hotel in Biloxi, Miss. The transmitter was moved to Arlington Heights in Gulfport. The operating frequency was 1240, with 250 watts.

WCBI-Columbus, Miss., announced the beginning of remote studio operations in the following locations, (all hooked up by telephone lines and each managed and operated by separate personnel): The Ritz Theatre, West Point (Madge Moore, Manager); Starke Hotel, Starkville, Miss. (P. B. Hinman, Manager); Columbus Army Flying School, Columbus (managed by the Office of Information); Mississippi State College for Women-Columbus (under the direction of the Dept. of Speech). Bill McHan was listed as Production Manager and Maxell Williams as Chief Engineer. A fifty-watt portable transmitter was available for remotes. Felix Adams was a new member of the announcing staff. Billy Sansen was Secretary; Marcella Billups, Bookkeeper; Doug Stone-Announcer; John Bell, Announcer; Joe Windham, Announcer.

Ray Dickson was Chief Engineer at WJPR-Greenville, Miss. Bob Thompson was Chief Announcer. Bert Ferguson was Program Director. Barbee Ashley was Production Manager. Charlotte Hague was Musical Director and the engineering staff was composed of Ray A. Dickson and Horace Alvis.

G. E. Clark was Chief Engineer at WGRM-Greenwood, Miss.

Pat Halverson was named Publicity Director for WJDX-Jackson, Miss.

At WAML-Laurel, Miss., Granville Walters took over the sales promotion department, Frank Holifield became Program Director. Verna Taylor was in charge of bookkeeping and Bruce Dennis was Chief Engineer.

Charles White was named Station Manager at WSKB in McComb. Robert L. Sanders became President. Julia Blumenstock was the Program Director. Bill Lowery was Chief Announcer. Mrs. B. L. Mathis became Director of Music. Pauline Kiersky was in charge of Promotions.

WMIS in Natchez was in full swing with many added staffers, including E. O. Pennington as Sales Manager; Val Jensen, Program Director; Lloyd Harris as Chief Announcer; A. R. Young, bookkeeper; Harry King Barth, Musical Director and George Wilson as Chief Engineer. Penny Pennington was Promotional Director.

WQBC in Vicksburg added J. A. Tillman as Sales Promotion Manager and J. C. Lentz was program Director and Chief Announcer.

C. J. "Chuck" Wright, Sr.-WFOR-Hattiesburg, was President of The Mississippi Broadcasters Association in 1942.



Houston Cox, Jr., shown at the WCBI-Columbus, Miss., mike during a broadcast. Cox was News and Sports Director and did some of the first play-by-play broadcasts of local High School and Mississippi State sports events.

[Below] The tower of WCBI-Columbus, toppled when a house floating down the flooded Tombigbee River, hit a guy wire, causing the 192 foot tower to collapse. [1942] Only the tip of the top of the tower can be seen in center of the photo.



1943

On May 6, 1943, Life Magazine reported 91.9% of America's families were equipped with radios, with 4.2% out of order.

On December 24th, the Christmas Eve address by President Franklin D. Roosevelt was carried over the greatest worldwide radio hookup in history.

World War II was exacting a terrific toll in loss of ships, planes, men and materials, all over the fighting fronts. Radio stations in Mississippi had to play the "good neighbor" role with one another, just to keep transmitters on the air, with borrowed and makeshift equipment. The government confiscated every available piece of equipment and priorities and special authority had to be obtained to get scarce tubes and spare parts. No new stations were added, although the war caused much shifting in personnel, new additions and trainees. Some of the new names showing up at Mississippi stations included: Buck Hinman, Program Director at WCBI-Columbus; Herb Abramson, Program Director at WGRM-Greenwood. Billy Hand was also the new Promotion Manager, and

Gordon Clark was the Chief Engineer.

Pat Patterson was named commercial manager at WFOR-Hattiesburg, Miss.

Ward Coleman became Program Director for WSLI-Jackson, Miss.

George Covington was shown as Owner or Chief Executive of WSLI.

James Day headed up the Program Department and Mrs. Margery Marx was the Merchandising Manager at WMIS-Natchez, Miss.

Jane Burrous was director of Women's events and all War programs at WCBI-Columbus, Miss. Rev. John Brinn, a Church of Christ Minister, served as News Director. Walter Winchell, the New York columnist, ran a story on Rev. Brinn, as an example of how radio stations were utilizing available local, exempt persons to replace staff members serving their country in wartime.

Bob McRaney, Sr., Gen. Mgr.-WCBI-Columbus, was President of The Mississippi Broadcasters Association in 1943.

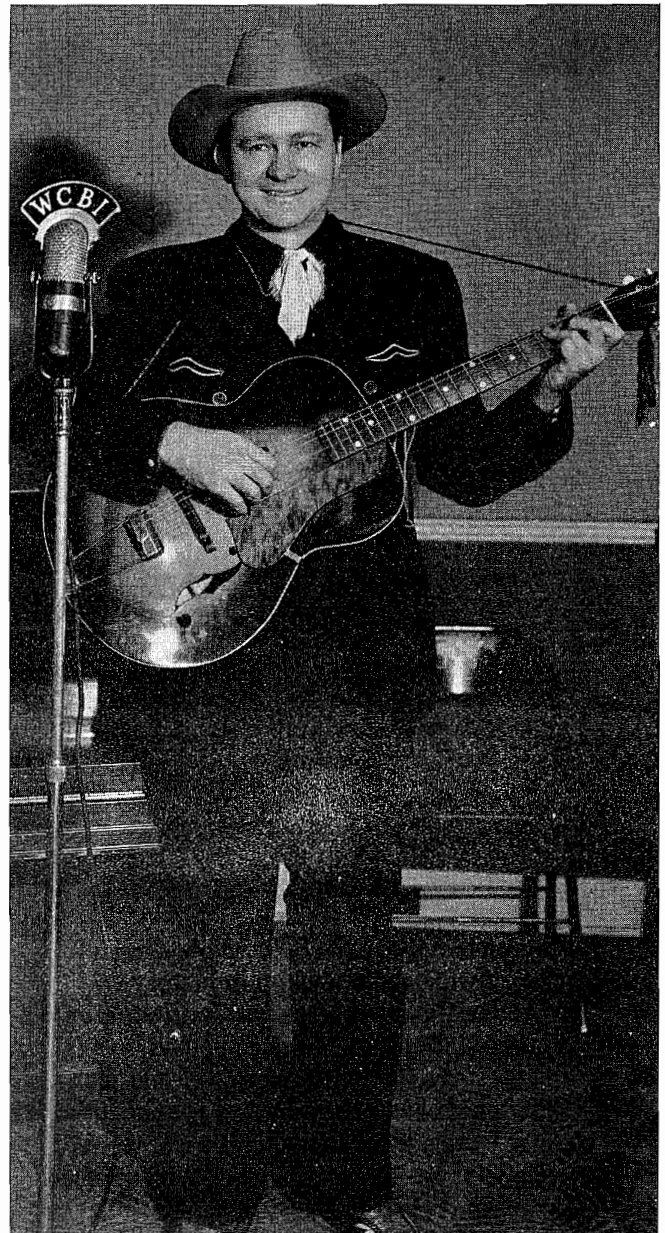
Changes at WJPR-Greenville, Miss. listed Sallie Kellner as Publicity Director, Rosie Mock as Musical Director and R. L. Lee as Chief Engineer.

Donovan Murphy was listed as Chief Engineer and Eddie Vann was named Production Manager at WGCM-Gulfport, Miss.

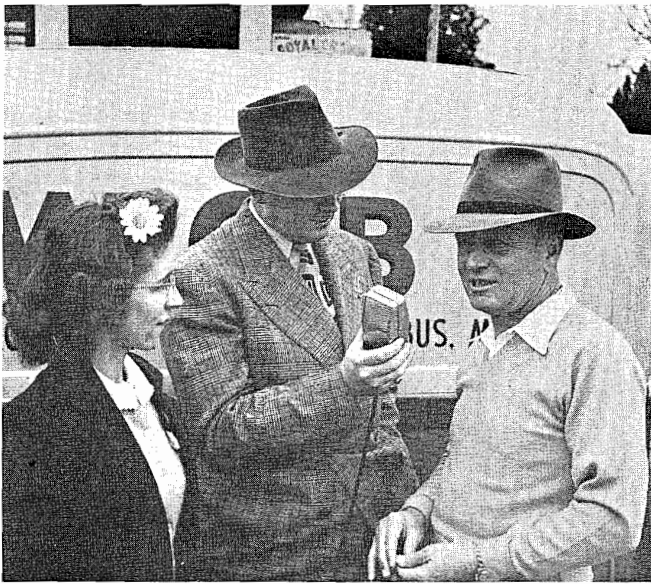
It should be noted that more and more women were being pressed into service in all departments of radio operations, except engineering.



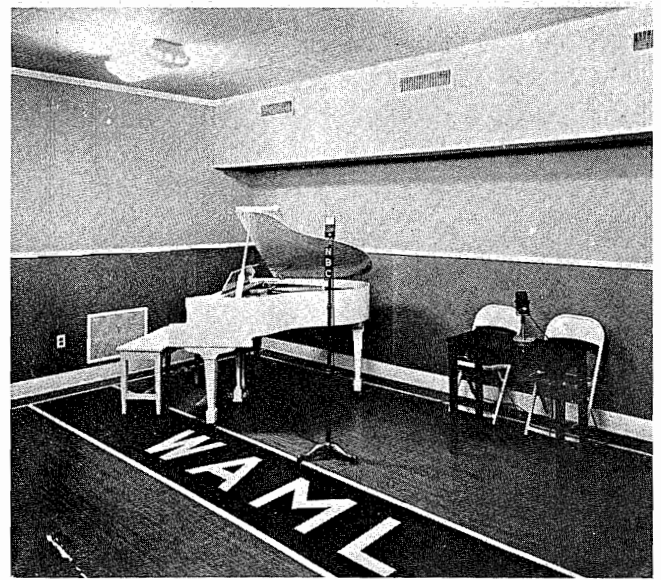
Madge Moore-West Point, Miss., managed, announced and sold time for the remote studios of WCBI-Columbus, Miss. during the war years.



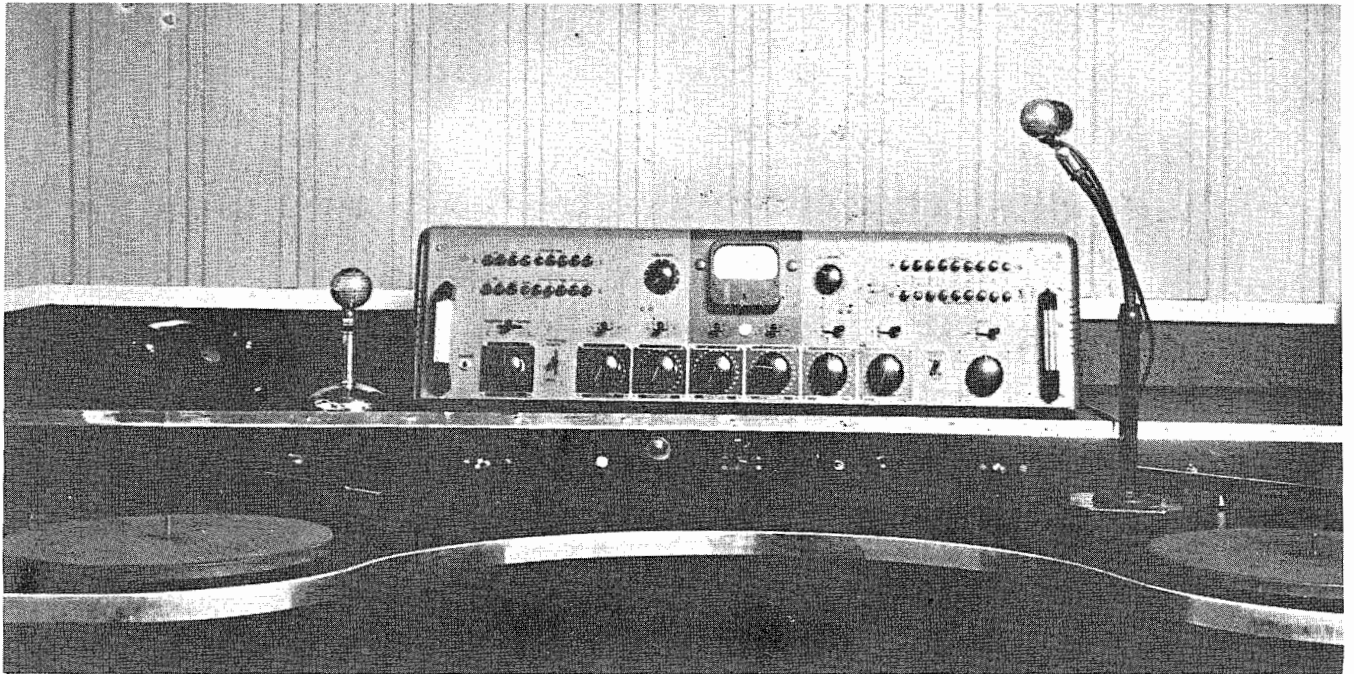
Tex Ritter, Country and Western Movie Star, guest appearance, WCBI-Columbus, Miss. [1943]



Yvonne Brisbane [left] WCBI Announcer; Bob McRaney-WCBI General Manager; Col. L. C. Mallory-Commander, Columbus Army Air Base during Mobile Unit Broadcast, of Golf Tournament, Columbus, Miss.



Newly designed main Studio WAML-Laurel, Miss. [1943]. Note RCA ribbon type microphones.



New RCA Type 76 audio input console in newly rebuilt control room WAML-Laurel, Miss. [1943].

1944

Two new stations were built in Mississippi during 1944. WELO-Tupelo, Miss., licensed on June 14, 1944, operating on 1490 KC with 250 watts power. It was licensed to Birney Imes, Jr. The station went on the air in May of 1944, with Gene Tibbett as the first manager. Bob McRaney, Sr., was General Manager of the Imes stations. WELO became the second station of The Mid South Network. It was built with a "hodge podge" of equipment, scrounged from many sources. Nearly every piece of equipment was used or second hand. Bob Evans was the Sales Manager. Charles Boren was announcer. Don Whitney was also a staff announcer and directed a hillbilly band. Lee Rebert was a member of the announcing staff. Leroy Green was Chief Engineer. Other engineers were

Jimmy Green and Frank Spain. WELO was an affiliate of The Mutual Network; Paul Ballard was an announcer, Sara Caldwell was copy writer. Mrs. Daisy Haddon was in charge of accounting.

WROX in Clarksdale, Miss., was licensed to Robin Weaver, with a power of 250 watts on a frequency of 1450 KC. It was first affiliated with the NBC Blue Network, and later joined The Mutual Network.

Studios and offices were located at 321 Delta Avenue. Mr. Weaver operated the station only a short while, and sold it to Birney Imes, Jr., who owned WCBI-Columbus and WELO-Tupelo. Thus, WROX became the third station in the rapidly growing Mid-South Network. Bob McRaney, Sr., was named General Manager. David M. Segal was the first manager. W. R. Pharr was Sales Manager, Carroll Jackson was Program Director and Charles Hicks was the Chief Engineer.

The largest number of radio homes in the history of the nation (32,500,000), was reported, despite wartime freezes, plus tube and parts shortages.

James C. Petrillo, President of the American Federated Musicians Union, announced a plan to force stations to hire "pan cake turners", at radio stations, in order to make jobs for over 2,000 union musicians. The National Labor Relations Board turned it down.

The Rebel Network was formed in Mississippi, comprised of stations WJDX-Jackson; WAML-Laurel and WFOR-Hattiesburg. The network was primarily a sales organization, offering group discounts for the purchase of member stations. All were hooked together as NBA Red Network outlets. Allen Lacy, Jr., of WJDX was the Business Manager. The network was represented by George P. Hollingberry Company in New York.

The Mid-South Network also came into being, with headquarters at WCBI-Columbus, Miss. comprised of WCBI-WELO and WROX. Bob McRaney, Sr., was the General Manager. All stations were affiliates of The Mutual Network.

There were fourteen stations in operation in Mississippi in 1944. Although the wartime restrictions were still in effect, there was a mad scramble to find used towers, transmitters and audio equipment and put together applications for new stations. After the long wartime period, radio was to begin a race to develop new markets and provide additional service.

There were not many personnel changes during 1944. At WCBI-Columbus, Miss. Mims Boswell was added to the announcing staff. Yvonne Brisbane was named Program Director and Jack V. Jones became Chief Engineer. James N. Glone was the Chief Engineer at WFOR-Hattiesburg, Miss.

Elsie Holmes became head of the publicity department at WJDX-Jackson.

W. C. DeHority was named to the Commercial Manager post at WAML-Laurel, Miss.

At WMIS-Natchez, Miss., Mac Howell, formerly with WJDX-Jackson, was made Commercial Manager. Helen Tyer was named Program Director, Norman Lawrence was Production Manager, and Thomas Patterson was Chief Engineer.

Hugh O. Jones of WGCM-Gulfport was President of the Mississippi Broadcasters Association in 1944.



Contestants in Talent Contest—Broadcast from Alabama-Mississippi Fair in Tupelo, Miss. over WELO. Elvis Presley was a contestant but is not in the picture. Gene Tibbett-WELO Station Manager, at [left], Charles C. Boren, Announcer, [right].



[Left]—Bob McRaney-Gen. Mgr. WCBI-Columbus, Miss.; Lowell Thomas-NBC News Commentator & graduation speaker at Columbus Air Force Base. Thomas' son graduated as a pilot at CAFB; Col. L. C. Mallory-First Commander CAFB. Columbus, Miss., Gilmer Hotel, Gardenia Room. Thomas' NBC Newscast originated here.



Mutual Network Pickup of Miss. State-Alabama Football Game [1944]. The broadcast was fed to the Mutual Network. Tom Slater, Mutual [NYC] color announcer; Jack Jones-Engineer-WCBI-Columbus, Miss.; Bob McRaney-Gen Mgr.-WCBI-Columbus, Miss.; Russ Hodges-Mutual [Washington]-Play-by-play announcer; Houston Cox-Sports Announcer WCBI-Columbus, Miss.



Ben Hilbun [at mike], President of Mississippi State University, speaks during the Exchange Club's Annual Football Party at Propst Park-Columbus, Miss. [1944]. Seated, "Red" McDowell-Sports Writer; Bob McRaney-WCBI-Columbus, Miss., in charge of the party for the Exchange Club of Columbus; C. N. Brandon-Supt. City Schools-Columbus. Famous persons who have attended Exchange Club Football parties in the past include "Bear" Bryant, Bud Wilkinson, John Vaught, "Red" Drew, Tommy Thomas, Darrell Royal, Herman Hickman, Reed Green, Pie Vann, Wally Butts, Murray Warmath, Harry Mehre, Allyn McKeen, C. R. "Dudy" Noble, C. M. "Tad" Smith, etc.



Regional Meeting of The National Association of Broadcasters and Mutual Network Affiliates-Memphis, Tenn. Left to right are: Bill Williams-WGRM-Greenwood, Miss.; Sam Anderson-KFFA-Helena, Ark.; B. J. Parrish-KOTN-Pine Bluff, Ark.; Emmett McMurray-WJPR-Greenville, Miss.; Unidentified; Bill Ware-Arkansas; Gene Tibbett-WELO-Tupelo, Miss.; Chas. Godwin-Station Relations Director-Mutual Network [NYC]; Bob McRaney-WCBI-Columbus, Miss.; Bob Evans-WELO-Tupelo, Miss.



Front Row [L-R]-W. E. Jones-WGCM-Gulfport; Emmett McMurray-WJPR-Greenville; Eddie Vann-WGCM-Gulfport; C. J. "Chuck" Wright-WFOR-Hattiesburg; Hugh M. Smith-WAML-Laurel; P.K. Ewing, Jr.-WMIS-Natchez; P. K. Ewing, Sr.-WGRM-Greenwood; Hugh O. Jones-WGCM-Gulfport; Bob McRaney, Sr.-WCBI-Columbus. Standing-Rear [L-R]-Mrs. W. E. Jones; Mrs. P. K. Ewing, Sr.; Mrs. C. J. Wright; Mrs. Bob McRaney, Sr. [Photo was taken on grounds of The Edgewater Gulf Hotel.]

1945

1945 saw a ban imposed by Union Musician "Czar", James C. Petrillo, President of the AFM, which forbade dual broadcasting of programs on FM stations and AM stations at the same time. The Industry raised the roof, contending the development of FM radio would be retarded.

President Franklin D. Roosevelt, known as "the first radio President", died on April 12, 1945. The news of his sudden death stunned the nation. Radio handled the tragic news with great dignity and decorum.

On November 4, an observance of the role played by American broadcasting was cited during National Radio Week, November 4-10, commemorating radio's 25th Anniversary.

A construction permit to build a new radio station in Jackson, Miss., WJXN, was in effect in 1945, effective March 1. The station was licensed to The Ewing Broadcasting Company, which also operated WGRM-Greenwood and WMIS-Natchez, Miss. Hugh M. Smith was named General Manager. Studios were at 1200 North State Street. This station had the distinction of being the only station in the State with an all wooden, guyed tower, located on the State Fairgrounds. It was hoisted into position as one unit.

WCMA-Corinth, Miss., was established in 1945, and was so listed in Standard Rate and Data (December 1945). The station is believed to have gone on the air around Sept. 5, 1945. It was licensed to The Corinth Broadcasting Co. It was authorized to use 250 watts power on 1230 KC, unlimited hours. Aaron Robinson was the Manager. Burn-Smith Company was the national representative.

Ward A. Coleman was named Manager of WAML-Laurel, Miss. succeeding Hugh M. Smith, who moved to WJXN in Jackson.

Hugh W. Smith was named Musical Director at WROX-Clarksdale, Miss.

WJPR-Greenville named Bill McHan Program Director. Horace S. Colby headed the engineering staff.

Josephine Williams was the Program Director at WGRM-Greenwood, Miss.

David L. Dodd was Chief Engineer.

WGCM was operating with Mrs. O. L. Owens as Sales Manager; Mary Scearce was handling publicity; Len Campbell was Musical Director.

Ed Jenkins became Program Director for WFOR-Hattiesburg, Miss. L. E. Sanders was named Chief Engineer.

Alon W. Bee joined the announcing staff at WJDX-Jackson, Miss., and W. Taylor Briggs was Program Director. Maurice Thompson was the Director of Sales Promotion. Rena T. Foster handled publicity.

Frank Holifield was Program Director at WAML-Laurel, Miss.

Carl Simmons was the Head of Publicity; Robert Nickey was Chief Announcer at WSKB-McComb, Miss.

Wiley P. Harris, General Manager of WJDX-Jackson, Miss., served as President of The Mississippi Broadcasters Association in 1945.



Grand Opening—New studios and offices. WROX-Clarksdale, Miss. L-R—Gene Tibbett—Sta. Mgr. WELO-Tupelo, Miss.; Bob McRaney, Sr., Gen. Mgr.-WCBI-Columbus, Miss.; and the Mid-South Network-Columbus, Miss.; David M. Segal—Sta. Mgr. WROX-Clarksdale, Miss.; James W. Eatherton—Sales Mgr.-WCBI-Columbus, Miss.

[July 12, 1945]



An unidentified person [at left], Bob McRaney, Sr., Gen. Mgr., and David M. Segal, Station Mgr. of WROX-Clarksdale, Miss., stand beside the Mid-South Network Station Wagon.



Miss Jennie Earle Cox of West Point, Miss., was named "Maid of Cotton" in Memphis, Tenn., in 1945. Here she is shown before the microphone of WCB1-Columbus, Miss., during a broadcast of the "Homecoming" staged in the West Point High School and broadcast over WCB1.



Twelve of the fourteen stations operating in Mississippi in 1944 were present on April 5, 1945, for the Annual Convention of the Mississippi Broadcasters Association. They are - seated - left to right - F. C. Ewing-WGRM-Greenwood; Bob McRaney, Sr., Gen. Mgr., The Mid-South Network Stations-WCB1-Columbus, WEL0-Tupelo-WROX-Clarksdale; Mac Sepaugh-WSLI-Jackson; C. J. Wright-WFOR-Hattiesburg; Hugh M. Smith-WAMI-Laurel; Bert Ferguson-WJPR-Greenville; Hugh O. Jones-WGCM-Gulfport. Standing [L-R] Maurice Wray-WSLI-Jackson; F. E. Wilkerson, WSLI-Jackson; James W. Eatherton-WCB1-Columbus; George D Blumenstock-WSKB-McComb; P. K. Ewing, Jr.-WMIS-Natchez; Allen Lacy, Jr.-WJDX-Jackson.

JACKSON'S FIRST FEMALE ANNOUNCER

Thirty-three years ago Nancy Chambers was a young announcer at radio station WSLI-Jackson and heard the bells that signaled a "flash" on the teletype machines. President Roosevelt was dead. She rushed to the control room and interrupted the network program in progress to tell Mississippi that the President of the United States had died in Warm Springs, Ga.

It was a scoop for the first female announcer in Jackson but the next four or five minutes were a "what if" wait for her. What if somebody had sent an unauthorized message? What if someone had made a mistake?

"I remember those few minutes as being the longest in my life," she says. "I couldn't figure out why the network people had not interrupted, and I just stood there with the news item in my hand wondering if somehow it had been sent over the wires in error."

Finally, the network did interrupt the programming and made the announcement that put the world in shock as the end of World War II neared. Nancy had told Mississippi listeners about it first. She breathed a sigh of relief.

[From JACKSON MAGAZINE — July, 1978 — Supplied by "Mac" Sepaugh-WSLI-Jackson.]



*Film star Cesar Romero
being interviewed by
Gene Tibbett, Mgr.,
WLOX, Biloxi.*

CHAPTER VII

“The Boom Years”

(1946-1960)

1946

There were 18 radio stations in operation in Mississippi in December, 1946. Two stations went on the air during the year and one construction permit had been granted.

WMOX-Meridian, Miss., licensed to Birney Imes, Jr., was first licensed on July 29, 1946. WLAU-Laurel, licensed to Southland Broadcasting Company, was licensed on October 10, 1946. D. W. Gavin, owner of WCOC in Meridian, Miss., was issued a construction permit to build a station in Macon, Miss.

The old Meridian, Miss. YMCA Building, unoccupied for many years, at 23rd and Ninth Streets, was purchased by Birney Imes, and converted into a modern office building, with self-service elevator, and a complete top to bottom renovation. The second floor, with its spacious gymnasium, meeting room, with stage and space for offices and storage, was selected for WMOX. With an eye to the future, Imes planned to use the gymnasium, with its high ceiling and complete running track, as an auditorium for broadcasting to live audiences. Later, he planned to use it for a television station which was in the distant planning stages.

The transmitter was located along Sowashee Creek, south of the city, one mile from the business district.

WMOX was operated on 1240 KC, with a power of 250 watts, unlimited. It was affiliated with The Mutual Broadcasting System and The Mid South Network. General Manager was Bob McRaney, Sr. The first Manager was Gene Tibbett, who was transferred from WELO-Tupelo. The Commercial Manager was Carl Upchurch. The National representative was Sears and Ayer.

WLAU-Laurel was assigned the frequency of 1490 KC, with a power of 250 watts, unlimited hours. Studios and offices were located at 437 N. Magnolia St. The transmitter was located on East 19th Street.

The station was an affiliate of The Mutual Broadcasting System. Hugh M. Smith was General Manager. W. C. DeHority, was Commercial Manager. Representative was William G. Rambeau Company.

New faces making their appearance in Mississippi radio in 1946 included: Marell L. Cole, Chief Engineer at WROX-Clarksdale. P. B. ‘Buck’ Hinman, was the new Station Manager. David Livingston joined the staff of WCBI as Chief Engineer. Dr. Frank M. Davis was the Chief owner of WCMA-Corinth. W. M. Essary was WCMA’s Chief Engineer, William Bigley was Commercial Manager. Emmet H. McMurry, Jr., purchased WJPR-Greenville and served as General Manager. Ainsle Pryor was Program Director, Claude Milstead was promotion Manager and Horace Colby, Chief Engineer.

Sheldon Morgan was the new Program Director and William Lewis was Chief Engineer at WGRM-Greenwood.

B.B. McLemore joined the staff at WFOR-Hattiesburg, as Chief Engineer.

WJXN-Jackson listed new employees as follows: Paul Simpkins, Program Director; Dean Linville, Promotion Manager; and Murray Ellington, Chief Engineer. Guy Corley was WJXN’s new Manager. Ernest Watson was Sales Manager. Bruce Smith was the Program Director at WSLI-Jackson.

At WAML-Laurel, J. Taylor Nourse took over the Program Director duties.

Wilna Nichols was assigned the Program Director job at WMIS-Natchez.

Joe Russell, Jr. was the new Program Director at WELO-Tupelo. Joe was killed in an automobile accident while returning from a remote broadcast. W. R. “Reeves” Whirley became Commercial Manager.

Mary Van Cashman served as Manager and Program Director at WQBC-Vicksburg.

Emmett McMurry, WJPR-Greenville, Miss., was President of the MBA.

COLUMBUS HAILS FAMED RECORDER

Magnetic Wire of WCBI Used at Exchange Club Program And Scores A Hit

First public display and demonstration of the sensational magnetic wire recorder, made last night before the Exchange Club at the Gilmer, featured a program honoring National Radio Week.

Bob McRaney, WCBI general manager, was in charge. A dozen of those present were interviewed and the program was played back and the entire audience hailed the invention, which grew out of wartime radio-radar equipment.

Also on the program was Buck Hinman, WCBI production manager, who sang, and the Mid-South Ramblers, who played and sang, Vice President J. C. Mauldin presided.

C. R. Robinson and W. E. McGee were elected official delegates to the state convention to be held here June 25-26 with Frank Griffin and T. J. McIntyre, Jr., as alternates.

Appointed on a committee to nominate officers for the last half of 1946 were Henry Jones, E. B. Ringold and C. R. Robinson. They will report June 6.

David Lavender, chairman of the Deep South Horse Show, said everything pointed to Mississippi's greatest horse show July 3-4.

[May 24, 1946—*The Commercial Dispatch*]



Miller McClintock, Pres. Mutual Network, Fred Webber, Gen. Mgr.; Les Learned, MBS Engineer and Bob McRaney, Gen. Mgr. Mid-South Network, Columbus, Miss., sign first Mutual Network Affiliation for WCBI-Columbus, Miss. which was the first Mutual Network Station in Mississippi.



Willadeen Hawkins and Band broadcast from the Grand Opening of Double Cola Co., Macon, Miss. [1946], over WCBI-Columbus, Miss.



WMOX-Meridian, Miss., was housed on one half of the second floor of the YMCA Building which was purchased by Birney Imes, who renovated it as a modern office building.



[L] Birney Imes, Jr., owner WMOX-Meridian, Gene Tibbett, Station Manager. Grand Opening of Studios in 1946.



Main Studio WMOX-Meridian, Miss. [old YMCA Building], Grand Opening, Meridian, Miss. 1946.



Meeting—Mississippi Broadcasters Association—Vicksburg, Miss., [1946]. Front Row L-R, P.B. "Buck" Hinman—Program Director, WCBI-Columbus, Miss.; Guy Corley—Sales Mgr. WRBC-Jackson, Miss.; Hugh M. Smith—Gen. Mgr., WJXN-Jackson, Miss. [Sec.-Treas-MBA]; Emmett McMurray—Gen. Mgr., WJPR-Greenville, Miss. [President, MBA]; Gene Tibbett—Gen. Mgr., WMOX-Meridian, Miss. [Vice Pres., MBA]; W. C. DeHority—Sales Manager, WAML-Laurel, Miss.; Mary Van Cashman, WQBC-Vicksburg, Miss.

Back Row [L-R] Bob Evans, Sr.—Station Mgr.—WELO-Tupelo, Miss.; Pat Patterson—Sales Manager-WFOR.—Hattiesburg, Miss.; Granville Walters—Gen. Mgr. WAML-Laurel, Miss.; C. J. "Chuck" Wright, Sr.—Gen. Mgr., WFOR-Hattiesburg, Miss.; Frank Holifield, Comm. Mgr., WAML-Laurel, Miss.; Hugh O. Jones—Gen. Mgr., WGCM-Gulfport, Miss.; [Unknown]; Mac Sepaugh—Gen. Mgr., WSLI-Jackson, Miss.; C. J. Wright, Jr.—Gen. Mgr.—WCJU-Columbia, Miss.



Officers and Board—MBA, Buena Vista Hotel-Biloxi [1946]



MBA Convention 1946.

Hugh M. Smith, WAML-Laurel, Miss.; Eddie Vann, WGCM-Gulfport, Miss.; P. K. Ewing, Jr., WMIS-Natchez, Miss. L-R, standing: William E. Jones-WGCM-Gulfport, Miss.; Emmett McMurray, WJPR-Greenville, Miss.; C. J. "Chuck" Wright, Sr., WFOR-Hattiesburg, Miss.; Hugh O. Jones, WGCM-Gulfport, Miss.; Bob McRaney, Sr., WCBI-Columbus, Miss.; P. K. Ewing, Sr., WGRM-Greenwood, Miss.

Edgewater Gulf Hotel—Biloxi, Miss. [Background]

1947

The population of radio stations in Mississippi in 1947 jumped to twenty-four, including those on the air and others for which construction permits had been issued. The "boom in broadcasting", long awaited since the ending of the war, was clearly underway.

WCJU-Columbia was first out of the shute, with a grant dated March 28, 1947. In second place was WMBC-Macon. WMSC was granted April 2, 1947. The third station, granted May 16, 1947, was WTOK-Meridian. WAZF-Yazoo City was next, with a grant dated August 22, 1947. WROB-West Point received a grant on December 2, 1947 and to make it an even half dozen for the year, WRBC-Jackson had a grant dated December 18, 1947. Altogether it was a bumper year for new stations. Some, of course, had been given construction permits earlier, and most of them went on the air after receiving program test authority by the FCC. The granting of a license usually followed the "on the air" date by several weeks or even months.

WCJU-Columbia-was granted a frequency of 1450 and a power of 250 watts. It was owned by Forrest Broadcasting Company, which also owned WFOR-Hattiesburg. It even had call letters to match C.J.U., which was planned for "Chuck" Wright, Jr. (CJU). The station affiliated with The Mutual Network. Charles J. Wright, Jr., was Commercial Manager and B. B. McLemore was Chief Engineer.

WMBC-Macon was licensed to Withers Gavin, to operate on 1400 KC, with 250 watts, unlimited time. Mr. Gavin owned WCOC in Meridian and held a CP for WJQS in Jackson. Studios were located in the Macon Hotel.

WTOK-Meridian, was granted to Meridian Broadcasting Co., headed by Robert F. Wright, President and General Manager.

WTOK was assigned 1450 KC and 250 watts. Studios and offices were established in the Citizens National Bank Building. The Sales Manager was William B. Crooks. Chief Engineer was Joe Saxon.

WAZF-Yazoo City was, was granted to a firm of Barrier and Holmes. The frequency was 1230 KC, with a power of 250 watts.

WROB-West Point was granted to Bob McRaney, Sr., General Manager of The Mid-South Network in Columbus, including WCBI. It operated with 250 watts power on 1450 KC. Studios and offices were located in a new building at the corner of Forrest and Bugg Streets, with the tower located on the same site. It was a combination of studios, offices, transmitter and tower, all located on the same property. Ed McRaney was the first Manager. Glenn Walker was announcer-Program Director. Bill Sneed was a combination Chief Engineer and announcer. Jack King, a graduate electronics engineer of Mississippi State University, joined the station later as announcer-engineer. The station was affiliated with The Mutual Broadcasting System and The Mid-South Network.

WRBC-Jackson was licensed to The Rebel Broadcasting Co., with a power of 5,000 watts daytime, 1,000 watts night, on 620 kilocycles. Allen Lacy was head of the firm. John H. Cleghorn was the Manager. J. W. Carlier was the sales manager.

Withers Gavin held a Construction Permit for WJQS-Jackson, 1400 KC, 100 watts. Studios were proposed for the Walthall Hotel.

Duke H. Thornton, a newspaperman in Philadelphia, held a construction permit for a new station in Philadelphia, Miss., 1490 KC, 250 watts. He did not pursue the application.

Personnel shortages disappeared as WW II participants began to arrive home. Many reclaimed their old jobs in radio. The government offered numerous training programs and radio schools opened across the land. Home-hungry GI's wanted to forget the war and get into the business of broadcasting.

The Rebel Network expanded, adding WJPR-Greenville; WTOK-Meridian; and WGCM-Gulfport.

New personalities finding their way into radio in Mississippi in 1947 included the following: Howard Gurney, Sales Manager, Thomas Reardon, Program Director; Mel Deschene, Chief announcer and Gartley Tavel, Chief Engineer. All of these were on the staff at WROX-Clarksdale.

WCBI-Columbus added Drew Shankle as Promotion Manager and Charles Newman, as copy chief. Bill Vaughn was doing play-by-play sports.

WCMA-Corinth employed John E. Bell as Assistant Commercial Manager.

At WJPR-Greenville, new faces were Ben F. Rogers, Promotion Manager; Percy Lee Kuhn, Chief Engineer; Paul Artman, record MC.

W. C. Hand, Jr., was Chief Engineer at WGRM-Greenwood. Van Power was on the announcing staff. T. D. Shanks was musical director.

B. K. Smith was handling Programs at WSLI-Jackson. The same station hired Charlie Rawls to do publicity.

WJXN employed Theresa Watson as Office Manager. Studios were located in the Deposit Guaranty Bank Building.

WAML-Laurel placed M. M. Caver in charge of sales. Jimmy Wilson served as Program Director and the Chief Engineer was Clyne Graves.

Lloyd Hilbun became Chief Engineer at WLAU-Laurel.

WMOX-Meridian placed Jerry Kerns in charge of programs and Production. Raymond Bates was the Chief Engineer. Tiny Vickery was added to sales.

WTOK-Meridian listed Ray Muller, Program Director. Neill Lovett, Promotion Manager.

Paul Schilling became Commercial Manager at WMIS-Natchez. Bill Slatter was record MC.

Bob Evans was made station Manager at WELO-Tupelo, Miss. Bill Barrett was added to the announcing staff and did sports coverage. A remarkable part of Barrett's sports announcing was the fact he had had no previous experience, and knew little about sports. He was provided with an illustrated book on boxing and wrestling, and proceeded to do a creditable action broadcast from ringside, including an interview with former world champion Barney Ross. A romance quickly developed with WELO's copy writer Jane Hosmer, and Bill. Bill and Jane are still "making beautiful music" together. Bill Barrett is now the head of The Northeast Industrial Development Association in West Point (1978).

From 1947 to 1955 he was with WCJU in Columbia, Miss.

Gene Tibbett of WMOX-Meridian, was President of The Mississippi Broadcasters Association in 1947.

DEDICATION FOR WROB

Ceremonies Will Take Place at New Station Thursday Night

Ceremonies marking the dedication of West Point's new radio station WROB will be held in the studios of the station in the WROB building on Forrest Street Thursday night from 7 to 8. Station officials are expecting a large crowd of out-of-town guests, including managers of radio stations, officials of the Mid-South Network, and many from West Point.

Appearing on the program will be Henry Woodall of Meridian, who built the WROB building, Ed Beneke, Birney Imes, Jr., Bill Forman, Roscoe Robson, Bill Vaughn, Myron Freid, Miss Helen Gault, Mr. and Mrs. J. O. Slaughter, Mr. and Mrs. J. W. Eatherton of Columbus.

In addition, a number of local artists will participate in the musical part of the program.

Local people who will take part in the dedication ceremonies include: Mayor Thompson McClellan, John Bryan, B. D. McCallister, T. F. Wyman, B. W. Norris, E. E. Wooten, Henry Harris, Mr. and Mrs. John Wilson, Rev. J. K. Unger, Mr. and Mrs. E. G. Harris, Rev. J. Edgar McDonald, Mrs. Bessie McCharen, Mrs. A. K. Naugle Mrs. Madge Moore.

[From The Daily Times Leader]

Congratulations to WROB

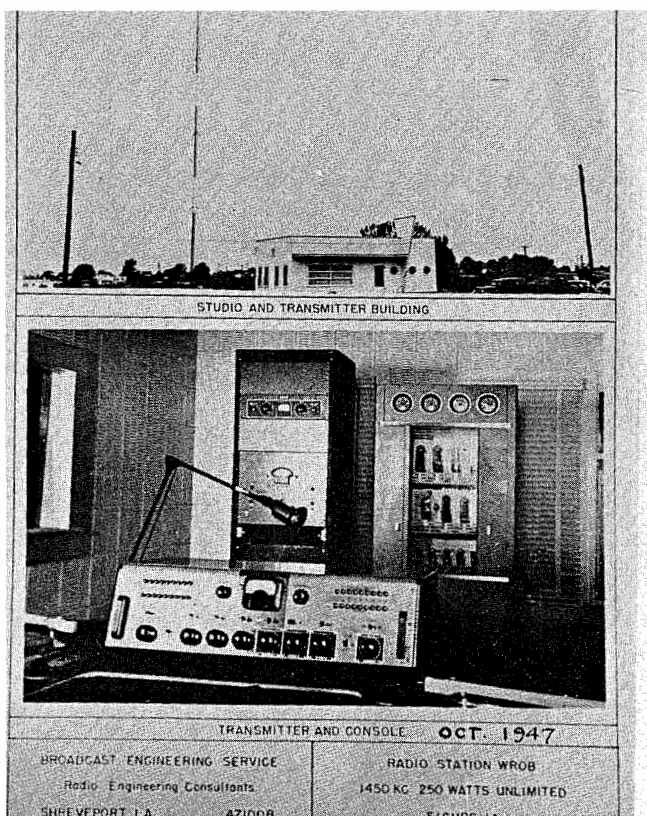
(Editorial)

The Daily Times Leader extends hearty congratulations to Bob McRaney and his associates on the completion of West Point's new and modern radio station, and wishes for this important enterprise a full measure of success.

It requires a lot of courage to construct a radio station in a city the size of West Point, and especially at a time when equipment and materials are expensive, and when construction costs are high, but we sincerely believe that West Point is going to continue to grow and that, in the long run, the investment will prove to be a wise one.

Radio Station WROB is entirely modern. All of its equipment is new, and of the latest design. It is adequately housed in its own building, erected for the purpose, and compares favorably in every way with the best radio stations in the country.

[Editorial by Edgar Harris, Editor, Daily Times Leader-Oct. 11, 1947]



These photos were made at the completion of construction of WROB-West Point, Miss. [Oct. 1947]. Grand Opening was Oct. 15, 1947. The tower is a 180 foot Wincharger. Console is RCA 76-B. Transmitter is 250 watt Western Electric.

First advertising contract for WROB-West Point, Miss. is signed by Thomas Douglas owner of The Douglas Co., Oct. 1947.



Bob McRaney [R] Gen. Mgr. WCBI-Columbus, accepts award from US Air Force Recruiting Service. [1947] Note RCA early wire recorder [center].

1948

Thirty-two radio stations were in action or under construction in the state in 1948. The entire state would soon be covered. Every town of up to 6,000 population had a chance of getting a full time or at least a daytime station, or F.M. Equipment was once again available and personnel was easier to find; business was good and getting better!

Brookhaven, Miss., obtained its first radio station, WJMB, operated by Brookhaven Broadcasting Co. The license specified 1340 KC, unlimited time, with 250 watts power. Tullius Brady was the General Manager. Chuck Allen was the first Sales Manager. The first license was dated July 23, 1948.

Then came WLOX-Biloxi. The story of its founding is best told by Thomas B. "Blue" Major, its first Chief Engineer, later Sales Manager and eventually General Manager. "Blue" tells it like this: "WLOX was founded by the late J. S. Love, Jr. The station went on the air May 28, 1948. While under construction the station was destroyed by the 1947 hurricane and had to be rebuilt. The first General Manager was Gene Tibbett. The first sales manager was Carl Upchurch. I was the first Chief Engineer. The program Director was Carl Junker and Ray Butterfield was the sports director and announcer. WLOX was made an affiliate of The Mutual Broadcasting System. The studios were located in the Buena Vista Hotel. The self-supporting tower was located "in the Gulf", just across Highway 90 from the Hotel. In 1950 Ray Butterfield was made General Manager and I was appointed sales manager, in addition to the duties of Chief Engineer".

WJQS was licensed to Mississippi Broadcasting Company, whose sole owner was D. W. Gavin of Meridian, who also operated WCOC-Meridian and WMBC-Macon. WJQS operated with 250 watts power on 1400 KC. Studios were in the Edwards Hotel. WJQS was an affiliate of the Columbia Broadcasting System. The first license was dated March 3, 1948.

WHSY-Hattiesburg held a construction permit, but was first licensed on Nov. 4, 1948. It was owned and operated by a partnership consisting of Charles Welmer Holt, Marvin Reuben and Vernon J. Cheek. It was assigned a frequency of 1220 KC, 250 watts, daytime.

WKOZ-Kosciusko was first licensed on Jan. 1, 1948. The frequency was 1340 KC, with 250 watts power. It was owned by a partnership of Cy N. Bahakel, and James W. Arendale, Sr. Malvin Lee was the commercial Manager. J. W. Arendale, Sr., was Chief Engineer.

The FCC granted a license to a partnership consisting of Albert Mack Smith, Phillip Dean Brady, Kenneth Hinton Quin and J. P. Melvin for a new station, WAPF-McComb, Miss. The specifications called for operations on 1010 KC, 250 watts, daytime only. Studios were in the Saphie Building. The President was Dr. J. P. Melvin. General Manager was Wyllard G. Stone. Harold Hill was Program Director. Chief Announcer was Malcom Jones and Phillip Brady was Chief Engineer.

Philadelphia, Miss., got its first station, WHOC, which was licensed to William Howard Cole, Sept. 14, 1948. The frequency was 1490 KC and unlimited hours with 250 watts power. W. C. deHority was the Station Manager.

Jim Sparks was the first Program Director and Chief Announcer. F. H. Frantz was the Chief Engineer.

WVIM-Vicksburg, Miss., became the second station in this historic city. It was assigned a frequency of 1490 KC, with a power of 250 watts. It was licensed to The Ewing Broadcasting Company. Studios were in the Hotel Carroll. Partners in the company were P. K. Ewing, Jr., F. C. Ewing, and Myrtle M. Ewing. P. K. Ewing, Jr. was General Manager. Walter F. Smith, Jr. was Sales Manager, Paul Simpkins was Program Director and W. A. Lewis was Chief Engineer.

Within 1948 alone, eight new stations had been constructed and put on the air. Total now reached 32 in operation, with Construction permits being issued for additional stations in 1949.

WVMI-Biloxi was owned by a partnership of James H. McKee, Odes E. Robinson and G. E. Holmes. It operated on 570 KC, with a power of 1000 watts, daytime.

At WROX-Clarksdale, Bud Bird was Chief announcer, John Thomas was Musical Director and James Clayton was the Chief Engineer. Bill Dollarhite was named Farm Director.

Lester Williams purchased WCJU-Columbia.

Mort Sackheim was added to the staff of WCBI-Columbus, to serve as Program and Production Manager. Stuart Covington handled publicity, Glenn Walker was the Chief Announcer and Thomas McFerrin became Chief Engineer.

WCMA-Corinth had a new Station Manager, John E. Bell. Jim Hoppers was named Program Director and Tom Williams farm editor.

Harry Bulow was made Program Director at WJPR-Greenville.

W. T. Shanks was listed at WGRM-Greenwood as the new Program Director. Robert Leador was Chief Engineer.

At WJDX-Jackson, Howard Langfitt was named Farm Director.

WRBC in Jackson added Tom Stinson, Program Director; Frank Meyerhoff as Promotions Manager; and G. B. Benson, Chief Engineer. Bill Goodrich was handling play-by-play sports. Woodson Wall was musical director.

Granville Walters was named Station Manager at WAML-Laurel. Stanley Walters was Program Director. Ed Breland was Chief announcer.

At WLAU-Laurel, Ed Pierce became Chief Engineer. David Kane was program director. Commercial Manager was C. H. Leggett.

WAPF-McComb had a new Commercial Manager, V. F. Marshall.

Wayne Walker was handling promotions at WSKB-McComb.

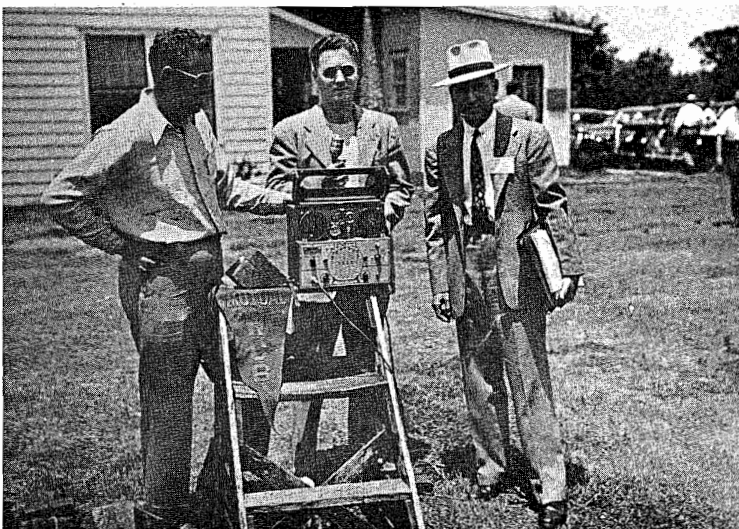
Jerry Kerns was named manager of WMOX-Meridian. Tiny Vickery was Sales Manager, Bob Whitely was production manager and Earl Hanna was Farm Director. Jim Shelton was the new Program Sports Director.

Cecil Germany was added at WTOK-Meridian to direct programs. Ed Robertson was Farm Director.

At WELO-Tupelo, Gene Gratz signed on as Program Director.

WAZF-Yazoo City indicated H. T. Barrier was President. Guy Corley was shown as Sales Manager and John Blackwell was Chief Engineer.

Hugh M. Smith of WLAU-Laurel served as President of The Mississippi Broadcasters Association during the year. (1948)



P. B. "Buck" Hinman, Prog. Director, WCBI-Columbus, interviews Frank Wignall, FAA Inspector [Jackson] [L], on Standard Oil Air Tour [1948]. Note early type wire recorder.

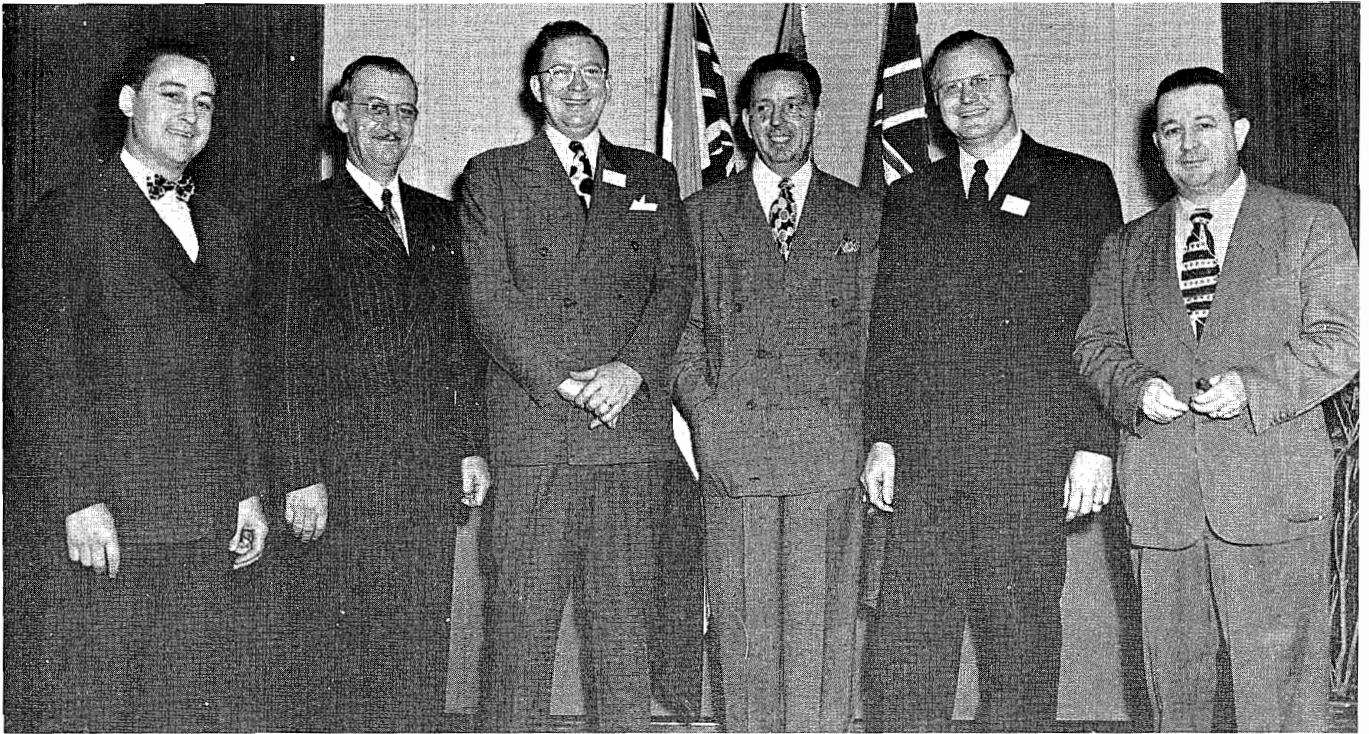


Meeting of Miss. Broadcasters Assoc., Buena Vista Hotel, Biloxi, Miss. [1948]. Left Table L-R W. C. Dehority—Sales Mgr. WLAU-Laurel, Miss.; Howard Cole—Gen. Mgr. WHOC-Philadelphia, Miss.; Gerry Cole; Joe Carson—Sales Mgr.-WMOX-Meridian, Miss.; Jane Carson; Frank Baldwin—Sales Mgr., Greenville, Miss.; Emmett McMurray— Gen. Mgr. WJPR-Greenville; [Unknown]; “Red” Mason— Associated Press; Montgomery, Ala.; Morris Caver—Sales Mgr. WAML-Laurel, Miss.; Wiley Harris—Gen. Mgr.-WJDX-Jackson, Miss.; [unidentified lady]; F. E. “Eddy” Wilkerson, Sales Mgr.-WSLI-Jackson, Miss.

Jerry Kerns—Program Dir.-WMOX-Meridian, Miss.; Mrs. Jerry Kerns; Pat Patterson—Sales Mgr., WFOR-Hattiesburg, Miss.; Eddie Vann—Pro. Dir. WGCM-Gulfport, Miss.; Mrs. Eddie Vann; Charlie Upchurch—Sales Mgr. WLOX-Biloxi, Miss.; Billy Battle Crooks—Sales Mgr., WTOK-Meridian, Miss.; P. K. Ewing, Sr.,

WGRM-Greenwood, Miss.; Mrs. C. J. “Bert” Wright-WFOR-Hattiesburg, Miss.; Charles Holt, Gen. Mgr., WHSY-Hattiesburg, Miss.; Lester Williams—Owner WCJU-Columbia; Mrs. Lester Williams; Charles Newman—Pro. Dir. WCJU-Columbia, Miss.; Mrs. Charles Newman; Monroe Looney—WCBI-Columbus, Miss.; Hank Slavick, WMC-Memphis; L. M. “Mac” Sepaugh—Gen. Mgr. WSLI-Jackson, Miss.; Anita Walters-Laurel; Bob Wright—Gen. Mgr. WTOK-Meridian, Miss.; Mrs. Carl Junker-WLOX-Biloxi, Miss.

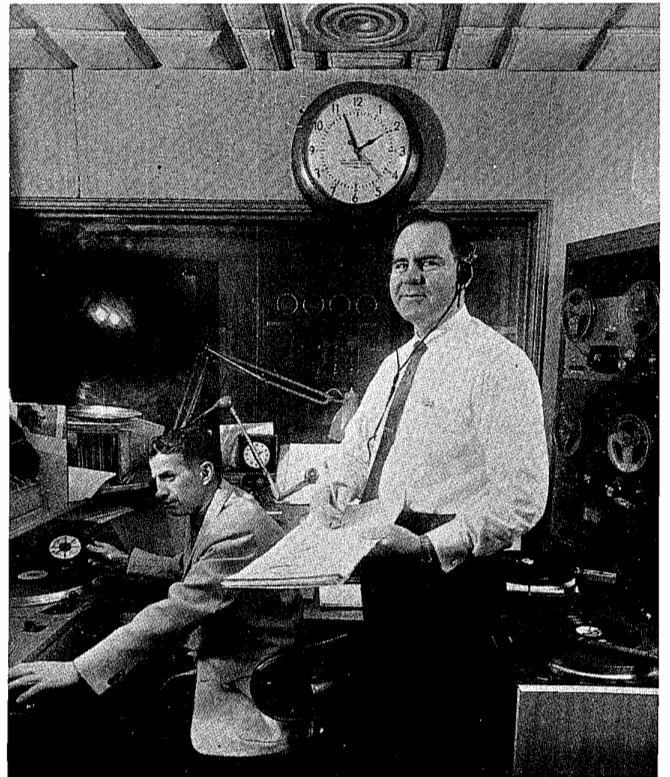
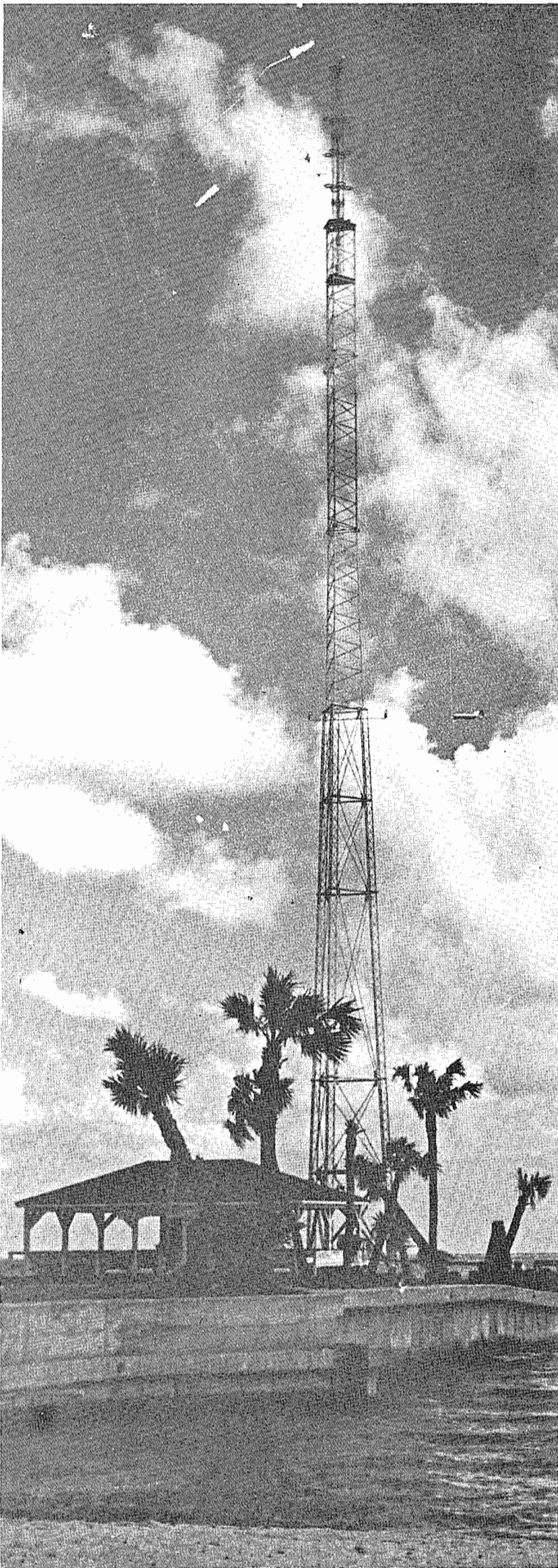
Head Table [L-R], Bob McRaney, Sr., WCBI-Columbus, Miss.; Helen McRaney; Mrs. Gene Tibbett-WLOX-Biloxi, Miss.; Gene Tibbett, Mgr. WLOX-Biloxi, Miss., Pres. MBA; Hugh Smith-WLAU-Laurel, Miss.; Hugh Jones, WGCM-Gulfport, Miss.; Sarah Jones. [Luncheon was hosted by WGCM-Gulfport, Miss., WLOX-Biloxi, Miss.]



Officers and Board of Mississippi Broadcasters Association, Buena Vista Hotel-Biloxi, Miss. [1948]. L-R, Bob Evans, WELO-Tupelo, Miss.; C. J. "Chuck" Wright, WFOR-Hattiesburg, Miss.; Bob McRaney, Sr., WCBI-Columbus, Miss.; Gene Tibbett, WLOX-Biloxi, Miss. [Past President MBA]; Hugh M. Smith, WLAU-Laurel, Miss. [President MBA]; L. M. "Mac" Sempaugh, WSLI-Jackson, Miss.



Grand Opening WLOX-Biloxi, Miss. on the deck, Buena Vista Hotel; May 27, 1948. L-R, Gene Tibbett, Gen. Mgr. WLOX; Bob McRaney, Sr., Gen. Mgr., Mid-South Network-Columbus; Rev. Hodge, Pastor First Baptist Church-Biloxi, at mike.



Thomas "Blue" Majure, Chief Engineer for WLOX-AM checks logs in control room, Biloxi, Miss.

Tower of WLOX-AM-Biloxi, Miss., located in the Gulf, front of Buena Vista Hotel, 1948.

FACTS

About Grenada

RADIO STATION

THE FOLLOWING STATEMENT IS MADE TO THE GENERAL PUBLIC TO ACQUAINT ALL INTERESTED PARTIES WITH THE FACTS ABOUT GRENADA'S NEW RADIO STATION.

THE FEDERAL COMMUNICATIONS COMMISSION HAS APPROVED THE APPLICATION OF BIRNEY IMES TO CONSTRUCT A NEW LOCAL STATION IN GRENADA.

CONSTRUCTION WILL BEGIN IMMEDIATELY AFTER A SITE FOR THE LOCATION OF THE TOWER AND TRANSMITTING PLANT IS APPROVED BY THE FCC. SEVERAL SITES ARE UNDER CONSIDERATION, CONSTRUCTION CANNOT BEGIN UNTIL SITE IS APPROVED.

ALL EQUIPMENT NECESSARY TO CONSTRUCT THE STATION IS ON HAND AND IN STORAGE IN GRENADA. ONLY THE LATEST AND BEST EQUIPMENT WILL BE USED.

CALL LETTERS WILL BE ASSIGNED AND ANNOUNCED SOON

THE NEW STATION WILL BE MANAGED BY MR. MONROE LOONEY WHO HAS BEEN EMPLOYED BY THE MID SOUTH NETWORK IN RADIO WORK FOR 8 YEARS. MR. LOONEY WILL MOVE TO GRENADA IMMEDIATELY. AN ENTIRE STAFF WILL ALSO RESIDE IN GRENADA.

THE NEW STATION WILL BE AFFILIATED WITH THE _____

MUTUAL BROADCASTING SYSTEM, INC.

WORLD'S LARGEST NETWORK (Over 500 Stations)

and THE MID SOUTH NETWORK

24 HOUR NEWS SERVICE

BEST PROGRAM SERVICES

ABOUT 60 to 90 DAYS CONSTRUCTION IS REQUIRED BEFORE STATION WILL BE READY FOR OPERATION.

STATION WILL SERVE THE ENTIRE GRENADA TRADE AREA.

STATION WILL BE DEDICATED IN THE PUBLIC INTEREST, CONVENIENCE AND NECESSITY.

OUTSTANDING LOCAL TALENT, FEATURES, SPORTS AND SPECIAL EVENTS WILL BE FEATURED.

Watch For Further Announcements

About The Opening of This New Station

GRENADA'S OWN RADIO STATION!

BIRNEY IMES, Owner.

WNAG'S NEW "250", BTA-250M

By **ROBERT McRANEY**
General Manager
The Mid-South Network

WNAG of Grenada, Mississippi, which is now operating full time with a brand new RCA BTA-250M, is affiliated with the Mutual Broadcasting System and the Mid-South Network. The WNAG installation represents one of the first (if not the first) of the new RCA transmitters to be put into service. Transmitter operation has been exceptionally stable and

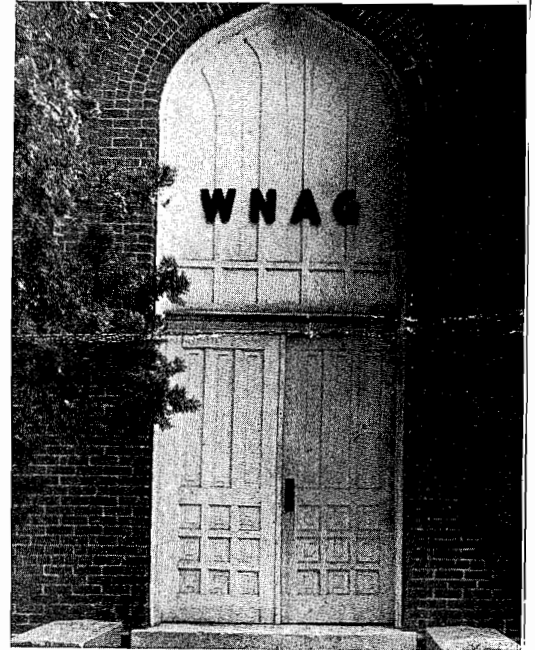


FIG. 3. View of the entrance to WNAG's station building.



Mr. Robert McRaney, General Manager,
Mid-South Network.

ment, two studios and associated control, lobby, offices and workshop.

The New BTA-250M

The new transmitter occupies the central part of the "transmitter room" space and is flanked by a relay rack containing RCA Frequency and Modulation Monitors and patch panel on one side—and the old RCA 250-D Transmitter on the other side. The old transmitter is now employed as a "standby" and is a converted exciter unit of an RCA 1-D which gave many years of excellent service, first at KITE, Kansas City, later at WROX, Clarksdale, Miss., and finally at WNAG.

The new BTA-250M transmitter employs a pair of 813 tubes in parallel as power amplifier, modulated by a pair of 813's operating class B. The oscillator employs the TMV-129B temperature-controlled crystal unit which maintains the frequency constant to within ± 5 cycles. Thus, the frequency stability rating of ± 10 cycles, which has long been the standard for AM transmitters, has been improved by a ratio of two to one. The output of the oscillator feeds a single RCA

reliable. It is well suited for the "combination" type of operation employed at WNAG where the announcer is also the engineer, etc.

WNAG Building Facilities

WNAG is housed in the building formerly occupied by the Administration offices of the old Grenada College for Women. The Barwin Hotel, which now occupies the old dormitory of the school, converted the administration building into apartments, leaving the entire ground floor for WNAG facilities. Because the school had a large campus area, we were able to locate the tower adjacent to the "studio-transmitter" building to effect a combined and compact setup.

As shown in the floor plan, the ground floor layout provides adequate room for the transmitter and associated test equip-

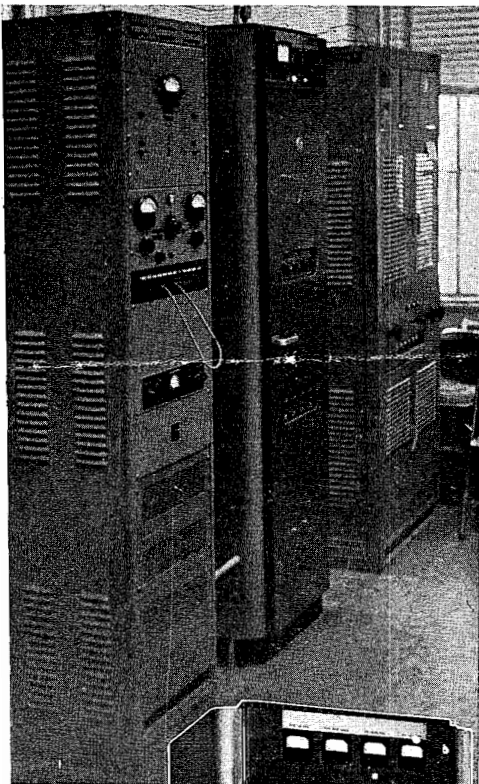


FIG. 1. View of WNAG's transmitter room.

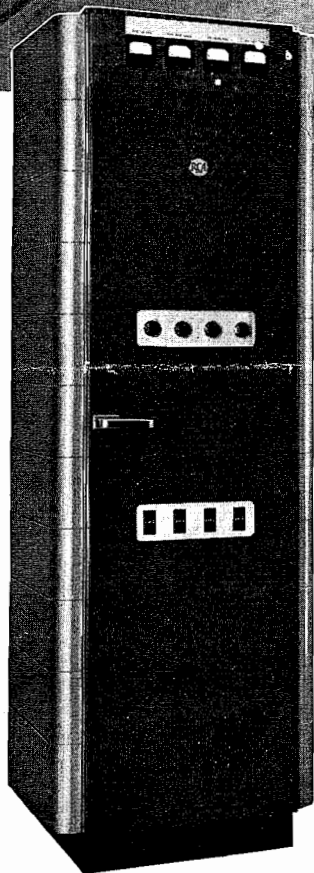
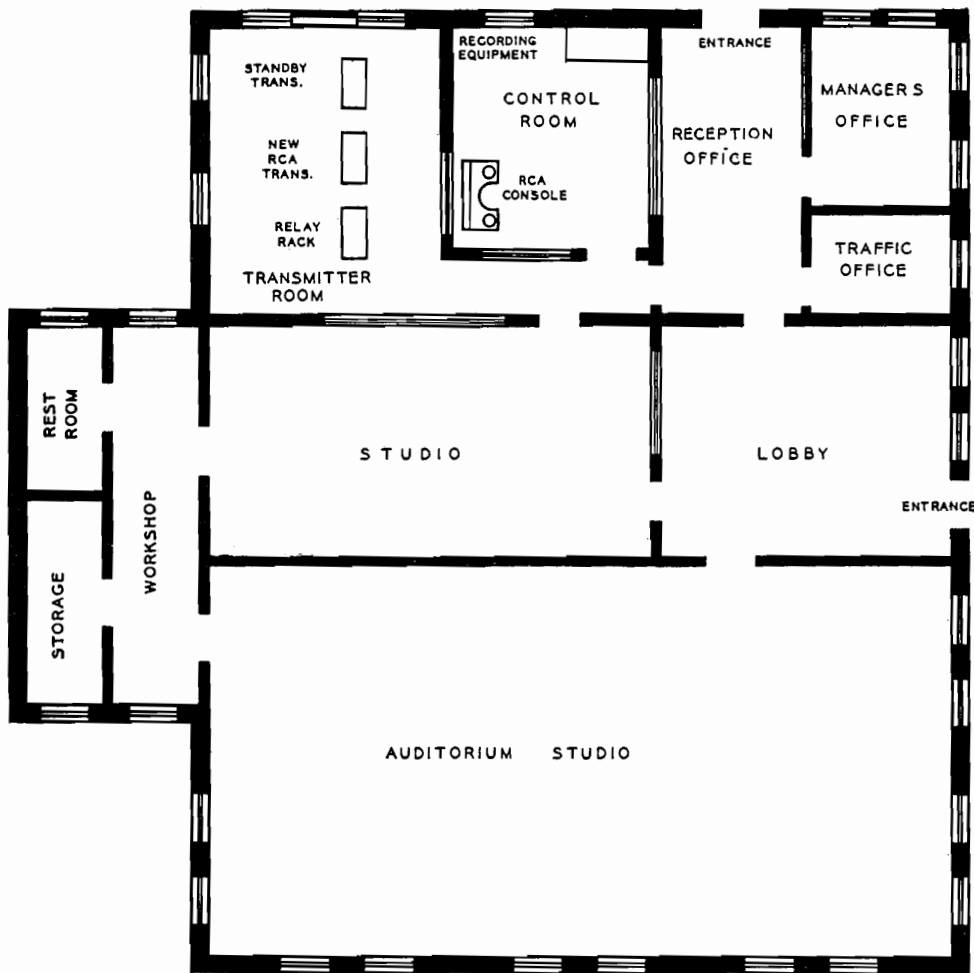


FIG. 2. Close-up of the BTA-250M transmitter which is mounted in a standard cabinet rack for maximum convenience.

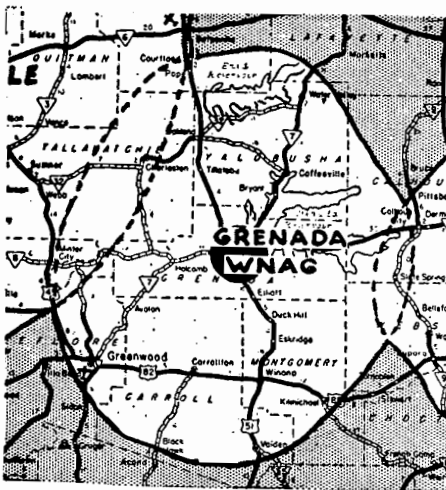


audio control, turntables and recording equipment. The RCA Console is arranged so that the operator has visibility into the transmitter room and adjacent studio. This facilitates operation since at WNAG the engineers also serve as announcers in a "combination" type operation. In addition, WNAG employs RCA microphones, sound system, and remote pickup equipment.

Staff

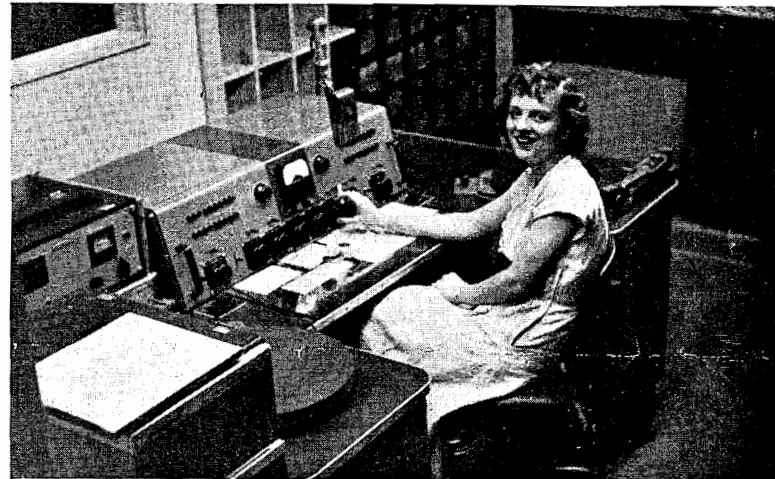
The WNAG station staff includes three full-time engineer-announcers. Mr. Monroe Looney, Station Manager, holds a first class license himself and can also double as Chief Engineer and announcer. The balance of the staff consists of a part-time announcer-salesman, a receptionist-copy writer and a bookkeeper.

FIG. 5. A view of the control room of Radio Station WNAG. Seated at the console is Mrs. Charlie Aldridge, wife of the Chief Engineer of WNAG, Grenada, Miss. The RCA console and varicoustic mike are shown. The console operator faces a window separating the control room and the transmitter of WNAG. At WNAG the engineers also serve as announcers in a "Combination" type operation.



WNAG coverage contour map.

FIG. 4. Floor plan showing layout of building to accommodate transmitter and studio facilities.



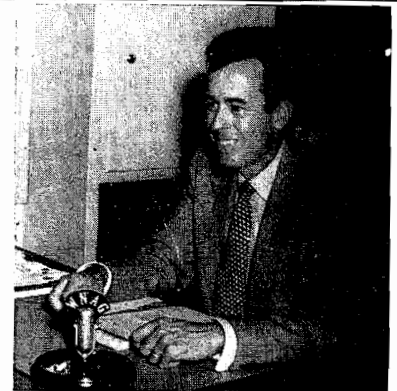
807 tube operating as a buffer amplifier. The 807 buffer in turn drives the power amplifier.

New circuit design in the BTA-250M simplifies transmitter adjustment and operation. There is only one tuning control and one power output control in the entire transmitter. The tuning control is a variable capacitor in the plate circuit of the power amplifier, and the power output control is a variable resistor in the cathode

circuit. For the low level r-f stages, the 807 crystal oscillator plate is broadly tuned by an inductor with suitable taps to cover the broadcast band. The 807 buffer plate is also broadly tuned for the entire broadcast band.

Studios

WNAG studio facilities consist of two studios (one an "auditorium" type) and a studio control room which houses the



Monroe Looney, Station Manager for WNAG.

1949

1949 saw Mississippi's first FM station constructed and put into operation. There was growing interest shown in FM, but it was still considered an adjunct to AM radio, and although several stations made starts, they soon learned there were very few FM sets in homes. It was a sort of "chicken and egg" proposition. Listeners were waiting for stations before buying an expensive set. Stereo was still in the planning stages. FM sets required outside antennas, and reception left something to be desired.

The records show that WGCM, Gulfport, was licensed on May 12, 1949. WJPR-FM-Greenville-held a license dated May 26, 1949. WJDX-FM-Jackson, went on the air with a tall tower and a Western Electric transmitter, probably the first high powered FM station in the State. Its license was dated Sept. 6, 1949.

As to which station actually went on the air first and stayed on, is not a matter of record and could not be verified. There were practically no commercials and most stations operated in conjunction with the AM station. Mostly AM programs were duplicated on the FM.

At least four AM stations were constructed and put into operation in 1949, which, when added to the FM stations, gave Mississippi a total of 38 radio stations in 1949.

WNAG-Grenada was first licensed on March 8, 1949. It was owned by Birney Imes, Jr., who was head of The Mid-South Network out of Columbus. WNAG became part of this network and The Mutual Network. It was authorized to operate on 1400 KC with 250 watts, unlimited.

The grant was made by the FCC following a hearing involving Robin Weaver, who had also applied for a station in Grenada.

Bob McRaney, Sr. of The Mid-South Network was named General Manager. Monroe Looney was the first station manager. Studios and offices were located in the Barwin Hotel. The transmitter was also located in the same building, with a transmission line suspended on poles, overhead, to a tower located on an adjacent lot.

Billy Burns was the first sports announcer for WNAG.

David M. Segal was granted a license to operate WGVM in Greenville, on 1260 with 1,000 watts daytime power. Merle Stein was the Manager. Welton Jetton was Chief Engineer. The license was dated April 14, 1949.

Joe Phillips returned from the Signal Corps of the Air Force in South America and applied for 1230 KC on 250 watts power, Starkville, unlimited hours. He formed a partnership with Grady Imes, J. P. Hartness and C. C. Hollingshead. The new Starkville station was a combination type operation in a new building housing studios, offices and transmitter, with the tower located on the same lot. Bob Whitely was Commercial Manager. The date of license was April 14, 1949.

WNAT-Natchez became an entity on 1450 KC, 250 watts power, unlimited hours, with a grant dated December 28, 1949. It was owned by Old South Broadcasting Company, a partnership of H. J. Jennings and M. T. Seale. H. J. Jennings was station Manager. Gale Hunt was the Chief Engineer.

Bob Wright of WTOK-Meridian was President of The Mississippi Broadcasters Association in 1949.

Newcomers and personnel changes during the year were as follows: Tom Pharris, engineer at WLOX-Biloxi; Helen Sugg, Program Director; and Frank M. Dodge were at WROX-Clarksdale.

Joe Van Dyke was handling promotions at Corinth. Ray Tolar was shown as Chief Engineer at WCJU-Columbia. Herbert Taylor was named Program Director at WCBI-Columbus. Eddie Guss was Promotion Director at WJPR-Greenville. Forrest Cox was named Program Director at WRBC-Jackson. Jack Evans Jones was the Commercial Manager at WSKB-McComb. Joe Carson became Commercial Manager at WMOX-Meridian. Mary Fane Collins was Program Director and Al Betmarik was Chief Engineer for WMOX. Sturle J. Parks and Kenny Davis were engineer-announcers at WMIS-Natchez. Frank Holifield became Program Director at WTOK-Meridian. Bob Coleman was an engineer-announcer at WHOC Philadelphia.

Jack Cristil made the scene as the new sportscaster and announcer at WROX-Clarksdale. He was beginning a most illustrious and long standing career in sports in Mississippi. He served later at WELO-Tupelo, as Sports Announcer.

Dick Crago was named sports play-by-play man and announcer at WCBI-Columbus, along with Jim Frazier, announcer-musician. Chuck Delaney transferred to WCBI from WMBC-Macon, as Farm Director.

WCMA had Almos S. Young as Chief Announcer and George S. Irving as Musical Director, along with Thomas J. Williams, director of farm programs.

Tip Allen was at WGRM, handling publicity. James T. Ownby was made Manager at WJXN-Jackson. Mims Boswell, Jr., was named Program Director at WKOZ-Kosciusko and George C. Ray was Chief Engineer. Chris Everson was one of the WW II trainees who arrived at WMOX-Meridian to begin a career as announcer. W. F. Smith, Jr. was Commercial Manager and Charles Bobb was doing programming at WVIM-Vicksburg.

Jack King was promoted to Program Director at WROB-West Point.

Don Flinspach was the Chief Engineer at WAZF-Yazoo City.

THE STORY OF FM

By C. J. WRIGHT, SR.
President,
Forrest Broadcasting Company

For some weeks you have heard us shouting at WFOR about the coming of WFOR-FM, and many of you, as well as many, many others in Hattiesburg have asked hundreds of questions about the new kind of broadcasting.

FM was invented by the greatest genius the science of radio has known, Major Edwin H. Armstrong. He is the inventor of practically all that is basic in radio transmission and reception. Major Armstrong is as far ahead of other radio scientists as Einstein is ahead of the average mathematician. In the late 1920's, Major Armstrong dedicated himself to the task of freeing radio from static. He knew that success in this quest could probably do more than any other thing for increasing listening pleasure and radio usefulness. After long search, even his great brain found no solution under existing broadcast systems. He decided that if the world were ever to have static-free, high-fidelity radio reception—reception approaching the original musical instruments in richness of tone and free from noise background—a completely new system of radio transmission and reception would have to be invented.

For five years he devoted his genius to this new project, and by 1933 he had developed the fundamentals of what we now call FM. Further years of research and development went into the project and finally, just before World War II, the American public began to hear for the first time of this revolutionary radio invention.

New System

FM is one of the most radical changes in radio in many years. It is not just a new feature but a basically new and different system of radio. Because it departs so completely from the old system of radio transmission and reception. It has caused tremendous confusion or complete lack of understanding among listeners and even those in radio business.

FM broadcasting will bring to you an entirely new conception of radio enjoyment, for with it you can enjoy radio music in full natural tones of personal performance, just as though you were actually in the broadcast studio. And when you hear your first live musical Broadway over FM you will be amazed, for you cannot realize until then just how much of the real beauty of music you have missed with standard radio. Standard or AM radio has been able to bring you good reproduction, but we admit that it is lacking the rich, full natural tone quality. Any musical note is simply the sound caused by vibrations at some definite rate of frequency. As an example, Middle C on a violin or piano is the sound of a string vibrating about 260 times per second. The faster the vibration, the higher the tone—the slower the vibration, the lower the tone. On a standard 68-key piano, the lowest note has a frequency of 25 vibrations per second, while the highest note has a frequency of 4,138 vibrations per second.

Prior to the coming of FM, musical reproduction by radio has been limited to a range of approximately 100 to 5,000 cycles, or vibrations per second, due to the fact that the band assignments for standard radio are so small that to cover a greater range of these vibrations, our number of radio stations would be reduced to a sprinkling few as compared with the more than eleven hundred in operation in America today. Consequently, with this limitation, all standard broadcasting service, including network lines, has had to confine itself to this narrow band of sound. Actually the instruments in an orchestra produce these vibrations, or tones and overtones, ranging from 20 per second to 15,000 vibrations per second. Obviously, with the limited band spread, or channel on which a standard of AM station must operate, which is 10 kilocycles, or ten thousand cycles, this wide range of tones and overtones is not possible. Not so on FM, for the FM station's band spread, or channel, is 200 kilocycles, or 200,000 cycles wide so that there is plenty of room for what we term "side bands", or those lower and extremely higher tones and overtones. That is why FM reception can bring you the music of the orchestra itself—why soloists seem to be right in your home—with a naturalness of tone that you never had from standard AM reception. Let us say then, that to the technically minded, FM means Frequency Modulation, but to the millions of music lovers who make up the listening audience, FM means Finer Music.

Perfect Reception

So much for that phase of what FM is going to mean in radio enjoyment. FM eliminated static, interference and fading. When you listen to a program reproduced by FM, you hear it crystal clear, against a background of utter silence. Even when the crackling of lightning is causing ear-splitting static in standard radio—if motors, X-ray machines and other man-made interference sources are spoiling the enjoyment of standard radio listening, FM radio bring you perfect radio reception, completely free from these annoying interferences.

Standard broadcast stations transmit sound, superimposed on a stream of steady high frequency pulsations or waves. In superimposing the sound on these waves, the strength of the waves is varied. The receiver in your home

reacts according to the strength of the waves received. A lightning flash or other electrical discharge adds its strength to the strength of every radio wave in the air at that instant. That wave reaches the receiver as an extra strong pulsation, and that extra strength goes right through the receiver and comes out of your loud speaker.

FM transmits sound in an entirely different way. Instead of varying the strength of the waves transmitted, FM varies the frequency of these waves. The receiving set responds—not to the strength of the waves reaching it—but to the number of waves reaching it at a given fraction of a second. Regardless of lightning flashes or other static interference, it is obvious that the number of waves reaching the receiver is not changed by these forms of interference. Therefore, FM, not depending on the strength of the waves, the surges in strength are not registered in the receiver through the loud speaker although they are there in FM just as in standard broadcasting.

One of the basic differences between the two types of broadcasting is the low “signal to noise” ratio of FM as compared to standard or AM. As you can readily understand, there is always some background noise in any radio signal. For what we call reasonably good reception of AM signals, the signal must be approximately 100 times stronger than the noise. In FM, a signal only two times as strong as the noise is a satisfactory signal.

There are more than eleven hundred broadcasting stations in the standard band in the United States, that is between 850 and 1500 kilocycles, as calibrated on your receiver dial. Despite clear channels, sunset to sunrise limitations on some stations, power reduction at night on others, directional antennas and other expedients, interference continues to be a nightmare all over the country. The trouble is that even a low power standard station will reach out for great distances to cause squealing and doubletalk hundreds of miles away. Then there are the stations on the adjoining frequencies, which will overlap to cause further confusion and interference. This is a problem which does not exist for FM; there is virtually no limit to the number of highpower transmitters that can be operated within the frequencies assigned to FM broadcasting. For that, there are a number of reasons.

One is a quality, as yet not thoroughly understood, inherent in FM. One wave will not interfere with another, even on the same band assignment, unless the two stations have equal strength. The receiver will automatically select the stronger signal, and reproduce it perfectly, while blanking out the weaker signal completely; the result is no double rendition of programs from different stations as so often happens on AM stations.

Engineers have tested this characteristic with an FM receiver mounted on an automobile and driven to a point approximately midway between two FM stations on the same frequency. The balance is so delicate that moving the car just a few feet will completely blank out one station in favor of the other.

Another important point, and this explains why it is possible to have so many, many more FM stations than AM stations is that FM waves tend to act like light and travel out in straight lines. This limits the range of FM broadcasts, ordinarily, to a little more than twice the distance from the top of the transmitter to the horizon, which means that powerful stations on the same band only a few hundred miles away do not interfere. Additional insurance from overlapping stems from the fact that each FM channel is 200 kilocycles wide, or twenty times the width of the AM channel, and also from the ruling of the Federal Communications commission that stations serving the same area shall not operate on adjacent channels.

Those who are opposed to the full and ultimate development of FM, frequently foster the idea that the range on AM is far greater than on FM. Actually FM stations have considerably greater solid signal range than AM stations of the same power—particularly at night. The greater range of AM stations is a theoretical range only. If an AM station were the only one operating at or near its wave length in the entire country, the secondary coverage might be extended to considerable distance. In practice, however, many AM stations are operating within the country on the same or neighboring wave lengths, and this broad secondary coverage causes greater interference and actually limits usefulness of the AM signal to a comparatively small area. FM stations, on the other hand, put out steady, unvarying signals to the limit of their primary service area. They are not interfered with by other distant stations, and they do not fade in and out as do secondary signals of AM stations on the wave lengths now used.

[From Hattiesburg [Miss.] American—Friday, June 24, 1949]

Another Step Forward
for HATTIESBURG, MISSISSIPPI



MR. C. J. WRIGHT, President

FORREST BROADCASTING CO.

brings

WFOR-FM

To South Mississippi

SUNDAY, JUNE 26 - 2 O'CLOCK



PUBLIC INVITED — MONDAY
THRU FRIDAY—2 to 4 O'CLOCK!

FOSTER DEPARTS ; VISITED BRIEFLY

April 1949

Radio Commentator Entertained At Dinner After Seeing A Bit Of The City

Cedric Foster, Mutual Network News Commentator, paid a brief visit to Columbus yesterday afternoon after a three-day stopover in West Point for a lecture and appearance at the Northeast Mississippi Livestock Show.

Mr. Foster visited the garment plant, saw the ante-bellum home of Mr. and Mrs. H. M. Pratt, and was the guest of Dr. B. L. Parkinson on the M.S.C.W. campus.

Later he had dinner at the Gilmer with Lieut. Gov. Sam Lumpkin of Tupelo, Mayor William Hairston and the board of directors of the Chamber of Commerce.

ON AIR AT 7 P.M.

Mr. Foster will be heard tonight at 7 over WCBI in a broadcast sponsored by D. S. McClanahan & Son, in which he will tell of his impression of Columbus as gleaned on his visit here. He is expected to compare the modern factory buildings found here with "sweat shops" he has encountered in the East. It should be a broadcast civic-minded Columbians will be glad to hear.

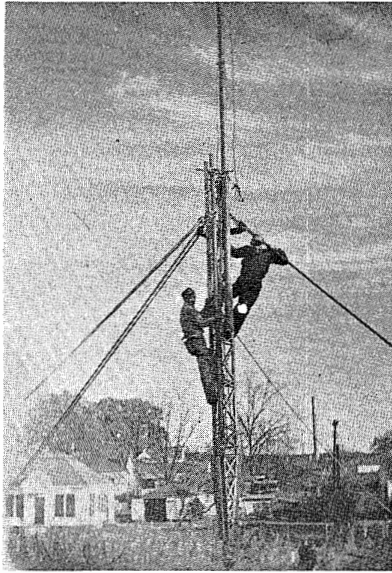
[From Columbus Commercial Dispatch]

NEWS BULLETIN BROADCAST OVER WCJU—COLUMBIA

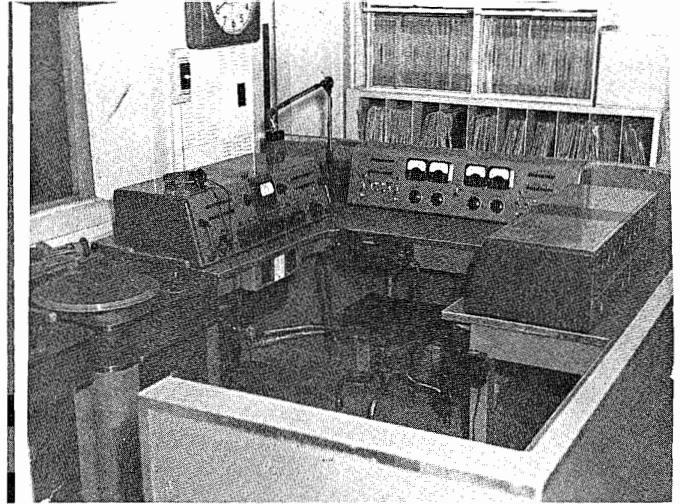
COLUMBIA, MISSISSIPPI—Southern Hospitality came to the rescue of an airplane in distress last night. During windy, overcast weather, radio announcer Bill Barrett of Station W-C-J-U heard a small plane sputtering over the town of Columbia, Mississippi. The announcer immediately broadcast the pilot's predicament and asked all drivers in the neighborhood to help. About 350 persons responded. They started for the unattended, unlighted airfield and spotlighted it with car lights. Then Lieutenant Robert Watts of Keesler Air Force Base in Biloxi, Mississippi, landed his private plane safely. He explained he was lost and had only half a gallon of gas left. It was only six months ago that Columbians brought in a woman pilot under similar circumstances. (Dec. 1949).



Bill Barrett, WCJU-Columbia-1947-1955.



WNAG Tower under construction, Grenada, Miss. [1949].



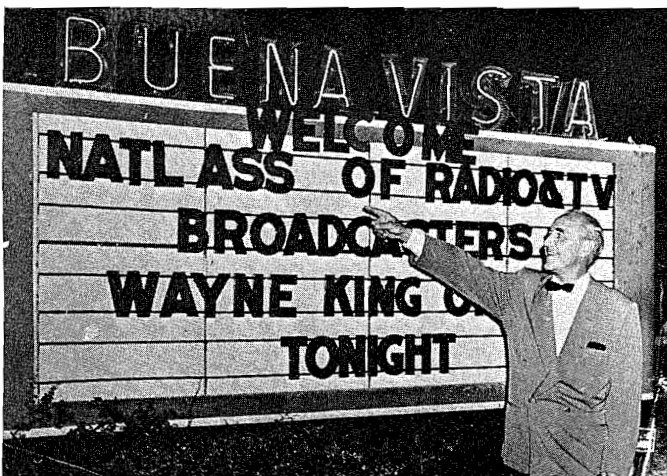
Control Center for WCBI and The Mid-South Network, Columbus, Miss., built by Engineer Holt Dyess [1949]. Switching equipment for feeding programs to the Mid-South Networks Stations, shown at right.



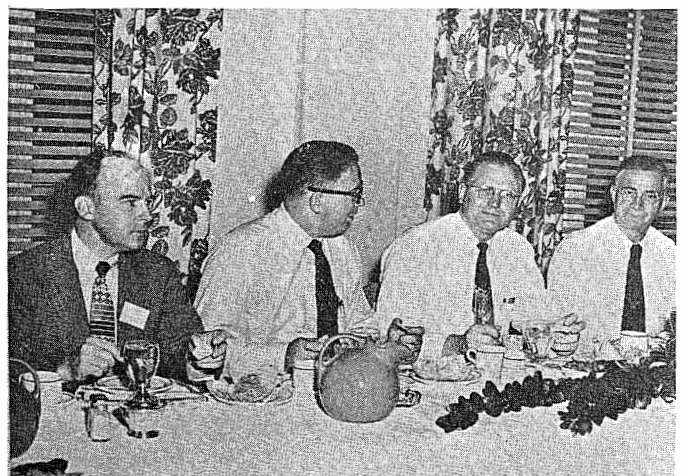
[L] Hon. Fielding Wright—Gov. of Mississippi; [Center] Cedric Foster—News Commentator—Mutual Network; [R] Gene Tibbett—Gen. Mgr. WLOX-Biloxi, Miss., during the Southern Governor's Conference broadcast, Buena Vista Hotel, Biloxi, Miss. [1949].



[Left] Rudy Vallee, "The Vagabond Lover", being interviewed by Gene Tibbett—Gen. Mgr. WLOX-Biloxi, Miss. [1949].



Orchestra Leader, Wayne King, calls attention to "slight" error in sign for MBA convention at Buena Vista Hotel-Biloxi, Miss. [1949]



MBA-NAB Meeting in Biloxi. John Cleghorn-WRBC-Jackson; Bob McRaney, Sr.-WCBI-Columbus; Hugh Smith, WLAU-Laurel; Justin Miller—Pres. NAB-Washington. [1949]



Left to right, Charles Newman-WCJU; C. J. Wright, Jr., WFOR; Bob McRaney Sr., WCBI; L. M. Sepaugh, WSLI; Granville Walters, WAML; Charlie Holt, WHSY; Bob Evans, Sr., WELO; Joe Phillips, WSSO; Buck Hinman, WROX.

1950

A total of five new stations are noted on the records for radio stations in Mississippi for 1950. The combined total of AM-FM stations stood at 45.

Cy Bahakel, owner of WKOZ in Kosciusko, was granted a new station, WCLD, in Cleveland. Date of license is shown as April 7, 1950. The license called for 250 watt operation, unlimited hours, on 1490 KC. Gene Sudduth was the Chief Engineer.

WVMI-Biloxi was operating on 570 KC, with 1,000 watts daytime power. The transmitter was located at Ocean Springs. Gene A. Robinson was program Director. The license was dated April 17, 1950.

Greenwood, Miss. added a second station. WABG, owned and operated by Greenwood Broadcasting Co. Cy Bahakel, who also owned WKOZ-Kosciusko and WCLD-Cleveland, was the principal owner. WABG was assigned 960 KC with 1,000 watts daytime only. Gene Sudduth was the Manager. Dia Bahakel was Program Director and Assistant Manager.

WBIP were the call letters assigned to the new station in Booneville. The station was licensed Oct. 10, 1950, to Booneville Broadcasting Co. E. O. Roden was President, W. T. McLain was Manager, Brown Carter was Sales Manager, Chad Lassiter, Program Director and L. A. Bryan, Chief Engineer. WBIP operated on 1400 KC with 250 watts, unlimited time.

WRJW-Picayune operated by the Moseley Brothers, was assigned a frequency of 1320 KC with a power of 1,000 watts daytime only. It was licensed March 17, 1950.

WRFM-Hattiesburg, a new FM station granted to C.J. Wright, Sr., owner of WFOR-AM, was licensed Sept. 9, 1950, and was the only FM station assigned to Mississippi in 1950.

Changes in personnel in 1950 included the following: C. D. Graves was named Chief Engineer at WROX-Clarksdale. Martha Morris went to work for WCBI-Columbus as Program Director. Pat Avery was handling promotions at WJPR-Greenville. Teddy Shanks joined WGRM-Greenwood as Promotion Manager. Frank Crawford was serving as Chief Engineer at WNAG-Grenada. Dennis E. Connell worked as Chief Engineer at WHSY-Hattiesburg. Hal Kirby came to WMOX-Meridian in the capacity of Program Director. Felix Adams, Jr., was employed as station Manager at WRJW in Picayune. Jimmie Wilson was named Manager of WLAU-Laurel.

He had formerly worked for WWL in New Orleans, La. Eddie Holliday was named Commercial Manager at WMOX-Meridian.

Jack King was elevated to the position of Station Manager at WROB-West Point. He joined WROB in 1947, and with two short periods of leave to serve in the Signal Corps, he has a record of 32 years at WROB. He presently serves as Senior Vice President, part owner and General Manager and Chief Engineer of all stations owned and operated by Bob McRaney Enterprises, Inc. Mac Miller was serving as announcer and musical director at WROB.

Harris Umstead was Sales Manager of WAZF-Yazoo City and Hal Falter was General Manager of WVIM-Vicksburg. Granville Walters of WNSL-Laurel, was President of The Mississippi Broadcasters in 1950.

WFOR TO CELEBRATE 25th ANNIVERSARY THURSDAY

Radio Station WFOR will celebrate its 25th anniversary Thursday, according to C. J. Wright, Sr., president of Forrest Broadcasting Company.

Mr. Wright gave the following resume of the station's history:

On April 6, 1924, a ten-watt radio station owned by J. Cleve Taylor, using the call letters WDBT, went on the air in Hattiesburg. Using the Hattiesburg Country Club as transmitter and studio location, Mr. Taylor at periodic intervals broadcast from the Country Club location until the station was taken over by The Woodruff Furniture Store then located on the present site of the Post Office. Mr. Woodruff operated the station under the call letters WRBJ until the building and station were destroyed by fire.

Records were not available to determine the exact length of time the station was off the air following the fire; however, it was reestablished by William, Paul and Frank Barclift with call letters WPFB assigned. In 1934 this station was acquired by Otis P. Eure, who at the time was connected with the administration of Mississippi Woman's college.

In February of 1935 the present owners purchased the station from Mr. Eure and took over active operation and management on May 1, 1935. The present call letters were assigned on July 1, 1935. Studios were located over the Merchants cafe until November 1935, at which time the operation was moved to the new transmitter location West Seventh Street and 25th Avenue. In mid-1936 the office building of the old Firm Ice and Coal Company on Walnut Street was leased for studio and office space.

By late 1939, WFOR had grown to the extent that this building was too small for its operations. On Oct. 1, 1939, operations were moved into the Clark building, corner West Pine and Hemphill streets, utilizing approximately half of the second floor of this building. On November 15, 1940, WFOR affiliated with the National Broadcasting Company to bring the first network service to Hattiesburg and South Mississippi.

In 1947 and 1948 a completely new antenna system was constructed, with provisions for Frequency Modulation (FM) included. This tower rises 356 feet in the air and is the tallest antenna radiating Audio Modulation (AM) programs in the state of Mississippi.

In 1949 a construction permit for the building of WFOR-FM, the fine new studio and office facilities were formally dedicated. During that day and the following week of openhouse, many thousands in Hattiesburg and surrounding area visited this modern radio plant.

The Forrest Broadcasting Company, Inc., is owned by C. J. Wright, Sr., president; Mrs. B. M. Wright, Secretary; and C. J. Wright, Jr., Vice President.

[From the Hattiesburg American—April 5, 1950]



Jerry Kerns, Program Director WMOX AM-FM-Meridian, with FM test unit, making field tests for new FM station [1950].

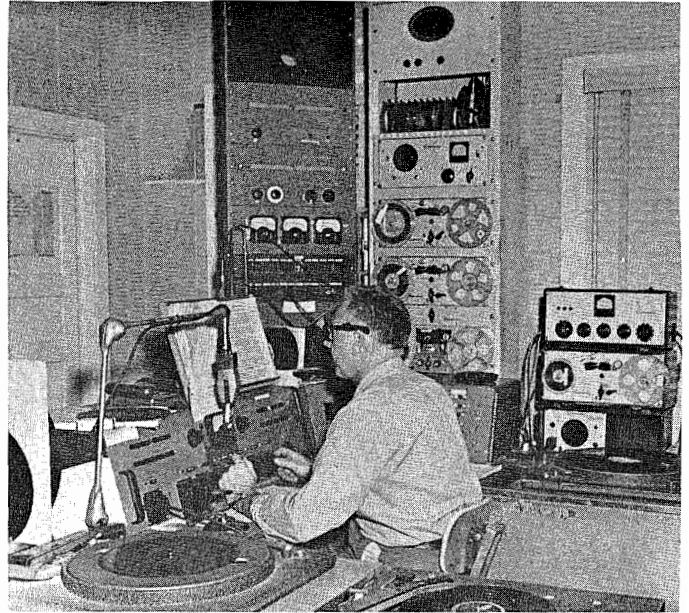


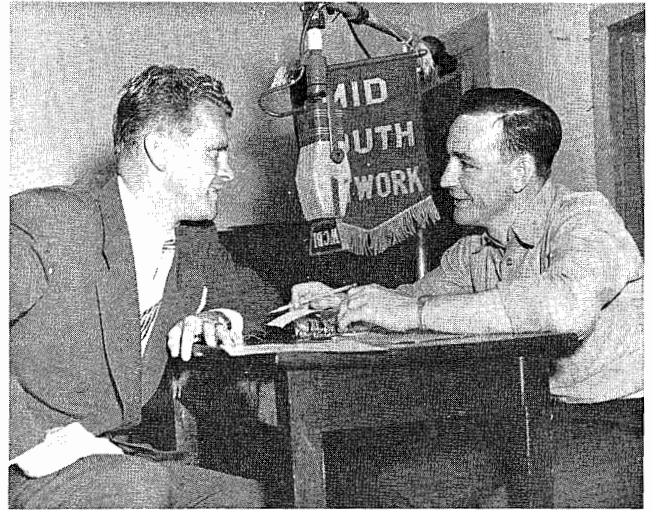
Photo of WROB-West Point Control Room with Jack Dalton, Announcer-Salesman at the console. [1950]



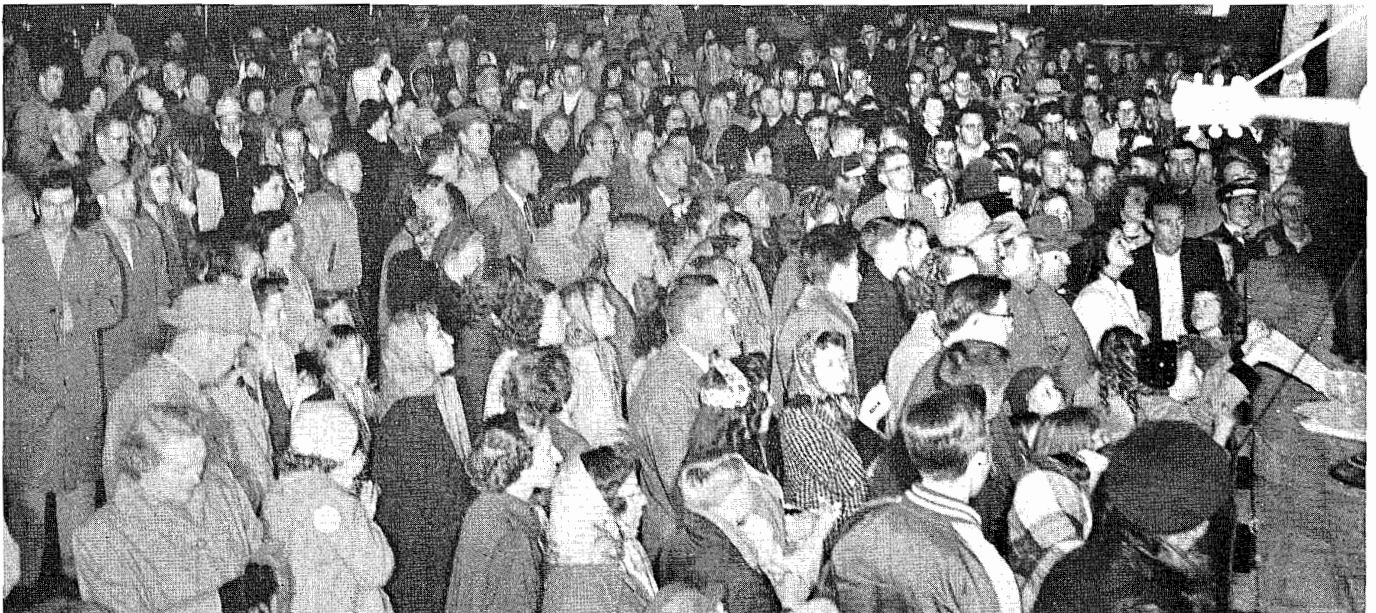
Belle McPherson looks over mail response to early radio programs over WROB-West Point, Miss. [1950]



Ray McKinley, famed dance band leader, is interviewed by Jack Dix over WCBI-Columbus, Miss. [1950]



Al Beck [R] WCBI-Columbus, Miss., announcer, interviews Dean Hudson, band leader, WCBI Control Room. [1950]



Thousands turned out on a cold November night for opening broadcast of Kroger Super Market. WCBI-Columbus. [1950]

1951

New additions to the station lineup in Mississippi in 1951 included WMOX-FM, granted to Birney Imes, Jr., owner of WMOX and other stations of The Mid-South Network, on March 19, 1951.

A Construction permit was issued to Prairie Broadcasting Co., Aberdeen, Miss., for WMPA, 1240 KC, 250 watts, unlimited hours. Joe Phillips, Manager of WSSO-Starkville, Miss., headed the new organization.

WGLC were the call letters assigned to a new station in Centreville, Miss., licensed to the Southwest Broadcasting Co. The station was assigned 1580 KC, with 250 watts daytime only.

Withers Gavin, owner of WCOC-Meridian, WJQS-Jackson, WMBC-Macon, was granted the second station in Columbus, Miss. WACR operated on 1050 KC with 250 watts daytime power. The station was granted in March of 1950.

Wm. R. Guest held a construction permit for a new station, WPMP-Pascagoula, Miss., to operate on 1580 KC, 250 watts daytime. He also was listed as the Manager. T. T. Justice was Vice President. E. H. Craven was Commercial Manager. L. V. Hance was the Chief Engineer. The station was licensed in September of 1951.

James T. Ownby became the owner of WVIM in Vicksburg. Staff members were Hal Falter, Manager and Sales Manager; and Felix Adams, Jr. the program Director. Cecil Goodreau handled promotions; Harold Townsend was the Chief Engineer, and Janice Cranford was named women's program Director.

Changes and additions of staff personnel noted in the records for 1951 included: Ken Carleton at WLOX-Biloxi as Program Director. Dave Banks was News Director. Tony McCorkle was women's director.

Gene Allen became program Director at WVMI-Biloxi; Len Ellis was sports director and Beatrice Ellis, was in charge of women's programs.

C. W. Capps, Melvin C. Lee and Lowry Tims were shown as partners. They acquired WCLD-Cleveland. Russell Pausch was named Sales Manager. Dorothy Guerieri was the Program Director. John Gilmore served as Chief Engineer.

Walter Kennedy was the new Program Director and Patsy McDade was director of women's programs at WCBI-Columbus.

At WCMA-Corinth, Al Young took over as news director. Fred Dillon was handling sports. William Mathews was Program Director.

Edward Guss was named Sales Director, Wallace Hoy, Program Director, at WGVM-Greenville.

Tommy Tiller was doing sports, Thomas Golding was named farm director and Margo Stephens directed women's programs at WJPR-Greenville.

Charles Aldridge, III, was named Chief Engineer at WNAG-Grenada. Bill Parkes was made Program Director.

Rick Weaver was director of sports at WGCM-Gulfport.

Jack Dix, who started his career at WCBI-Columbus, was named the new director of News and sports at WFOR-Hattiesburg. Sue Vance was women's director. Bud Norval was Program Director for WRFM.

Mrs. Connie Holt was director of women's programs at WHSY-Hattiesburg.

WJXN in Jackson added Thomas W. Patterson as Chief Engineer, Lawrence Gibbs as sports director and Judy Jackson, women's programs. Percy Powers, Jr., took over as promotion manager and Marjorie Lee became director of women's programs at WRBC-Jackson.

Jerry Keith was the new director of news and Bill Spell was sports director at WSLI-Jackson.

Bill Tyler was Sales Manager and Karl Austin, program Director; Mal Jones was handling promotions, and W. M. Jones served as sports director at WAPF-McComb.

Earl Bradshir was named Program Director at WMOX-Meridian. Beri Moore was the new director of sports.

George Shannon was listed as sports director at WTOK-Meridian.

Ervin Parks became program director and Herbert Taylor took over the news and farm program posts at WMIS-Natchez.

At WNAT-Natchez, Mrs. Laurie G. Ratliffe was listed as President; Henry Jennings, General Manager; Tony Carter, program director; Don Causey, as Chief Engineer; and Elwood Kresal, director of sports.

Johnny Walker was Program Director at WAZF-Yazoo City.

R. L. Senter, Jr., was director of Sales at WBIP-Booneville.

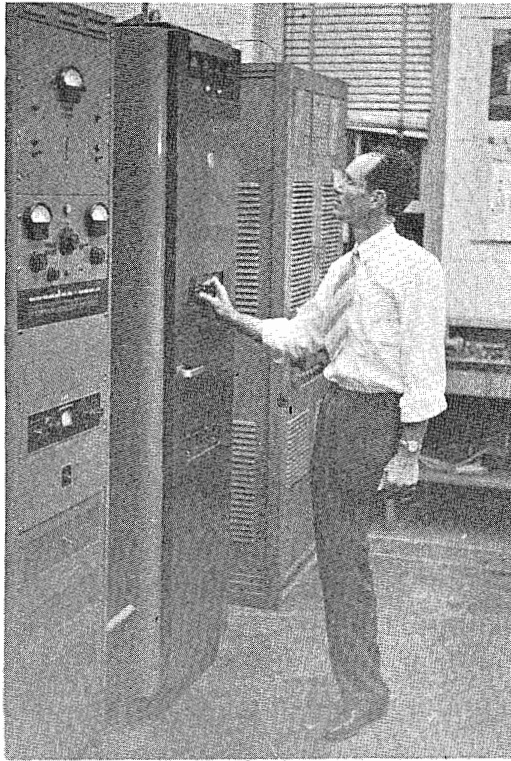
Louis Alford was General Manager and W. M. Jones Sales Manager at WGLC in Centreville.

Claude D. Rainey was named General Manager and Gay House was office manager at WCLD-Cleveland.

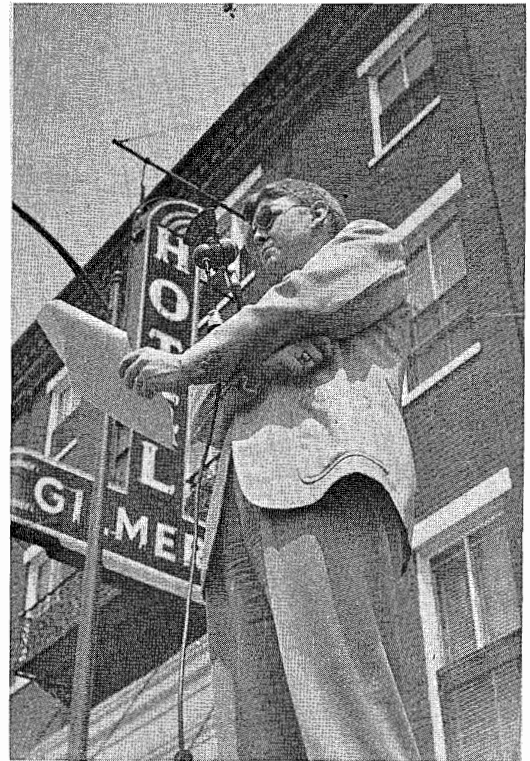
P. B. "Buck" Hinman of WROX-Clarksdale, was serving as President of The Mississippi Broadcasters in 1951.



Tom McFerrin, Chief Engineer, WCBI-Columbus, Miss., checks new WNAG RCA transmitter, Grenada.



Leroy Green—Engineer of The Mid-South Network, makes final adjustment on WNAG's RCA transmitter—1951. Old transmitter at right.



Dick Crago—WCBI-Columbus, Miss., announcer, broadcasts parade on Main Street.



Presentation of Past President Plaques to [L-R] Hugh Jones-WGCM; Emmett McMurray-WJPR; Bob McRaney-WCBI; Chuck Wright, WFOR at MBA meeting, Edgewater Gulf Hotel, Gulfport, Miss., presented by Lt. Governor Carroll Gartin [right]. [1951]



Bob McRaney, Sr. [L]-General Manager of The Mid-South Network; Joe Carson [standing] Manager of WMOX-Meridian, Miss.; Max Everett, of Everett-McKinney, Rep. firm of New York, sign contract to represent all Mid-South Network stations in WMOX offices. [1951]

1952

Broadcasting Yearbook for 1952 shows there were a total of 48 AM-FM stations in Mississippi. There were four FM stations in operation.

There were eight power increases, some involving the addition of night-time service; some were directional antenna operations.

WMPA-Aberdeen was in full operation. Joe Phillips was General Manager. Belle R. McPherson was Program Director and Clyde W. McPherson, Belle's husband, was Chief Engineer and announcer.

Ray Butterfield was elevated to Station Manager, Thomas Majure was named Sales Manager, Antoinette McCorkle was Program Director, all at WLOX-Biloxi.

WBIP-Booneville listed David E. Vowell as Commercial Manager, and W. Keith Wroten was the new Farm Director.

Les Carlson was added to the staff of WROX-Clarksdale, as farm Director.

Gene Tibbett moved over from WLOX to become General and Commercial Manager at WVMJ-Biloxi which also had George Tillotson as Chief Engineer.

At WCBI-Columbus, Florence Thrower was the new Program Director.

WJPR-Greenville increased power to 1,000 watts, daytime and 500 watts nighttime, with a directional antenna used at night.

Jean Ford was the Program Director at WCMA-Corinth and Tom Weaver was made news director.

WGVM-Greenville added Jack Baruth as news and promotion director. Also on board was Tom Sansing, director of sports.

WABG-Greenwood increased power to 1,000 watts day, and 500 watts night on a directional antenna array.

Don Cunningham was in charge of sports at WFOR-Hattiesburg.

Billy Burns was doing play-by-play sports and Bernard Loebe was the Chief Engineer at WNAG-Grenada.

Bob Robinson was named assistant Manager; Connie Holt was in sales, Olga Hagler was doing promotions, Jack Dix shifted from WFOR and was announcing and handling sports; Bruce Gilmore was the new farm director and Alice Biven had charge of women's programs at WHSY-Hattiesburg.

WJDX-Jackson increased power to 5,000 watts daytime, 1,000 watts night. Robert R. Smathers was the Chief Engineer for WJDX-FM.

WSLI-Jackson began operations with increased power to 5,000 watts, using a directional array at night. Dorothy Dawley was Women's program Director.

WAML had a new owner-President, Harold M. Matison. Patty Overstreet was added as the Director of women's programs.

The owners of WLAU-Laurel were Chalmers McCallum and Mrs. Norma Leggett. Jimmy Hilbun was the Chief Engineer and Larry Kiggins was doing sports.

WSKB-McComb upped its power to 5,000 watts, local sunset, 500 watts at night with a directional antenna.

WCOC-Meridian was given permission to increase power to 5,000 watts, daytime and 1,000 watts night, non-directional on 910 KC.

WMIS-Natchez made the following additions: Harry Burgard, news; W. R. Priester, Sports Director.

At WPMP-Pascagoula, Lee Smith was Program and Sports Director. Ann Lunsford was handling traffic; and Fred Strothers was the Chief Engineer.

Edgar C. Goforth was the Chief Engineer and Mrs. Jerry Cole was directing women's programs at WHOC-Philadelphia.

WRJW-Picayune upped power to 5,000 watts daytime.

WELO-Tupelo added the following staffers: Chuck Givens, program and sports director; Malley Byrd, news director; Red Purnell, farm director and Daisy Haddon, women's Director.

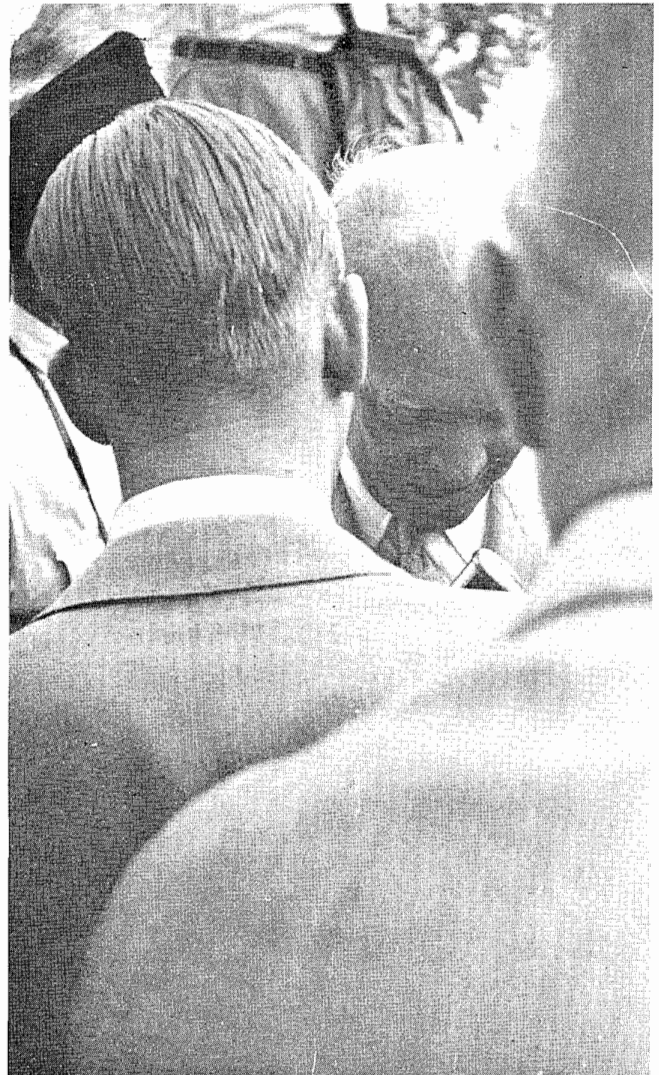
Waverley Conway took over the engineers post at WQBC-Vicksburg.

At WROB-West Point, Les Campbell was the Commercial Manager and doing sports. Hugh Shankle was made Station Manager during Jack King's stint with the armed services overseas. George Corkren was Chief Engineer and John Starling was farm director.

L. M. "Mac" Sepaugh, one of the incorporators of The Mississippi Broadcasters Association, in 1941, and General Manager of WSLI-Jackson, was President of the Mississippi Broadcasters Association in 1952.



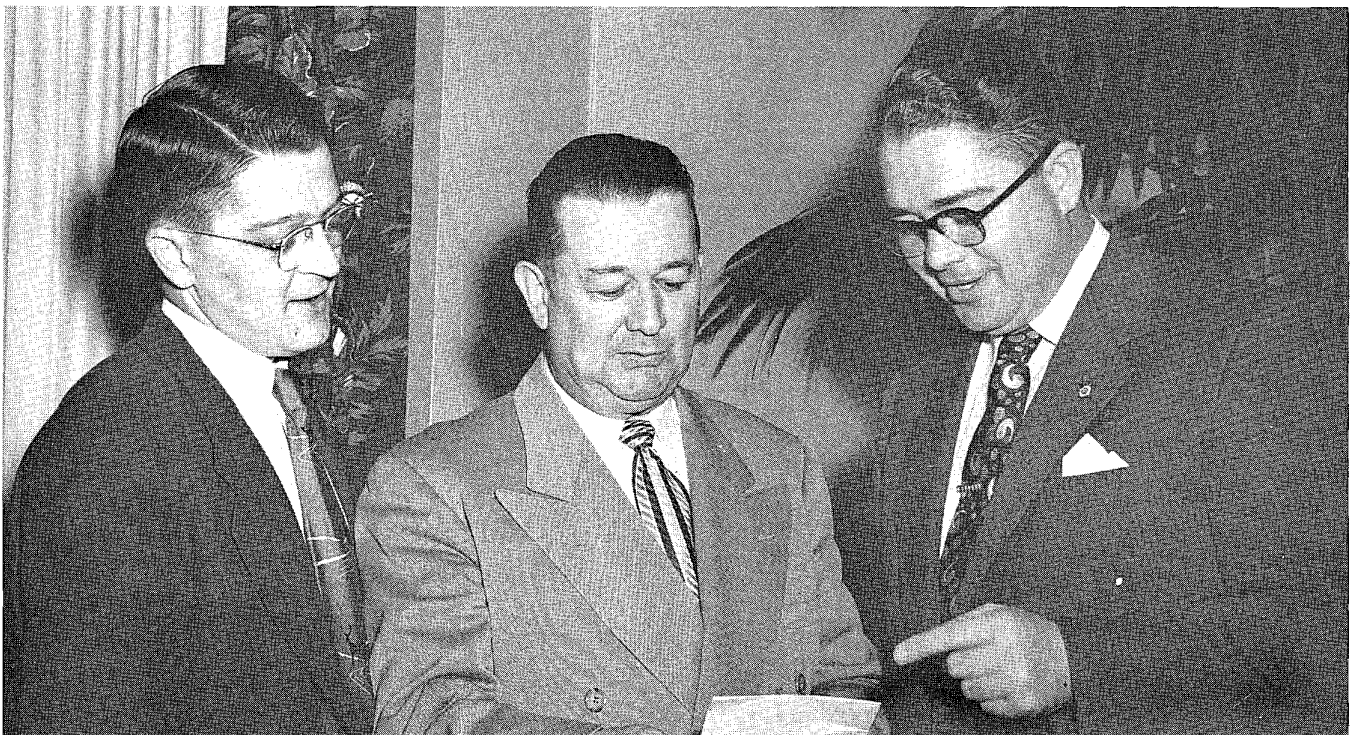
Presidential candidate Gen. Dwight D. Eisenhower. Broadcasts over The Mid-South Network [WCBI] from Jefferson County Court House, Birmingham, Ala. [Sept. 6, 1952].



Hunter Gholson of WCBI [back to camera] gets exclusive interview with Gen. Dwight Eisenhower during the presidential campaign Broadcast from Birmingham, Ala., over The Mid-South Network Sept. 6, 1952.



Twelfth Anniversary Broadcast WCBI-Columbus, Miss. [1952]—Studios in the Gilmer Hotel. [L-R] Col. Birney Imes—Founder; Mrs. Mabel Hudson, pianist; [unidentified person]; Bob McRaney, Sr., WCBI Gen. Mgr.; James Egger, Pres. Egger's Dept. Store; Burgess Waltman—Mgr. Princess & Varsity Theatres; James Eatherton—WCBI Sales Manager; Mayor H. H. McClanahan.



L-R, "Chuck" Wright, Jr., WFOR-Hattiesburg, MBA Vice President L. M. "Mac" Sepaugh, MBA President-WSLI-Jackson; Granville Walters—MBA-Sec.-Treas.-WAML-Lawrel, discuss Association Affairs during the Annual MBA Convention at the Edgewater Gulf Hotel, Biloxi, Miss. [1952]

1953

Radio in Mississippi took giant strides in the year 1953. By the end of the year there was a total of 58 AM-FM stations, either on the air, construction permits in hand, or construction underway. The new stations involved were: WABO-Waynesboro, 990 KC, 250 W (D); WBLE-Batesville, 1290 KC, 1,000 watts day, owned by Travis L. Palmer, Harold B. McCarley and James E. Hartness. Another was WDOB-Canton, 1370 KC, 500 watts daytime, owned by J. D. Bishop, J. T. Ownby and Anna Dee Davis. There was a Construction Permit issued to Southwestern Broadcasting Company of McComb, for 1220 KC, 250 watts daytime.

The Louisville Broadcasting Company, owned by Joe Carson and Eddie Holliday, received a CP for WLSM, 1270 KC, 1,000 watts daytime.

A new daytime station CP was issued to Billy Furr of Columbus for 1540 KC, 10,000 watts.

WNLA became Indianola's first radio station, with a frequency of 1380 KC, 500 watts daytime, owned Central Delta Broadcasting Company, with Chuck Allen as General Manager.

In addition, 1953 was the year Mississippi's first construction permits for Television were issued. The Mississippi Publishers Association (The Hederman family), was granted a CP for WJTV-TV in Jackson, Mississippi. It was to be the first TV station to operate in the State. Withers Gavin was granted a CP for WCOC-TV in Meridian. Both WJTV and WCOC-TV were UHF grants.

The Mid-South Network, operating out of Columbus, Miss., added WSSO-Starkville and WMPA-Aberdeen as affiliates, making it a regional network of eight stations.

WMPA-Aberdeen was sold to T. A. Richardson, who became President. Hal Benson was station Manager and Sales Director. Other staff members were J. M. Verges, Program Director, A. R. Garrett, Chief Engineer.

WCBI-Columbus announced plans to shift to 550 KC, 1 KW a day, 500 night.

Martha Puckett became Program Director at WCBI-Columbus. Chris Everson moved from WMOX-Meridian to become WCBI news director.

William R. England was named Commercial Manager of WHSY-Hattiesburg. Bob Patillo was serving as Program Director.

Boyd Ridgeway was Sales Manager for WAPF-McComb.

Ed Cleary was selected as Program Director at WELO-Tupelo, along with Jim Craigpen, news director.

Gene Tibbett, Station Manager of WELO-Tupelo, Miss., which opened in 1944, recalls a funny incident which happened during one of the first broadcasts from the studio.

Paul Ballard, a real fine baritone, and a highly religious churchman and staff announcer, was in the control room of WELO-Tupelo (1944), handling the introduction of "Mississippi Slim", a local singer and guitarist.

Paul introduced "Mississippi Slim", and announced his first number would be "The Last Letter". Manager Tibbett was driving his car and listening to the broadcast.

For some reason the monitor system was not working in either the studio or control room. Consequently "Mississippi Slim" missed the intro and from the sound proofed studio he yelled to the announcer. . . "I can't hear you Paul!". Now Paul, not hearing "Slim", thought the switch had not been thrown, so he repeated, "Now, 'Mississippi Slim' will sing, 'The Last Letter'." Again, the same response. . . "I can't hear you Paul"!

By that time Paul was really befuddled and said. . . "Oh Lord Jesus, please let "Mississippi Slim" sing "The Last Letter". And from the studio, "Slim" announces. . . "Ladies and Gentlemen, there seems to be something wrong with the speaker system. . . anyhow, I will now sing, 'The Last Letter'."

WELO also had a staff band, led by Don Whitney, who also doubled as announcer. Returning from a show date in Saltillo one cold night, with the bass fiddle strapped on top, the band arrived in Tupelo and upon alighting from the car, discovered that the only thing left hanging by a rope were the tuning ears of the bass fiddle, which had fallen off somewhere between Tupelo and Saltillo.

There were no new FM grants in 1953.

C. J. "Chuck" Wright, Jr., of WFOR-Hattiesburg was President of The Mississippi Broadcasters Association during 1953.

1954

The list of AM-FM stations in Mississippi stood at 58 in 1954 (Dec.). There were four additional CP's for new Television stations. Gulfport, WGCM-TV; Jackson, WJDX-TV; Columbus-WCBI-TV and Meridian, WTOK-TV.

Newcomers in radio included WAPF-Columbia, granted to Louis Alford of McComb, 980 KC, 500 watts daytime. There were no CP's for FM stations. There was a CP for WABO-Waynesboro issued.

There were three major regional networks operating in the State in 1954. The Rebel Network included WJDX-Jackson; WAML-Laurel; WFOR-Hattiesburg; WTOK-Meridian and WGCM-Gulfport.

The Dixie Broadcasting System, operating out of WAML-Laurel, had the following affiliates: WABO-Waynesboro; WAML-Laurel; WHNY-McComb; WHSY-Hattiesburg; WHXY-Bogalusa, La.

The Mid-South Network-Columbus, consisted of WCBI-Columbus; WROX-Clarksdale; WMOX-Meridian; WNAG-Grenada; WELO-Tupelo; and WROB-West Point.

Major changes in personnel at stations during 1954, included: Chauncey T. Hinman, Sales Manager and Earl B. Blessey, program Director at WVMJ-Biloxi. Janice Frantz was program Director at WCBI-Columbus. C. W. Capps was Manager at WCLD-Cleveland. Jimmie Pinnix was Chief Engineer at WNAG-Grenada. W. L. Kent and John M. McLendon were partner-owners of WNLA-Indianola.

WJDX had a new General Manager, Fred L. Beard. He succeeded the veteran Wiley Harris. Woodie Assaf was named sports director, James R. Peery was new Director, and Forrest Cox was Farm Director.

Lester Williams was the new owner and President of WSKB-McComb. Wm. R. Parkes was Manager at WLSM-Louisville and Herb Guthrie was Chief Engineer.

S. G. Thigpen was listed as President and Jimmie Willson General Manager at WRJW-Picayune. Harold Matison was shown as President of WABO-Waynesboro. Mac McPherson was the new chief engineer at WROB. Sadie Barrentine was office manager and bookkeeper.

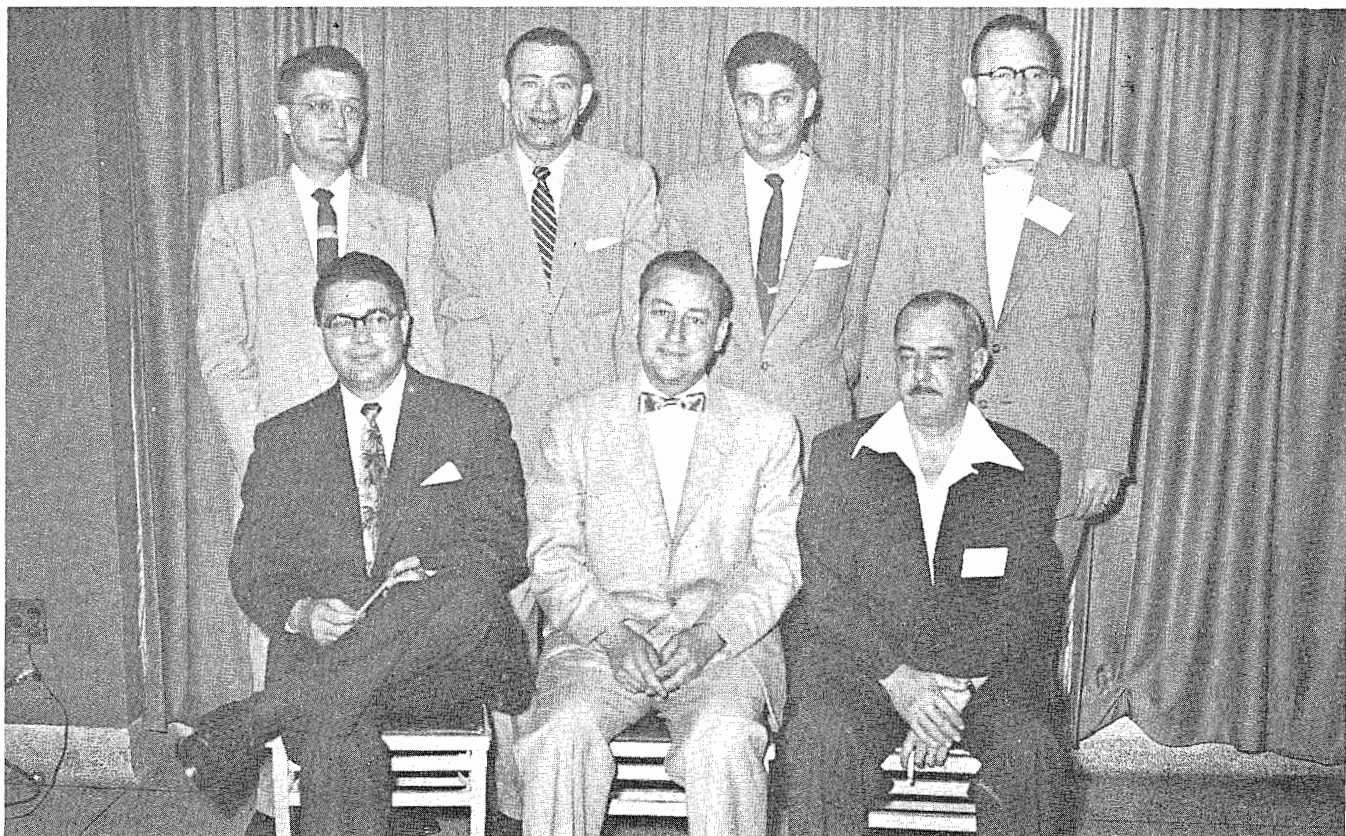
Bob Evans of WELO-Tupelo, was President of The Mississippi Broadcasters Association.



MBA Board and Officers-1953-Edgewater Gulf Hotel-Biloxi, Miss. [L-R seated]—Granville Walters-WAML-Laurel. Secretary-Treasurer-Charles Wright, Jr., WFOR-Hattiesburg; President Bob Evans, Sr. WELO-Tupelo-Vice President.

Board Members

[L-R] standing—Tech Jones-WAML-Laurel; John Bell, WCMA-Corinth; Monroe Looney-WNAG-Grenada; Ray Butterfield-WLOX-Biloxi; and Mac Sepaugh-WSLI-Jackson.



These were the new officers and board members for The Mississippi Broadcasters Association in 1954. Seated, left to right, Granville Walters, WAML-Laurel-Secretary-Treasurer; Bob Evans-WELO-Tupelo- President; F. E. "Ed" Wilkerson-WSLI-Jackson, Vice President. Standing [L-R] Board Members-C. J. Wright, Jr., WFOR-Hattiesburg-Past President; Charles W. Holt-WHSY-Hattiesburg; Joe Carson WMOX-Meridian; Wm. R. Guest-WPMP-Pascagoula.

1955

1955 was another "growth year" in radio in Mississippi. New stations granted or on the air included: WAMY-Amory, 1580 KC, 250 watts daytime; WDEB-Gulfport, John Edward Breland, 1390 KC, 1,000 watts daytime; WCHJ-Brookhaven, W. M. Jones, 1470 KC, 1,000 watts, daytime; WKDL-Clarksdale, John M. McLendon, 1600 KC, 1,000 watts daytime; WCPC-Houston, Robin H. Mathis, 1320 KC, 1,000.

WPWR-Laurel, Carroll Jackson, 1430 KC, 1,000 watts, daytime; WSHG-Oxford, E. O. Roden, 1420 KC, 1,000 watts daytime; WEGA-Newton, E. G. Abercrombie, 1410 KC, 500 watts, daytime; WNAU-New Albany, Keith Wroten, 1470 KC, 500 watts daytime. The grand total for all AM-FM stations, under construction, holding Construction permits, or on the air, was 67.

The Skyline Network was also formed, with E. O. Roden, General Manager, and headquarters in Booneville. The following stations were affiliates: WBIP-Booneville; WAZF-Yazoo City; WMPA-Aberdeen; WSUH-Oxford.

There were some changes in ownership, some stations were moved to new locations and there was a host of personnel changes in 1955. Information is as follows: Charles C. Boren, Jr., was owner of WAMY-Amory. Glenn Slayton was Manager, Helen McShane was program manager and Jack Jarvis was sales manager at WMPA-Aberdeen.

The new station, WDEB-Gulfport listed John Edward Breland. General Manager, Bernard R. Behrendt, sales manager and Charlie Pearson, Program Director. W. M. "Bill" Jones was manager at WCHJ-Brookhaven. WDOB in Canton listed Jerry P. Keith as General Manager and Roy Harris as manager. WKDL had John M. McLendon as General Manager, Charles M. Quillian, station Manager and William A. Duhe, Program manager. Joseph W. Carson purchased WCLD Cleveland, and was shown as President. WACR-Columbus was purchased by Billy Furr of Columbus. Furr was General Manager, Richard Moore, Program Director, Sydney Thweatt as Sales Manager

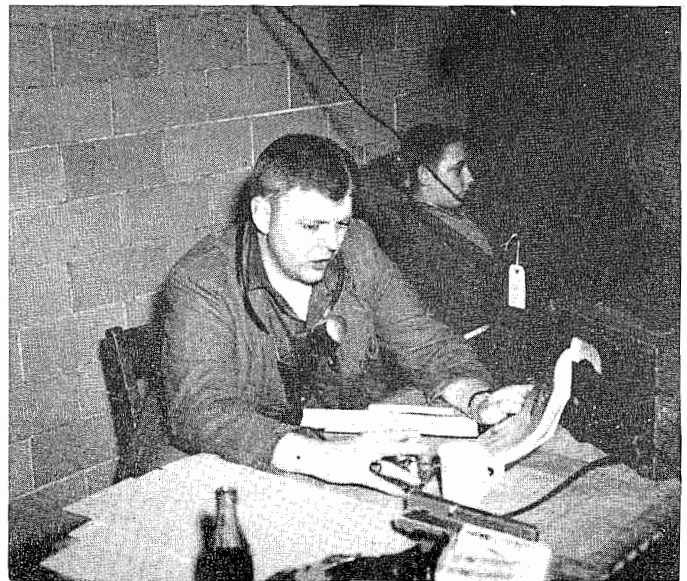
and Landis Rogers, announcer and promotion manager. WMAG was the call sign for Forest, Mississippi's new station, which was licensed to Roth Hook and associates, on 860 KC, 500 watts daytime. At WBKH-Hattiesburg, William C. Veidt was Manager, F. M. Smith was Commercial Manager and Dean Griffin was program Manager.

Bob Robinson was named General Manager at WHSY-Hattiesburg. Howard M. Peters was managing WNLA-Indianola. At WOKJ-Jackson, Jay Gilbert was the manager. W. Vassar Dubard was elevated to General Manager of WRBC-Jackson. J. W. Furr was the new owner of WMBC-Macon, with Felix Adams shown as Manager. E. C. Farr was Commercial Manager. Charles W. Holt owned WSKB in McComb, changed the call letters to WHNY and named W. R. Tyler as Manager. In Meridian, WTKO was managed by Jerry Joiner, and Frank Holifield was made Commercial Manager. Dan L. Skilton was sales manager at WNAU-New Albany. At WSUH in Oxford, E. O. Roden was Executive Director. C. H. Quick was manager and Wayne Sims sales director. Keith Andre was the manager at WABO-Waynesboro. Fred Rand was General Manager at WAZF-Yazoo City. Carl Treppendahl was President of WGLC-Centreville. Hank Huggins was Assistant Manager of WJMB-Brookhaven. Lester Williams was the new owner of WCJU-Columbia, and Ray Tolar was Commercial Manager and Chief Engineer. Dick Sanders was added at WJDX-Jackson as News Director. W. R. Newman was shown as President of WSLI-Jackson, Arnold and Harold Matison were the co-owners of WABO-Waynesboro. WCBI-TV was under construction at Columbus.

E. O. Roden was President; Richard Crans, General Manager; Ollie Bates was commercial Manager; Joel Netherland was Program Director; and Keith Wroten was Chief Engineer at WAZF-Yazoo City. There were no new FM stations added in 1955.

Ed Wilkerson of WSLI-Jackson, served as President of The Mississippi Broadcasters Association for a portion of 1955. Ray Butterfield-WLOX-Biloxi, Miss., served the balance of the term.

Bob McRaney, Jr. and Bob Dambrino were announcers on the staff at WROB-West Point.



Dick Crago, WCBI sportscaster, broadcasting basketball game, Columbus, Miss.

Tom McFerrin, Chief Engineer WCBI-Columbus, and Byron Fincher, RCA representative, at tower base WCBI-Columbus, during construction for 550 KC [1955]

1956

The growth pattern of radio in Mississippi slowed down in 1956. Only one additional station was established. WDDT-Greenville, was licensed to Delta-Democrat Publishing Company, William Hodding Carter, President. It was assigned 900 KC with 1,000 watts day.

No new FM stations were added in 1956.

Mississippi had six Television stations, with WCBI-TV going on the air on July 13, 1956.

There were only a few significant changes in top level personnel in Mississippi stations.

E. O. Roden and Jim Reese became co-owners-partners in WMPA-Aberdeen.

Harold B. McCarley became owner-president of WBLE-Batesville.

Don Moore was employed as General Manager at WBIP-Booneville.

George Shurden was named General Manager of WCLD-Cleveland.

Roth E. Hook and Wm. Farrar were co-partners at WMAG-Forest.

Lane Tucker was made Program Director at WABG-Greenwood.

B. L. Blackledge was shown as a co-owner of WBKH-Hattiesburg.

WCPC-Houston was owned and operated by a partnership of Robin Mathis, Ralph C. Mathis, Rad W. Mathis and James H. Atkinson.

T. E. Wright was President of WRBC-Jackson.

T. M. Hederman was listed as the President of WSLI-Jackson.

Rev. Carrol F. Jackson and Dr. D. N. Jackson were partner-owners of WPWR in Laurel.

Frank Holifield was elevated to General Manager of WTOK-Meridian.

Ervin Parks was Program Manager as well as General Manager at WMIS-Natchez.

Howard Cole was named President of The Mississippi Broadcasters Association for 1956.

Bob McRaney, Jr., was a staff announcer at WROB-West Point, doing part time and summer duty while completing college at Mississippi State University.

ELVIS

BY WILLIAM T. MILES

[*Editor, The Amory Advertiser—Amory, Miss.*]

"Bob Neal asked me if we had a back door to the old National Guard Armory Building and I asked 'why'. He said these girls will tear the hell out of Elvis Presley's clothes unless we sneak him in. I said, "He'll come through the front door or he won't come at all."

So remembers Charlie Boren, longtime radio executive, former show promoter and now proprietor of Factory Outlet Stores in Nettleton and Mantachie.

It was in 1956 and Charlie had booked a quartet of entertainers into Amory. They were George Jones, Johnny Cash, Elvis Presley and Carl Perkins. . .the biggest name of the bunch. . .Carl Perkins and his "Blue Suede Shoes."

"But Elvis was catching on," Charlie remembers. "His manager at that time was Bob Neal, a longtime friend of mine. I got all four into Amory for \$650 and paid Elvis more than any of the others; \$200.

Charlie recalls Elvis from East Tupelo days (before East Heights).

"I used to do a jamboree for the old Black and White Department Stores (now Shainbergs), for WELO," recalls Charlie. "Anybody could get on the radio and Elvis would come by on Saturdays during the 1940's."

"I tried to get another popular name in music from this area, Mississippi Slim, to play for Elvis, who was just a little kid. Slim wouldn't do it because he didn't think the kid could sing."

A few weeks after Charlie Boren brought Elvis to Amory he got his chance at some national exposure via the Steve Allen Show, the forerunner of the Johnny Carson and Jack Paar Show. This event came because Carl Perkins, the top recorder of the time, was seriously injured in an automobile accident and couldn't make his scheduled appearance on the show.

Charlie said that Elvis already had out "You Ain't Nothing But A Hound Dog" then.

"But the girls didn't tear up his clothes at the National Guard Armory that night," asserts Charlie. "They showed more interest in Carl Perkins."

Charles Cockrell is another local citizen who remembers Elvis back in the mid-fifties.

"I recall that he wore blue serge suit," Mr. Cockrell said. "The first time I ever saw Elvis was at the old Beldon High School in Lee County. He used to come there all the time. He was pretty popular around this region but didn't anybody know him elsewhere. He was famous then for wearing black and pink outfits."

Charlie Boren said that in 1956 when Elvis came to Tupelo for the Mississippi-Alabama Fair and Dairy Show he handled the sound at the event and Elvis was something else then.

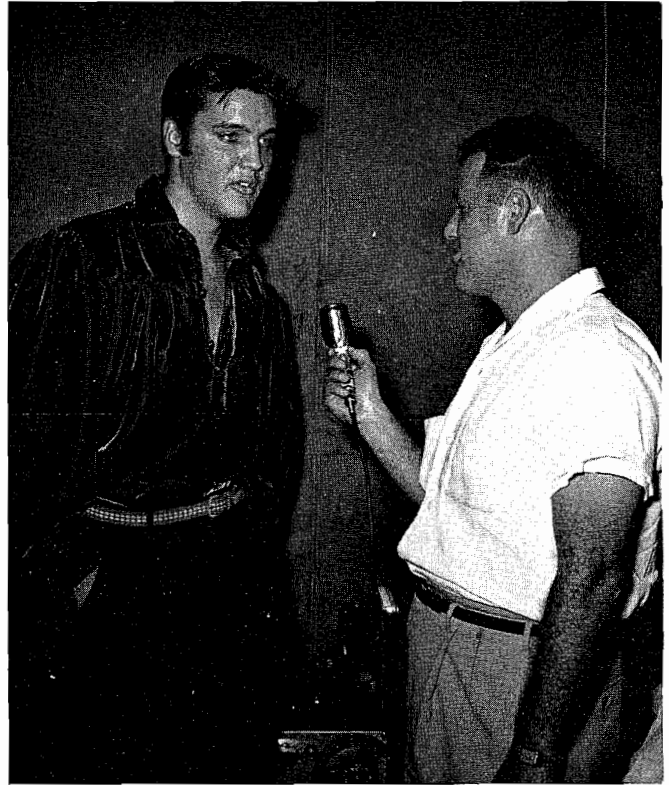
"He remembered me," Charlie said.

He said the last time he had any contact with Elvis was about 10 years ago when Elvis was in Tupelo and a mutual friend called him.



Charlie Boren, former owner and manager of Radio Station WAMY-Amory, is shown with Elvis Presley before the star's dramatic rise to fame. Charlie took Elvis to Amory in 1956, as one of a quartette of performers, including Carl Perkins, Johnny Cash and George Jones, all costing \$650.00 for the one night stand.

Charlie first introduced Elvis as a contestant in a talent contest at the Mississippi-Alabama Fair in Tupelo in 1944, which was broadcast over WELO, with Charlie as MC-Announcer.



Elvis Presley [L], being interviewed by Jack Cristil [R], WELO-Tupelo, in the dressing room at The Alabama-Mississippi Fair-Tupelo [1956]



[L] Jim Ashmore receives the Look Magazine "All American" basketball player plaque from Jack Cristil [Right] sports play-by-play announcer for Mississippi State University-Starkville, Miss. [1956].

1957

There were a number of power increases, ownership changes and four additional stations added in 1957. The new additions were: WNSL-Laurel, 1260 KC, 1,000 watts daytime, owned by Joe Carson and Eddie Holliday; WKBX-Corinth, 1330 KC, 500 watts daytime, owned by Luther Gray, W. E. Gray, Charles W. Bolton and E. H. Huntley as partners; WSJC-Magee, owned by the Mathis family, 1280 KC, 500 watts.

Ray Tolar became owner-manager of WMPA-Aberdeen; WAMY-Amory increased power to 5,000 watts daytime; James W. Eatherton purchased WACR-Columbus, with increased power to 1,000 watts daytime.

Jack Craddock bought WKDL-Clarksdale and became President and Manager. B. L. Blackledge became President of WBKH-Hattiesburg with F. M. Smith, Sr., as Secretary-Treasurer and General Manager.

WXXX was a new station granted in Hattiesburg, owned by Dave A. Matison. It operated on 1310 KC, 1,000 watts day.

Joe Carson and Eddie Holliday purchased WTOK-Meridian and changed the call letters to WOKK.

Important changes in personnel included: Holton Turnbough as Station Manager at WGCM-Gulfport; Al Simmons as Manager and Hazel Lewis as Program Manager of WDOB-Canton; Paul D'Antonio became President and Don Partridge Vice Pres., and James Dowdy, Sec.-Treas. of WGLC-Centreville; Tom Reardon was made manager of WROX-Clarksdale. Clifford Chance was the new Program Director at WCJU-Columbia. Ray Crummy succeeded James W. Eatherton as Sales Manager at WCBI, Columbus. Eatherton took over WACR as new owner. Charles B. Tucker was Manager of Sales, Jim Ward, Program Director and W. M. Essary was Chief Engineer at WKBX-Corinth.

Hugh Hughes was named Manager, Willie Weems Commercial Manager, and Tom Estess, program Director at WMAG-Forest.

Carl Welch joined WHSY-Hattiesburg as Sales Manager. Joe R. King was Vice President of WXXX-Hattiesburg. Jim Barron was Manager.

Kainor Carson became General Manager at WNLA-Indianola.

R. E. Dumas Milner was the new owner of WJQS-Jackson, with Howard Cohoon, President; Lewis Heilbronner, General Manager and Ben Greer as Sales Manager.

Roger L. Statham was listed as General Manager of WJXN-Jackson.

Al Evans became Station Manager of WOKJ-Jackson, Richard Voorhis was named Station Manager at WSLI-Jackson. Frank Sumrall took over as General Manager and M. M. Caver became Sales Manager of WAML-Laurel.

Granville Walters moved to the new station, WNSL-Laurel, and Teck Jones became Commercial Manager.

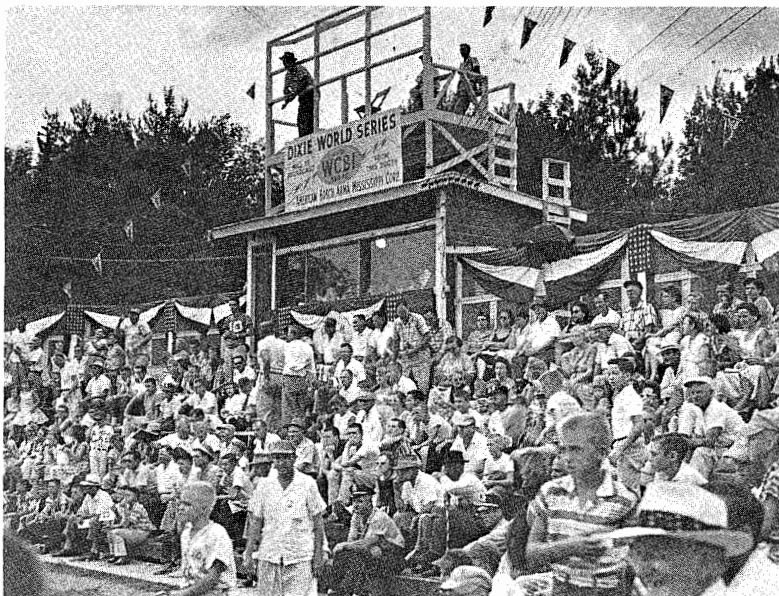
Bob Chisholm became owner-Manager of WMBC-Macon. WMOX-Meridian had a new Station Manager, Kenneth Berryhill. Herb Witthauer was made General Manager at WRJW-Picayune. Paul Carlisle became Manager at WABO-Waynesboro. Bruce Gresham was Manager and Dennis Hancock, Jr. Sales Manager at WAZF-Yazoo City. Kersh Walters was named Sales Manager at WKDL-Clarksdale. John P. Gibson was shown as a co-owner of WDDT-Greenville. L. R. Thesmar was the President of WDEB-Gulfport, with B. R. Behrendt as Sales Manager.

WNLA-Indianola held a CP to increase power to 1,000 watts day, and Kit Carson was Manager. Dennis M. Brown was General Manager of WEGA-Newton.

A total of 72 stations were licensed in Mississippi in 1957. Bill Guest of WPMP-Pascagoula was President of The Mississippi Broadcasters in 1957. No new FM stations were added.



*Lindsay Tennent, early sports announcer
WCBI-TV- Columbus.*



Packed crowds at first Dixie World Series-Columbus, broadcast by WCBI and Arma Corp, Propst Park. [1957]

Marvin Mathis, founder of WSJC-Magee, Miss., July 5, 1957.

Mathis was killed in a car-train collision Dec. 26, 1968.



1958

The radio bubble in Mississippi began to expand in 1958. The Yearbook of Broadcasting Magazine indicated six stations were added to the total. These included: WELZ-Belzoni, owned by Roth Hook and Associates, operating on 1460 KC, 1 KW day; WDSK-Cleveland, licensed to L. A. Feduccia, for 1410 KC, 1 KW, directional antenna; WESY-Leland, on 1580 KC, 1 KW day, owned by Miss-Ark. Broadcasting Co.; WDAL-Meridian on 1330 KC, 1 KW day, a partnership of Mack Smith, Phillip Brady, and Louis Alford; WQIC-Meridian, with A. L. Royal, the owner, and WONA-Winona, licensed to Southern Electronics, Inc., owned by Bob McRaney, Sr., and Bob Evans, equal partners, operating on 1570 KC, 1 KW day.

Other changes occurring in 1958 saw the creation of The New South Network, comprised of WNSL-Laurel; WOKK-Meridian; WLSM-Louisville; and WACT-Tuscaloosa, Ala. The network operated out of WOKK-Meridian.

Bob McRaney, Sr., retired as General Manager of The Mid-South Network in Columbus after serving 18 years. Bob Evans, formerly Manager of WELO-Tupelo, was named to replace McRaney. McRaney moved to West Point and established Bob McRaney Enterprises, Inc., and handled all broadcasts of football and basketball at Mississippi State University, and became a consultant in Broadcasting.

There were no new FM stations added in 1958.

Personnel continued to switch around, as new stations and owners came on the scene. Some of the noticeable changes found: Bob McRaney and Bob Evans, doing business as Southern Electronics, Inc., purchased WAMY-Amory from Charles C. Boren. John K. Greshman was made manager of WBIP-Booneville. Roth Hook purchased WDOB-Canton and named Ralph B. Mann, General Manager.

Red Ladner was the new Sales Manager and Dave Martin was program director at WCJU-Columbia. R. A. Crummy was made manager of WCBI-Columbus. Rick Moore was program Director for WCBI. Ruby Latham, Assistant Manager.

WCRR were the call letters for the station in Corinth operating on 1330 KC with 1000 watts. It was licensed to C. R. Quick, President. Glenn Carmichael was station and commercial manager. Lew Sadler was Sales Manager at WGRM-Greenwood. E. O. Roeden was President, James E. Reese, General Manager at WGCM-Gulfport.

WFOR was sold by C. J. Wright, Sr., to B. W. Curry, who served as President. E. M. Jenkins was Vice President and General Manager. Bud Norval was commercial manager and J. N. Watkins, Chief Engineer.

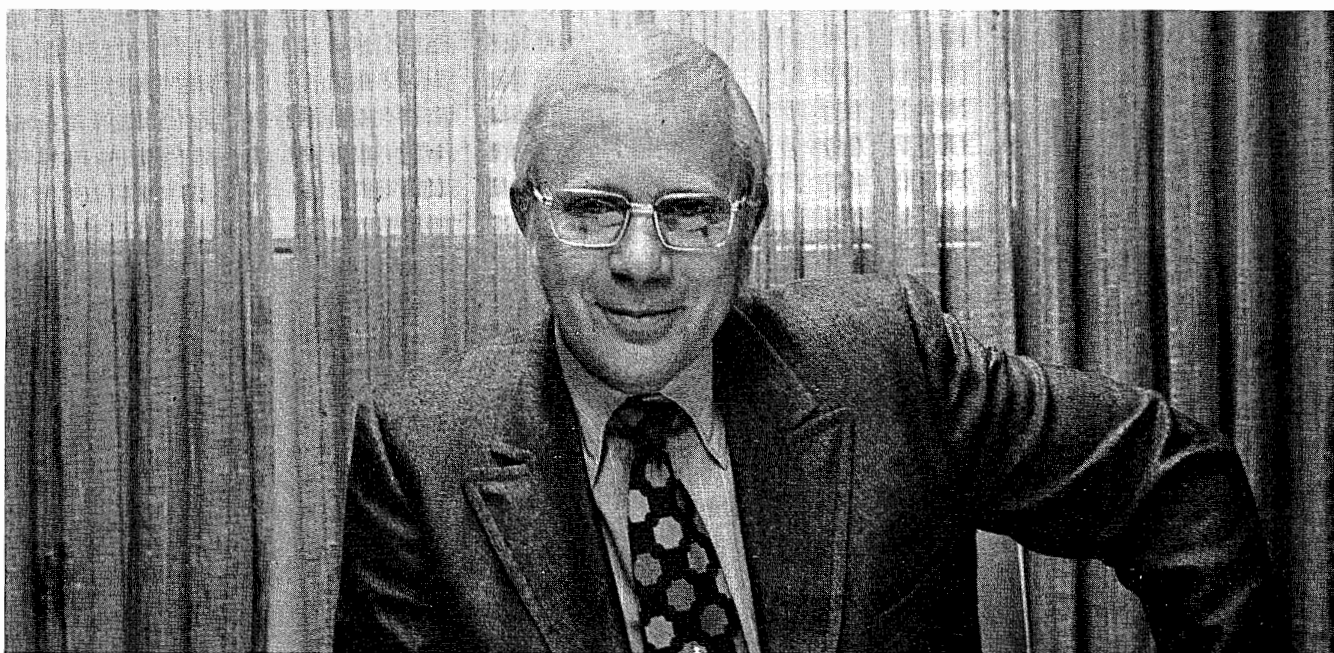
Frank B. Zaloski was named manager at WHSY-Hattiesburg. At WXXX, J. C. Walker was named General Manager. Mel Morris was Program Director. WCPC-Houston increased power to 5,000 watts daytime. Carroll Jackson moved to WNLA-Indianola; as Program Director. Gayle D. Swofford was named Manager of WJXN. Charles A. Stewart was Manager of WRBC. A. L. Simmons was named Program Director for WSLI-Jackson. Carnell Tucker was listed as Co-manager with Paul Artman, and John Miller Abraham was the Commercial Manager, at WESY-Leland.

Ned Butler and James Hemphill were partners and Harold Shield was manager at WMBC-Macon. Marvin L. Mathis was manager at WSJC-Magee. Jimmy Tugwell was Program Director.

Dan Hollingsworth and Don Partridge were co-managers of WDAL-Meridian. Jay Gilbert was named Manager of WQIC-Meridian.

F. M. Smith, Sr., B. L. Blackledge, G. C. Newcomb and James Reeve were partners operating WBKN-Newton. Mitchell Self was General Manager and Chief Engineer at WSUH-Oxford. Carroll Hines was Commercial Manager and Chief Engineer at WHSY-Hattiesburg. Walter Smith was named General Manager of WPMP-Pascagoula. Ernest Bowen became manager of WELO-Tupelo. Jack Cristil was made Program Director at WELO. T. L. Estess was the new manager at WTUP-Tupelo. Bob Chisholm was Manager of WONA-Winona. David B. Highbaugh purchased WAZF-Yazoo City. Joel B. Netherland was Program and News Director. Albert Cook was Chief Engineer.

John Bell, Manager of WCMA-Corinth, was elected President of The Mississippi Broadcasters Association for 1958.



Bob Chisholm was the first manager of WONA-Winona, Miss., which opened Oct. 24, 1958. Chisholm previously served as announcer for the Mid-South Network and owned and operated WMBC-Macon at one time. In 1978 he formed Southern Spot Sales in Memphis—handling regional sales for many southern stations.

1959

By the end of 1959, Broadcasting Yearbook showed Mississippi with 78 AM-FM radio stations. Newcomers were WNSL-FM-Laurel, with a grant of construction permit, to Joe Carson and Eddie Holliday; and WXTN-Lexington, 1150 KC with 500 watts, daytime, granted to the Mathis Brothers, who also operated stations in Houston and Magee.

New faces spotted in new places included: Jim Wells, announcer and farm director, Elsie Sanderson, Program Director, Don Holocher, Director of News, at WAMY-Amory. At WBLE-Batesville there was Wes McIngvale as Program Director. Harold Shedd was managing WDOB-Canton. Wm. T. Salmon was listed as President of WKDL-Clarksdale and R. L. Hunnicutt was General Manager with Wayne Vowell Commercial Manager.

At WCLD-Cleveland, J.R. Denton was President; George Shurden was Manager, Commercial Manager and Chief Engineer. WACR-Columbus added Dale Kassell, program Director; and Jay Aldridge, Chief Engineer. WCBI-Columbus promoted Ruby Latham to Assistant Manager and head bookkeeper. Ken Berryhill was the new Commercial Manager at WNAG-Grenada. There was a new set of call letters in Gulfport, WROA, acquired by Electronics Research, Inc. of Evansville, Ind.

WDLT were the call letters in Indianola, and the new staff included J. R. Denton, President; George Shurden, general manager and Chief Engineer; Lane Tucker, station and Commercial Manager; and Willard Stallings, Program Director.

T. M. Wright and William McCarty, Sr., were shown as owners of WRBC-Jackson. Ed Webb was commercial manager. R. D. McGregor was General Manager.

Gene Tibbett became co-owner and General Manager of WLAU-Laurel, and named Lidell Howard Commercial Manager; Jim Gibbon, program Director; and W. B. Carter, Chief Engineer.

Paul Artman and Miller Abraham were operating as co-managers at WESY-Leland.

Steve Burkes was the Chief Engineer at WMOX-Meridian.

W. S. Perkins became the chief owner of WNAT-Natchez. E. L. Burns was shown as owner and Gerald Howell, General Manager at WBKN-Newton. John F. Shea became President and Roy Harris was Commercial Manager at WVIM-Vicksburg. Frank Holifield was serving as Commercial Manager at WAZF-Yazoo City.

Joe Carson of WOKK-Meridian, was President of The Mississippi Broadcasters Association in 1959.

Bob McRaney, Sr., President of Bob McRaney Enterprises, Inc., West Point, was named Executive Secretary of The Mississippi Broadcasters Association. Offices were established in the WROB Building, West Point.

A monthly Newsletter to all MBA members and associate members was inaugurated.

Mike McRaney was a part time staff announcer at WROB-West Point, while completing his college education at Mississippi State University. Curtis Friday, Sr. conducted nightly classical music shows on WROB and Curtis Friday, Jr. was Sports play-by-play Announcer.



The WROB Building, West Point, Miss., was expanded in 1959 to house the headquarters of Bob McRaney Enterprises, operating WROB-West Point; WAMY-Amory; WONA-Winona, and the broadcast of football and basketball at Miss. State University.



[L] Head Basektball Coach at Mississippi State University, the late James "Babe" McCarthy, shown with Bob McRaney, whose network of stations in the state broadcast the games, with Jack Cristil at the mike. The occasion was an awards banquet, given the Mississippi State University basketball team and coaches at the Henry Clay Hotel in West Point, Miss., by the network, honoring the winners of the Southeastern Conference Championship in the season 1958-59. It was a "first ever" for Mississippi State. Each coach was presented a gift and each player an engraved watch.



DANA PRATT

This book would not be complete without proper reference to those equipment salesmen, consulting Engineers, transcription, news and program services and the firms they represented.

Many a young broadcaster owes a lot to those men who counseled and helped in so many ways in getting the early stations on the air, especially following WW II.

There were many who called upon radio station, FM and TV station owners, Managers and Engineers, who not only sold the equipment, but made many valuable suggestions as to buildings, antenna designs, layouts, wiring and some even assisted with the installation of the equipment and services.

One veteran whose friendly personality, engineering knowledge and experience was RCA's Dana Pratt, for many years head of the Broadcast Equipment sales and service department. Dana Pratt and Dr. George Brown, of RCA, were responsible for the "flat top" sectionalized, loaded antennas at WWL-New Orleans, La., and assisted many Mississippi

Broadcasters in planning, laying out and constructing stations. Broadcasters could depend upon Dana with a phone call in the middle of the night or day, and many is the time he was able to solve problems with his suggestions until a new part could be sent on its way.

Others the Author recalls were "Red" Resor, Bill Witty, Ben Adler, John Taylor, and P. G. Walters of RCA; John Lenkerd of Western Electric; Fred O. Grimwood of Gates Radio; Byron Fincher of RCA; L. J. N. du Treil, consultant of New Orleans, O. S. Droke, consultant of Shreveport, La., Earl Cullum and Associates of Dallas, Texas; Dr. Victor J. Andrews, the tower expert from Chicago, and his assistant, Walter Keene, Claude M. Gray of Birmingham, Jim Weldon of Federal Radio, and many, many others, all of whom had a vital part in the development of the radio and TV industry in Mississippi.

CHAPTER VIII

“The Growth Years”

(1960-1978)

This closing chapter deals with the growth of radio in Mississippi from 1960 through 1978. Mississippi had 80 AM-FM radio stations in operation in 1960. By 1979 the total had reached 180 stations. One hundred additional stations, many of them FM stations, were added within the span of 18 years! The totals do not take into account the non-commercial educational stations, nor the television stations.

With the onslaught of television, there were many predictions that radio would “go downhill”, as TV took over that time spent by the family, either by radio or the TV screen. It did not happen in Mississippi, just as it did not happen all over the U.S. TV had a terrific impact on the public, but, as the old saying goes, “water seeks its own level”. Thus, radio began to adapt itself to new trends, new programming concepts, greater emphasis on news and sports events. Radio began appealing to the tastes of the “new generation”, to the “Elvis crowd”, to Rock and Roll, and then disco, while there were also stations which preferred to seek audiences which desired the “good music”. This was supplied mostly by FM stations.

The coming of high fidelity and stereo to FM, improved equipment in all phases of radio station operation, with unitized, transistorized, printed circuits, automation, space age knowledge, put to work, made it possible for stations to operate at lower costs. Remote controlled transmitters, cartridge tape recordings, greater fidelity and efficiency from transmitters and higher quality telephone lines, microwave and studio-transmitter links, all worked together to improve the over-all quality of radio production and transmission.

The day would come when practically every county seat in the State would have one or more radio stations.

With the coming of the state-wide television educational network, increased numbers of FM stations, with taller towers and higher power, it was possible to arrange statewide hookups on short notice to practically every nook and cranny of the state. This was accomplished by “leap-frogging”, and “off-the-air pickups” from educational TV stations as well as FM to FM stations. Emergency networks could be established when needed. Broadcasts of the important legislative sessions, regular broadcasts to the people by the Governor, etc. were possible.

From 1960 to 1978 there would be many regional networks, with multi-station owners selling time by groups. There would be three major sports networks, carrying all sports of Mississippi State University, The University of Mississippi and The University of Southern Mississippi. In 1979, Jack Cristil, WELO-Tupelo, “The Voice of the Bulldogs”, would begin his 26th year of continuous play-by-play broadcasting, covering all of Mississippi, as well as stations in adjoining states. This is believed to be a record for continuous service. The same would be true of the other major schools. Junior colleges would also have hookups for their sports. There would be a Mississippi News Network established, with direct feeds to its members. The Associated Press and United Press International would have news machines in practically every commercial station.

Broadcast of the weather information became paramount, and sophisticated weather monitoring equipment was available. The U.S. Weather Bureau established transmitters in Mississippi which gave continuous and up-dated weather forecasts and conditions, which would improve local and area broadcasting of weather news.

Politicians discovered that radio had a vast audience, not only among the various age groups, but also every automobile came equipped with a radio and a tremendous mobile audience was available. Political announcements, with excerpts from campaign speeches, endorsements, slogans, singing commercials, interviews, compiled by astute agencies and station staffs, were tailored to approach radio’s multi-faceted listening audience.

Yes, radio was here to stay and would continue to improve in many different ways during the “Growth Years”.

FM stations would add stature to the radio industry, beginning in 1965, when six new stations went on the air. Six more stations took the air in 1966, six more in 1967, five in 1968 and five more in 1969. FM., with the capability of broadcasting on sidebands from the same transmitting system, would open up a whole new field of business called “background music”. With automation, it became possible to transmit both regular programming, in stereo, and by using the sideband, background music could be transmitted to an area system, which previously was limited by wire.

Expansion of the industry in Mississippi was limited only by the number of frequencies available, directional or non-directional, and by the number of FM channels available.

1960

Jack Cristil began his seventh season as the "Voice of The Bulldogs", at Mississippi State University, with a hookup of almost fifty stations signed to carry the games.

WNSL-FM-Laurel was the only new FM station to go on the air. The station was licensed to The New South Broadcasting Co., with Joe Carson and Eddie Holliday, partners. It was licensed on June 20, 1960.

WVOM-Iuka was an AM station to hit the air in Mississippi in 1960. It was licensed to E. C. Holtsford on 1270 KC with 1 KW daytime power. Charles Key was sales manager.

WHHT-Lucedale went on the air in 1960-1440 KC-1 KW day-Bill Guest was owner. Holton Turnbough, Manager.

As of July 1, 1960, the census bureau estimated there were 571, 190 households in Mississippi. Of these, 529,240 had one or more radios.

Four regional radio networks were operating in 1960. The Dixie Broadcasting System, The Mid-South Network, The New South Radio Network and the Skyline Network.

Changes in station personnel as listed in the 1960 yearbook of Broadcasting Magazine were as follows: Jim Wells was named Sales Manager at WAMY-Amory. WROA in Gulfport was owned and operated by Charles W. Dowdy, with Fred R. Beattie as Sales Manager.

WVMI-Biloxi was sold to Joe Carson and Eddie Holliday. Sam Woodall was named station manager.

Ed Wallace Hobgood was sales manager at WDOB-Canton.

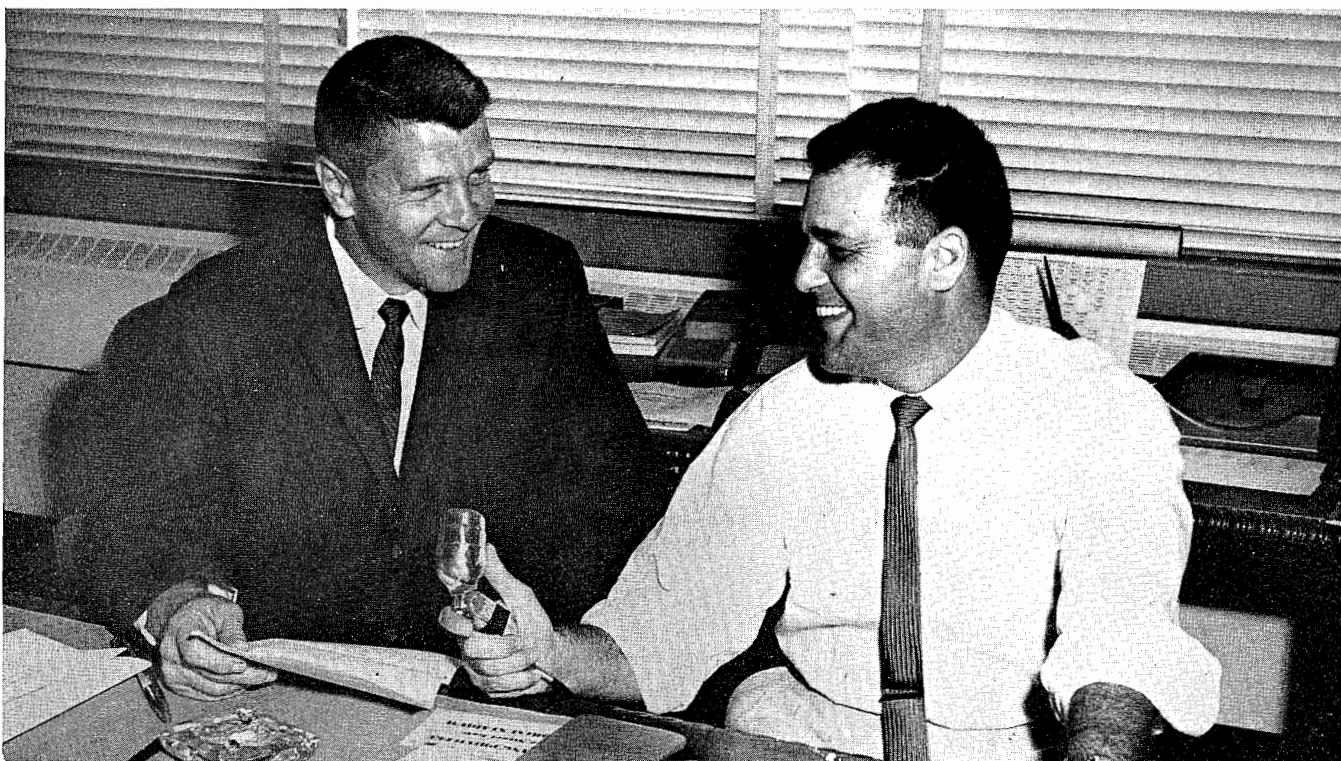
Luther Moore was listed as President and Tommy Estess as Manager of WCRR-Corinth. WFOR-Hattiesburg was owned by Sheridan, Inc.

Paul Carlisle was serving as Manager at WAML-Laurel.

Art Harwell was appointed Station manager at WQIC-Meridian.

Jack Dalton was named Sales Manager at WROB-West Point. Cal Douglas was the new General Manager at WTUP-Tupelo.

Hal McCarley, manager of WBLE-Batesville, was President of The Mississippi Broadcasters Association in 1960.



Jack Cristil, [R] interviews Coach Wade Walker, Miss. State University, for WROB and Bob McRaney Enterprises Network. Cristil was in his seventh year doing play-by-play for fifty or more Mississippi Radio stations. [1960]

1961

The growth pattern appeared to have slowed some in 1961. The yearbook for Broadcasting Magazine listed only one new station, WFFF-Columbia, 1600 KC-500 W day, Fortenberry Enterprises, in its December 1 issue.

Changes and additions in personnel and changes of ownership of stations, were fewer than in previous years. Those noted included: Sonny C. Harril as manager at WELZ-Belzoni; at WVMJ-Biloxi, G. E. Egeditch was named Manager. WDSK-Cleveland had a new manager, Polly Robinson, with Leroy Armstrong as Program Director. WDDT-Greenville showed Arthur T. Galyean as Manager and Claude Satchfield as Sales Manager. Clotilde Thornton was listed as Manager of WBKH-Hattiesburg. WVOM-Iuka was managed by Buddy Bain, with Charles Kay as Commercial Manager.

WXTN-Lexington was under the management of Fanny Mae Cothran, Alred L. Jones as General Manager and Charles "Chuck" Burgess was Program Director at WHHT-Lucedale. Carl Dyer was at WABO-Waynesboro in the capacity of Manager and Martha King was directing programs.

Fred L. Beard, Manager of WJDX AM-FM-Jackson, served as President of The Mississippi Broadcasters Association during 1961.

1962

One additional station went on the air in 1962, WSAO-Senatobia-1550 KC, 5,000 Watts day, Northwest Broadcasting Co. of Mississippi. Relatively few changes were noted. Some stations changed hands, some had new management and new personnel were added at others.

WAMY-Amory and WONA-Winona came under new owners as Southern Electronics, Inc., comprised of a partnership of Bob McRaney, Sr., and Bob Evans, dissolved the corporation and Evans became owner of WONA-Winona, while Bob McRaney, Sr., became President and owner of WAMY-Amory.

WKDL-Clarksdale was owned and managed by Robert J. McIntosh. WBKH-Hattiesburg was owned by Deep South Radio, Inc., and WFOR-Hattiesburg was under ownership of New Forte, Inc.

Mims Boswell, Jr., purchased WKOZ-Kosciusko from Cy Bahakel. Leroy E. Kilpatrick was the new owner of WSUH-Oxford.

Wilbur J. Martin, Sr., purchased WABO-Waynesboro, and became President and General Manager.

F.M. Smith was appointed National Sales Manager at WCGM-Gulfport. Aubrey H. Felder was manager and John Rice, Sales Manager at WJMB-Brookhaven.

Jack Cochran succeeded Ray Crummy as Station Manager at WCBI-Columbus. J. Kenneth Marston was Executive Vice President, John Bell, General Manager and J. Emory Price, Assistant Manager at WCMA-Corinth.

WBKH had Jimmy Swan as Manager and Earl Hart as Sales Manager. WFOR-Hattiesburg was under the management of Bud Norval and Keith Glatzer was Program Director.

E. Dean Hubbard was appointed Station Manager at WHSY-Hattiesburg.

John Bommer was managing WJXN-Jackson. Carrol Jackson was the new station manager at WOKJ-Jackson. Floyd Coulter was the assistant Manager at WKOZ-Kosciusko. Norma Leggett was co-owner and Assistant Manager at WLAU-Laurel. Carl Gibbons managed WHHT-Lucedale and Al Griffin was program Director.

WSUH-Oxford named Les Campbell, station and commercial manager.

Chuck Burgess checked in as Program Director at WPMP-Pascagoula.

Jim Reese, WGCM-Gulfport, was President of The Mississippi Broadcasters during 1962.

1963

One new station came on the air in 1963, WSEL-Pontotoc, 1440 KC, 1,000 watts daytime, licensed to Lee Thompson. Bill Bridges was General Manager and Mrs. Bill Bridges was Station Manager.

Notable changes in personnel, management, ownership, etc. were: Jerry Caddy at WELZ-Belzoni, Manager; R. J. "Piggy" Bonds at WBIP-Booneville as Station Manager; James Loflin at WMGO-Canton as General Manager. The station had changed call letters from WDOB. Call letters at Centreville were changed from WGLC to WLBS. The General Manager at WLBS was Ben Bickham. Leonard Giaccone was sales manager; J. Boyd Ingram was

Program Director at WDSK-Cleveland. Owners of WFFF-Columbia were Dr. Jerry Fortenberry, with station manager Dave Martin, Tom Stevens Program Director. Bob Evans, Jr., was named Station Manager at WNAG-Grenada. Keith Glatzer was moved up to Station Manager and James Enloe became program Director at WFOR-Hattiesburg. WXXX-Hattiesburg was under new ownership. George P. Mooney was President; Ansel Chaney, General Manager; and Charles Williamson, Sales Manager. Mrs. Elva L. Ownby was general manager and Roy Harris was station manager at WJXN-Jackson. At WOKJ-Jackson, Charles Fletcher became General Manager. Herb Guthrie was managing WRBC-Jackson.

Colon Johnston moved over to WLSM-Louisville as General Manager and John W. Jenkins served as Program Director.

At WHHT-Lucedale, Jim L. Williams was Station Manager and Happy Wainwright was Program Director. Tom Hearn was Sales Manager at WSUH-Oxford. Tommy Estess was named Station Manager and S. A. Hancock, Jr. took over the sales management job at WTUP-Tupelo. Frank Rogers held the program manager's job at WAZF-Yazoo City.

Bill Jones, Manager of WCHJ-Brookhaven, served as President of The Mississippi Broadcasters Association in 1963.



Bob McRaney, Sr., Executive Secretary, Mississippi Broadcasters Assn., [with tape recorder], interviews crew of B-52 Bomber, Columbus Air Force Base, just before takeoff on refueling trip. [1962]

The broadcast was fed to stations in North Mississippi.



Jimmie Love turns switch for new AM transmitter for WLOX-Biloxi, Miss., which increased power to 1,000 watts day, as Manager Ray Butterfield looks on. [1962]



[L] Gene Tibbett, Co-owner and Gen. Mgr. WLAU-Laurel, Miss. [R] Linda Lee Meade, "Miss America", Natchez, Miss.; Background-Granville Walters, Gen. Mgr.-WNSL-Laurel, Miss. [1963]

1964

MBA President Bill Jones and the Board of Directors of The Mississippi Broadcasters Association approved a suggestion made by MBA Executive Secretary, Bob McRaney, Sr., that an effort be made to establish a Radio Museum in the Department of History and Archives Museum section in the old Capitol Building in Jackson.

Previously McRaney had been given the original transmitter, receiver, microphone and earphones and related equipment, which Hoyt Wooten originally used in Coldwater, Miss., for Mississippi's first commercial station in 1922 (KFNG). McRaney offered to make this the nucleus for the new Radio Museum and a bulletin went out to all MBA members to search their stations for any memorabilia, logs, photos, equipment, and anything which might be donated to the Radio Museum. The response from MBA members was immediate and plans went forward to establish the Radio Museum. This was accomplished on January 24, 1975, when the Radio Museum was formally opened to the public.

Three stations came on the air in 1964. They were WACY and WACY-FM-Ocean Springs. Harvey E. Jones was President; Clifford E. Hunter, Vice President and Manager; and Dick Morgan, III, Sales Manager. The station was assigned 1460 KC, 1,000 watts, directional. The FM was a Class A 3 KW, operated in conjunction with WACY. WLEF-Greenwood was licensed to William E. Hardy. L. H. Hartmann was sales and station manager. The AM station WACY operated on 1540 KC, 500 watts daytime.

WNLA-Indianola came under the banner of Fritts Broadcasting, Inc., with Edward O. Fritts, President and General Manager.

Among personnel changes it was noted from the records that Barbara Rosetti was Program Manager at WPCM-Gulfport.

Robert A. Merchese became program director at WLOX-Biloxi.

D. W. Holmes, Jr., was the new General Manager at WFOR-Hattiesburg. Clay Ewing made his appearance as Commercial Manager of WGRM-Greenwood. Stanley Lightsey was elevated to Vice President of WHSY-Hattiesburg. Jimmy Martin was operating as Station and Sales Manager at WSAO-Senatobia.

Marvin Mathis, owner-Manager of WSJC-Magee, was President of The Mississippi Broadcasters Association in 1964.

1965

1965 was the 25th or Silver Anniversary of the founding of The Mississippi Broadcasters Association. It was appropriately observed on May 1, 1965, during the annual convention of the association at the Buena Vista Hotel in Biloxi, as the Officers, Board and Past Presidents committee adopted a resolution officially observing the landmark of Mississippi broadcasting. A part of the resolution saluted C.J. "Chuck" Wright, Sr., one of the original incorporators of MBA and former owner of WFOR AM-FM in Hattiesburg and WCJU in Columbia. The Association paid tribute to "Chuck" Wright for his many years of faithful and efficient service, and his stature as a broadcaster. "Chuck" Wright was the first President of the MBA, serving a portion of 1941 and 1942. He was made a Lifetime member of the association in later years. The resolution wished for Mr. Wright a speedy recovery from an illness that shortly afterwards took his life. The resolution was signed by Marvin Mathis, President of MBA, Hugh O. Jones, a Past President, and Bob McRaney, Sr., a Past President. A copy of the resolution was delivered to Mr. Wright.

1965 was also the "year of the F.M. expansion". A total of six new FM stations were licensed in 1965. They were as follows: WWHO-FM-Jackson; WROA-FM-Gulfport; WPMP-FM-Pascagoula; WSWG-FM-Greenwood; WKOZ-FM-Kosciusko and WQST-FM-Forest.

The Mississippi Broadcasters Association initiated its policy of making the "Mississippian of the Year" award, or the "Man of The Year" award. Mississippi's junior Senator, John C. Stennis was the recipient of the first award, made during the 1966 convention in Biloxi.

The Association had also previously instituted the Lifetime Membership award to Presidents and other outstanding broadcasters, who served long tenures in the industry in Mississippi.

Other significant events occurring in 1965 saw the purchase of WFOR-Hattiesburg by Billy Furr of Columbus, the sale of WMOX-Meridian to The Meridian Star newspaper by Birney Imes, and the change of ownership of WXXX to Echo Broadcasting.

WMOX-Meridian changed frequency to 1010 KC and upped daytime power to 10,000 watts.

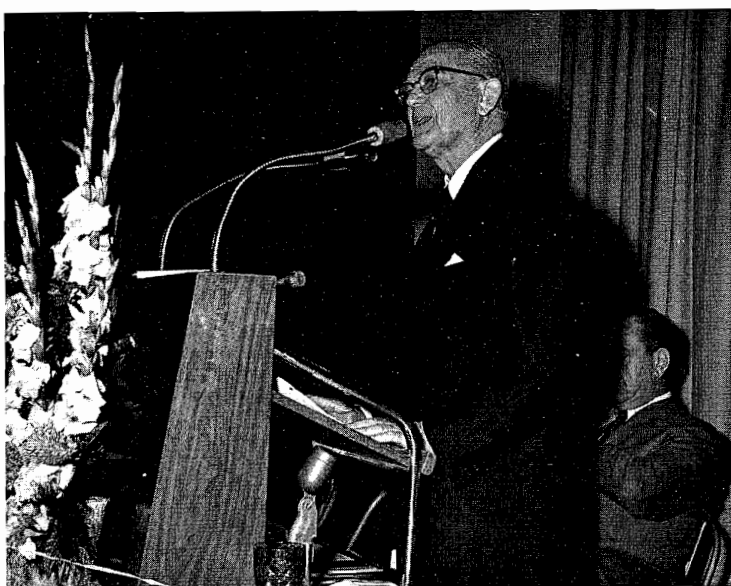
Noticeable changes within the industry in 1965 were as follows:

Don Jaye became Program Director at WLOX-Biloxi; Jim Eatherton, III, was named sales manager for WACR-Columbus. Eva Eatherton was in charge of WACR women's programs; WGRM-Greenwood added Tom Ewing as Program Director; Bernice Taylor Hardy was managing WLEF-Greenwood. WFOR-Hattiesburg listed E. E. "Doc" Chasten as General Manager; Elizabeth Sullivan was handling traffic; Bill Cornelius was President and General Manager; H. C. Sanford, Chief Engineer; Mike Golden, Program Director; and Charles Williamson, program Director at WFOR-Hattiesburg.

WWUN-Jackson was a new AM station on the air in Jackson, with Tim LeBlanc, Manager; and Bob Furlow, Program Director. The station operated on 1590 KC, 5 KW day and 1 KW night, directional.

WLAU-Laurel changed hands. Southland, Inc., was the new licensee. F. M. Smith, Sr. was Vice President and General Manager.

Under the new ownership of The Meridian Star, WMOX-Meridian retained Monroe Looney as General Manager. D. P. Self was Executive Vice President.



U.S. Senator John C. Stennis of Mississippi, accepting the first "Mississippian of the Year" Award, at the MBA Convention—Broadwater Beach Hotel, Biloxi [1965-1966]

Diana Ewing was President of WMIS-Natchez. Elliott Trimble was Executive Vice President and General Manager.

W. J. "Bill" Wall was serving as General Manager of WNAT-Natchez.

J. W. "Billy" Furr owned WMBC-Macon.

Carroll Hines was the new Vice President and General Manager at WHNY-McComb. The call letters were changed from WSKB previously by new owner, Charles W. Holt.

Joe Phillips, Owner-Manager of WSSO-Starkville, served as President of the Mississippi Broadcasters Association during 1965-66.

Bob McRaney, Jr., was named Program Manager of WLBT-Television in Jackson.

On Dec. 1, 1965 Bob McRaney, Jr., was elevated to the position of Vice President of Lamar Life Insurance Company and general Manager of WLBT-TV-WJDX AM-FM-Jackson.

1966

1965-1966 was to be a memorable year for the radio industry in Mississippi. The Mississippi Broadcasters Association inaugurated the policy of selecting outstanding Mississippians who had brought fame to the State to receive "Honorary Memberships". The first person to be selected for this honor was "Dizzy" Dean, the great baseball pitcher. Senator John C. Stennis was the first to receive the "Mississippian of the Year" award at the annual convention in the Spring at the Broadwater Beach Hotel in Biloxi. Senator Stennis also addressed the convention—MBA President Joe Phillips, made the awards.

Outstanding guests invited to attend the Convention included Mr. and Mrs. Jerome Herman "Dizzy" Dean of Wiggins. "Diz", one of the most respected baseball pitchers in the history of the game, had built a retirement home near Wiggins. He was made an "Honorary Member" of the Mississippi Broadcasters Association.

At the same time the MBA convention was scheduled on the Coast, a meeting was also scheduled by Governor Paul B. Johnson, with former President Miquel Aleman of Mexico and other Latin American dignitaries present, as well as officials from New Orleans, all of whom were invited to attend the MBA Convention. A Mariachi Band from Mexico enlivened the convention with a concert-serenade. The convention was held April 28-May 1, 1966.

Several new FM stations were licensed in 1966. They included WSEL-FM-Pontotoc; WLSM-FM-Louisville; WBIL-FM-Biloxi; WFOR-FM-Hattiesburg; WSLI-FM-Jackson and WQMV-FM-Vicksburg; WKOZ-FM - Kosciusko; WELO-FM-Tupelo; WVMJ-FM-Biloxi; WNAU-FM-New Albany and WNAT-FM-Natchez.

Several stations completed construction and were on the air before the end of the year. There were also many applications for AM stations, power increases etc. Notable among these was an application of WSJC-Magee to increase power to 50,000 watts. It was the first super power station in the State in South Mississippi. Jim Eatherton requested a CP for a new station in Macon.

WLOX-TV completed their tall tower, 1,549 feet near McHenry. WKRA was the call letters assigned to the new station in Holly Springs. WMPA-Aberdeen was granted a power increase to 1,000 watts, day. The station was owned by Billy Furr of Columbus. Bill Martin, Sr., of Waynesboro, filed for a new station in Brandon for 5 KW, day. WMIS-Natchez applied for a power increase to 1,000 watts.

Fred L. Beard, for many years General Manager of Radio Stations WJDX AM-FM and WLBT Television, owned and operated by the Lamar Life Insurance Company, Jackson, resigned to enter the Coca Cola business in Columbus. He was succeeded by Bob McRaney, Jr., who served as assistant to Mr. Beard for several years.

1966 was the year The Mississippi Broadcasters instituted a plan whereby Officers, Board Members, and Past Presidents would be afforded opportunities to make field trips, inspect military installations, manufacturing facilities and attend briefings on matters affecting the communications industry. The first such trip took place in 1966, through arrangements made by the office of Senator John C. Stennis. The group toured the plant of Lockheed-Georgia at Marietta to see the giant C-5 Galaxy transport under construction. The group also toured and inspected the sprawling Cape Kennedy Space Center. A highlight of the trip was the nighttime launching of The Intelstar Communications satellite.

1966 found every commercial Television station in the State a full member of the Mississippi Broadcasters Association.

Arrangements were made to have the famous radio and TV personalities, Homer and Jethro, appear at the MBA Convention in April. They were appearing in a nightclub owned by Gus Stevens on the Gulf Coast.

Jack Cristil, sports announcer for WELO, was named the "Outstanding Sportscaster of the Year" in Mississippi, for the fourth consecutive year.

Monroe Looney, formerly manager of WMOX-Meridian, resigned to take over the Station Manager's post at WJDX AM-FM, Jackson. Eddie Smith was named to replace Looney at WMOX. Don Neil, formerly with WABG-

Greenwood, was named Manager of WSWG-FM-Greenwood. WNAG-Grenada increased power to 1,000 watts. Other stations increasing power to 1,000 watts daytime, included WMPA-Aberdeen; WFOR-Hattiesburg and WECP-Carthage, which increased to 5,000 watts day. WRPM-FM-Poplarville, announced they were on the air with 100,000 watts. WELO-Tupelo was under construction of their new FM station. WABG-TV announced plans to construct a new tower, 1,134 feet, at Inverness, and applied for permission to be designated as a Greenwood-Greenville operation.

Jerry Keith was on the staff of WDAM-TV-Hattiesburg. WVMI-FM went on the air in Biloxi, full stereo. WRBC-FM-Jackson was given a CP for new FM station.

The Mississippi Educational Television Authority applied for a television station on Channel 29 for Jackson. William R. Smith was the director. The station utilized the tall tower of WLBT-WJDX-FM in Jackson. WXTN switched from 1150 to 1,000 KC and increased power to 5 KW daytime. WAMY-Amory, moved into a new building near the center of Amory, with a Grand Opening set for Sept. 10-11, 1966.

WECP-Carthage held Open House in their new quarters in Carthage. John McLendon was granted a CP for a new Television station in Jackson on UHF channel 16 (WAPT). Birney Imes applied for a new FM station for Columbus. WSJC-Magee applied for a new FM station in Magee. Dave Waite was named director of the Radio and TV Dept. at The University of Southern Mississippi-Hattiesburg.

WSJC-Magee, moved into their new building, which housed both WSJC AM and FM.

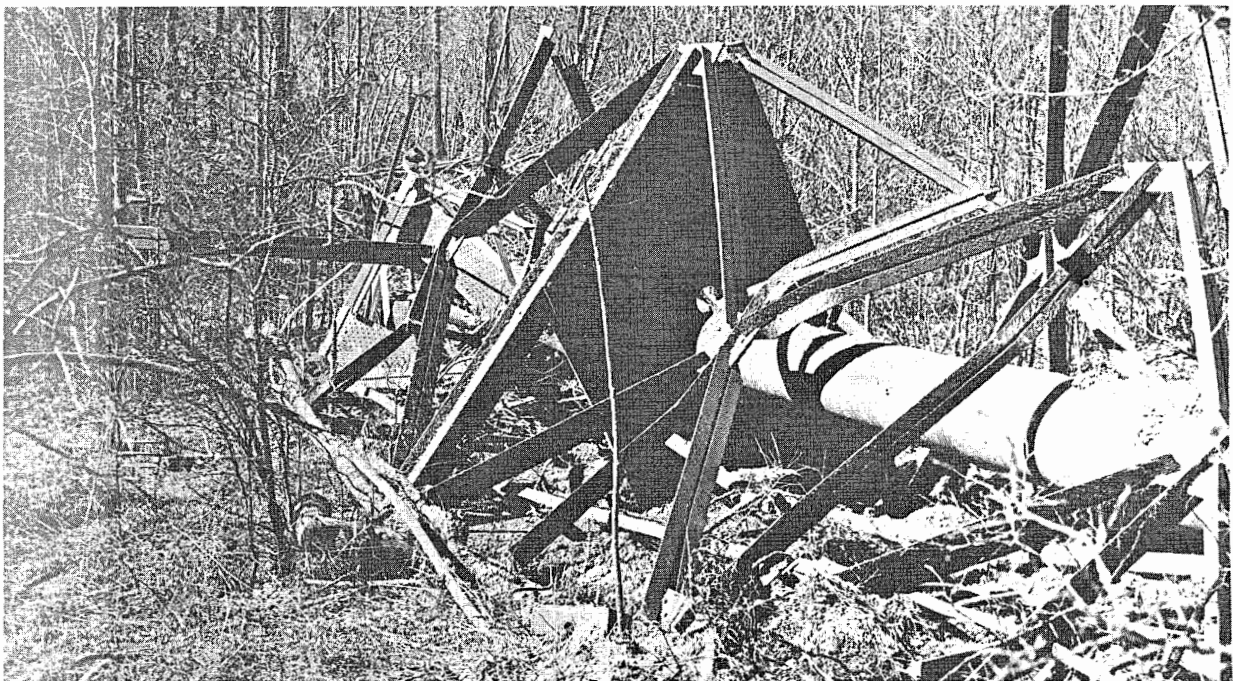
WLBT Television-Jackson, faced a hearing on renewal of its license. The United Church of Christ petitioned the U.S. Court of Appeals in Washington to place the "burden of Proof" on WLBT during the hearing.

J. W. Furr and associates filed for a new FM station in Columbus. Application was filed for a new FM station in McComb by licensees of WAPF-McComb, and WMDC-Hazlehurst. WECP-Carthage asked for a switch from 1480 to 1080 KC, and to reduce power from 500 watts to 250 watts day. WXCW-FM were the call letters requested for a new FM station in Corinth. Gateway Broadcasting Co., Yazoo City asked for a new station on 1530, 250 watts daytime. WKOZ-Kosciusko, was the only station in Mississippi listed as broadcasting Spanish speaking programs. Mrs. Kathleen Stutts was shown as the new owner of WLEF-Greenwood.

Ivovs T. Sisk and Olive E. Sisk, H. D. Thompson and Minnie Thompson received a permit for a new station, 1330 KC, 1,000 watts, for Fulton, Miss.

Jack King, Manager of WROB-West Point, was President of the Mississippi Broadcasters Association for 1966-67.

G. Lee Hodges was named General Manager of WJQS-Jackson. Percy Powers, Jr. was named Sales Manager. Waymond Eugene Underwood was President-Gen. Mgr. of WQMV-FM in Vicksburg.



This is a view of the 1,529 foot guyed tower of WJDX-FM-WLBT-Television which was in the direct path of a tornado which hit the Jackson area in March, 1966.



All that remained of the base section of the WLBT-WJDX-FM, Jackson, Miss. 1529 foot tower after the tornado hit. Note elevator in center of tower. [March 3, 1966]



Bob McRaney, Jr. [L], Gen. Mgr. WLBT, WJDX-AM-FM, Floyd Kinard-Chief Engineer, WLBT WJDX-WJDX-FM, turn the first spade in the re-construction of WLBT-WJDX-FM tower destroyed by a tornado on March 3, 1966. At 2,025 feet, the WLBT-WJDX-FM Tower is the tallest tower in Mississippi.



Charles Boren-Mgr. WAMY-Jack King, Mgr.-WROB and "Red" Ladner, Mgr.-WCJU make telephone reports of a missile blastoff-Cape Kennedy. [1966]



MBA group arrives via Air Force plane at Cape Kennedy, Fla. July, 1966. Greeted by brass band and military personnel.



[L to R] Mayor Shapiro [New Orleans]; Senator John C. Stennis; Joe Phillips, Pres. MBA; Former Pres. Miguel Aleman [Mexico]; Gov. Paul B. Johnson—Guests of the Mississippi Broadcasters Association during the Annual Convention at the Broadwater Beach Hotel, Biloxi. [1966]



Dizzy Dean [L], tells Miss. U.S. Senator John Stennis and MBA President Joe Phillips how he threw the “high hard one” in his baseball prime. [MBA Convention 1966]

Left to Right, “Dizzy Dean, Senator John Stennis, Pres. MBA, Joe Phillips.



"Dizzy" Dean [L] one of the world's great baseball pitchers, and network baseball announcer, Joe Phillips, WSSO-Starkville, President of MBA, at MBA Convention in Biloxi, Miss., 1966.

1967

A listing of FM stations granted licenses in Mississippi in 1967 show: WNAU-FM-New Albany; WFFF-FM-Columbia; WKCU-FM-Corinth; WHSY-FM-Hattiesburg; WJMI-FM-Jackson; and WOKK-FM-Meridian.

WACY-Pascagoula asked for permission to identify as Moss Point-Pascagoula, for WACY AM-FM. WCCA were the call letters requested for the new FM station in McComb.

WLBT-TV and WJDX-FM-Jackson began operating with full power from the new 2,025 foot tower, completed during the year.

WSSO-Starkville was granted a new FM station, Class A, for operation at 3 KW.

WFTO were the call letters requested for the new station in Fulton.

WAPF-WCCA-McComb announced plans for construction of modern offices and studios in uptown McComb. Ken Irby of Starkville applied for a new station in Starkville, to operate on 980 KC, 1 KW, day.

Several candidates for Governor participated in a Political forum before the Mississippi Broadcasters Association during their annual convention, including Ross R. Barnett, Jimmy Swan, William Winter, Bill Waller and Vernon Brown.

WMOX-Meridian announced details of their new and lavish uptown quarters, nearing completion.

Charles W. Dowdy applied for a new UHF Television station for Gulfport. An application was filed for a new station in Taylorsville, on 1380 KC with 500 watts daytime.

Joe Phillips was the successful bidder for broadcast rights to Mississippi State University Football games this year.

A grant was made for a new station in Water Valley, on 1320 KC, 500 watts daytime.

The MBA Board approved a code of ethics governing broadcast of sports events in Mississippi by member stations.

New standard broadcast stations approved for Mississippi included Quitman, Miss., 1500 KC, 1 KW, day. Delta Communications Cor. (D. W. Gavin), was granted a CP for new UHF television station on channel 24 for Meridian, Miss.

Landis Rogers of Columbus was added to the announcing staff of WROB-West Point. Don Spier was named Manager of the new FM station WOKK-FM-Meridian.

WOKK-FM proposed to operate from a 125 foot tower atop the Threefoot Building in Meridian, with 40,000 watts, full stereo; it was announced by Joe Carson, General Manager.

David M. Segal was granted a new FM station, WGVM-FM, 51 KW, in Greenville.

Tri-County Radio applied for a new station in Winona on 1190 KC, 500 watts.

Percy Powers, outstanding sportscaster and part owner of WJQS, died of a heart attack in Jackson on September 11.

Bill Wallace, owner and General Manager of WKRA passed away Sept. 30, 1967 at the age of 28. WROB-West Point, observed its 20th anniversary on the air.

James Ernest Clinton applied for a new station in Monticello, 1270 KC, 1 KW day. Ken Irby was granted 980 KC, 1 KW, new station for Starkville. Olivie E. Sisk and Ivous T. Sisk, requested 1500 KC and 1 KW for new station in Eupora, Miss.

WKOZ-Kosciusko leased a channel on the Kosciusko cable system and began origination of a full line of TV features.

Stations were being bombarded with requests by the MBA Executive Secretary for information and photos on their stations for use in the Radio Museum and in the book being researched on "The History of Radio in Mississippi".

Several Mississippi stations were granted permission to operate "pre-sunrise" under the new rules of the FCC.

Application for a new station on 1140 KC, 5 KW day, was filed for the area of Webb-Sumner and Tutwiler, by William E. Hardy.

Ernest Bowen, Manager of WELO-Tupelo, was chosen as President of The Mississippi Broadcasters Association for 1967-68.



Ernest Bowen-President of Miss. Broadcasters Association-presents Honorary Membership plaque to Jim Reese-WGCM-Gulfport, Miss., who accepts the plaque for Hon. John Bell Williams, Governor of Mississippi, who could not attend the Convention, held in Biloxi, Miss., on May 11, 1967.

1968

By December 1, 1968, there were 106 AM-FM stations in Mississippi. The Broadcasting Yearbook indicated there were five new FM stations licensed in 1968. They were: WCCA-McComb; WNAT-Natchez; WDMS-Greenville; WSMU-FM-Starkville and WCPC-Houston. Some, of course, had been granted construction permits earlier, and were perhaps on the air in the latter part of 1967. The first licenses covering the construction permits were not issued until 1968.

WVMI-FM in Biloxi changed call letters to WBIL.

Phil Moss became Program Director at WMPA-Aberdeen; Charles V. French was Sales Manager and Shelly Blunt was Program Director at WLOX-Biloxi; Cramer Roberts became sales manager at WCHJ; two new faces at WXXX-Hattiesburg were Buddy Van Cleave, Manager, and Jim Howard, Sales Manager. At WRBC-Jackson, T. E. "Ed" Webb was the new Sales Manager. WWUN-Jackson had Lamar Simmons as Manager, Tim LeBlanc, General Manager and Jimmy McCullough, Program Manager. Carnell Tucker was serving as General Manager at WHNY-McComb. Len Maith joined the staff as Sales Manager at WMOX-Meridian. Billy Ray Striebeck was Program and Sales Manager at WBKN-Newton. Chuck Burgess was named manager at WABO-Waynesboro, Frank Holifield purchased WAZF-Yazoo City and became President and General Manager.

Frank Gentry, for many years national sales manager at WJDX-Jackson, retired at the end of 1967. Homer Mann, a staffer at WJDX since 1960, was named to succeed Frank Gentry.

Mrs. C. J. "Bert" Wright, wife of the late C. J. Wright, owners of WFOR AM-FM-Hattiesburg and WCJU-Columbia, was the first woman to become an Honorary Member of MBA. Her son, C.J. "Chuck" Wright, Jr., was named head of the Communications Systems Branch at Cape Kennedy, Florida, WIGG-Wiggins went on the air Dec. 23, with Glenn Beach as manager. WACY-AM-FM-Ocean Springs-Pascagoula was under new ownership, with Charles L. Mayfield as Manager. WGVM-FM went on the air in Greenville. Leroy Kilpatrick of Oxford was busy getting WSUH-FM ready for its inauguration. WELO-FM in Tupelo was under construction.

There was plenty of activity in radio. An application was filed by James L. Jumper for 1060 KC, 250 watts day in Tupelo.

Southwestern Broadcasting Co. asked for a new FM station to be built in Hazlehurst. Paul Pittman of the Tylertown News applied for a construction permit for 1290 KC, 1 KW day. Webster County Broadcasting amended their Eupora application to specify 710 KC, 500 watts day.

WDSK-Cleveland applied for a new FM station in Cleveland, Miss.

There were new stations, WCSA-Ripley and WKPO-Prentiss, Miss. Lew Saddler returned to Mississippi to manage WDDT-Greenville. Everett Boutwell was head of the new station in Taylorsville. The new station in Quitman was assigned call letters, WQMA.

Maurice Thompson, longtime program Director at WJDX AM-FM and TV, retired and was presented with a plaque making him the fifth person to receive a Lifetime Membership in The Mississippi Broadcasters Association. U.S. Senator John C. Stennis received the plaque designating him "Mississippian of the Year". It was presented by Past President Joe Phillips of WSSO-Starkville.

MBA held a "Governor's Day" luncheon at the convention with Governor John Bell Williams and Lt. Governor Charles Sullivan, the special honored guests.

Officers, Board members and Past Presidents were invited guests to inspect the NASA facilities at Houston, Texas, and the Air Force Academy at Colorado Springs. Along the way they also saw the Houston Astrodome.

Power increases from 250 watts to 1 KW, daytime, went to WJXN-Jackson; WMIS-Natchez. WMBC-Macon was granted permission to move the station to Columbus, Miss. WHHT-Lucedale was sold to Allen Broadcasting Co. and others. Eddie Holliday and Joe Carson filed an application for 1060 KC, 5 KW daytime in Tupelo. Ralph Mathis and Aubrey Freeman asked for a CP for 710 KC, 5 KW for Tupelo. Stan Torgerson purchased WQIC from Lloyd Royal for \$95,000.00. WXXX-Hattiesburg asked for transfer of license from Bill Cornelius to Ed Cantrell. Jimmy Martin purchased WVLY-Water Valley from J. J. Kirk. WWTX-FM were the new call letters for the new FM station in Corinth. WKOR in Starkville went on the air on July 10, with Lep Boyd Manager and Lew Saddler as General Manager.

Joe Murray was named to the manager's post at WSCO in Taylorsville. WJXN-Jackson increased power to 1 KW. David Mieber, Jr. was appointed news director at WJDX-Jackson.

The Federal Communications Commission in Washington announced a "freeze" on new applications and major changes. The move was prompted to give more attention to available FM channels, it was believed.

Ernest Bowen of WELO-AM-FM allowed us how the new FM tower arrived with 47,000 assorted pieces, nuts, bolts etc.

Circuit Broadcasters Co. was granted a license to operate 1 KW daytime on 1580 KC, in Hattiesburg.

Veteran broadcaster Stan Torgerson of Meridian, was at the mike doing Ole Miss football games in 1968.

WORV were the call letters for Hattiesburg's new station.

Hewitt Griffin was promoted to Program Director of WLBT-Jackson.

Ben Yarborough, formerly with WCBI-Columbus, moved to WMBC as station Manager, Bill Peterson was named Manager of WTYL-Tylertown.

In 1968 the FCC stated there were 4,220 AM stations; 1,971 FM stations; 506 VHF TV stations and 172 UHF stations, for a total of 7,435 stations in the United States. For the first time FM equipped table radios outnumbered AM only sets.

F. M. Smith, Sr., Robert Barber, Jr., and George J. Slimon applied for a new station on 1130 KC, 500 watts day for Gulfport.

H.W.H. Corp. applied to operate on 1140 KC, 500 watts, in McComb.

WMAG-Forest asked permission to switch to 850 KC and increase power to 10,000 watts.

WONA-Winona celebrated its Tenth Anniversary with a special program on October 25, 1968.

Thomas E. Glenn, who had only 10% vision, was able to operate full time at WBKH-Hattiesburg, and held an operator's license.

Jack King, General Manager of WROB-West Point, announced that construction was well underway on the expansion of the WROB Building.

Lew Saddler resigned at WKOR-Starkville to become Manager at WOKK-FM-Meridian.

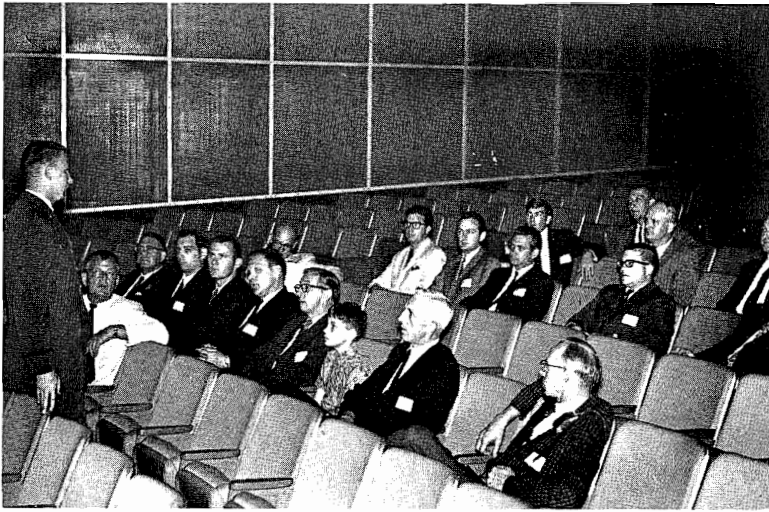
Frank Sumrall served as President of The Mississippi Broadcasters Association in 1968.



Hugh M. Smith-Gen. Mgr. of Television Station WBMG-Birmingham, Ala.- was one of the principal speakers at the Mississippi Broadcasters Association Convention at the Edgewater Gulf Hotel in 1968. Hugh was a prominent broadcaster in Mississippi from 1932 until after WW II. He was an original incorporator of the MBA in 1941 and president of MBA in 1948.



The ladies and children attending the Annual MBA Convention in Biloxi in 1968 were treated to a bus tour to inspect the Miss. Space Flight Test Center in Bay St. Louis.



This group of officers-board members and past presidents listen attentively as Major Mike McRaney-Director of Community Affairs of the Air Force Academy at Colorado Springs, Colo., briefs them before touring the facilities. [1968]

1969

The year 1969 stands out vividly in the overall history of radio in Mississippi, as many events occurred to make this one of radio's "finest hours" in the eyes and ears of the public.

There were many newsmaking events which attracted national interest, many changes in personnel and station situations, and much activity among the entire industry within the State.

One of Mississippi's pioneer radiomen passed away during 1969. J. Cleve Taylor, 85 years of age, died and was buried in Hattiesburg. In 1919 he purchased a book store in Hattiesburg. He operated it for twenty-six years, until he retired.

Mr. Taylor was a gifted mechanical genius, who could repair bookkeeping and adding machines, typewriters and other office equipment. Upon graduation at a special training school, he was given a diploma by Henry Ford, Sr., in Detroit.

In 1924 he hand-built the first radio in Hattiesburg. Mr. Taylor later built WDBT, which was first licensed on June 3, 1924, becoming the fourth station to be operated in the State as a commercial station, according to the official records of the Federal Radio Commission. The slogan of the station was "We Do Big Things". It ceased operations in 1925. Later, Mr. Taylor built a transmitting station for Rev. Howard S. Williams, which was one of only five stations authorized to operate as a portable station, moving from one town to another, where Rev. Williams was conducting revivals. This was in the year 1924-25.

Great honors were heaped upon Radio Station WFOR in Hattiesburg during the period when the devastating hurricane "Camille" swept the Gulf Coast and southern Mississippi on August 17, 1969. WFOR, because it had an emergency standby power plant, was the only station in Hattiesburg capable of operating during and immediately after the hurricane. It remained on the air around the clock, broadcasting distress messages, making appeals for donations of money, food, clothing, etc., handling emergency messages, giving instructions to the people and broadcasting highway conditions. E. E. "Doc" Chasten and his staff were given the Distinguished Communications Award by Dr. Paul Stevens and the Southern Baptist Radio and Television Commission for their work. Congratulatory messages poured in from a wide area. The station's efforts accounted for a total of \$11,200.00 in cash and fifty tons of food and clothing donated by listeners.

Radio and TV stations along the Gulf Coast were knocked off the air, power lines were down, telephone lines destroyed. The only communications with the outside world were the amateur stations, with battery operated equipment. When emergency power was available, all stations along the storm area did heroic work in broadcasting emergency messages, and remained on the air constantly until conditions returned to normal. WLOX and Ray Butterfield's staff commandeered an emergency power plant and returned to the air as quickly as possible.

The entire world applauded the efforts of both radio and TV stations in Mississippi for a "job well done", under the most adverse conditions.

Mississippi's Congressional delegation, State officials and President Nixon flew to the Coast for a personal inspection and placed the full weight of the Federal and State Governments behind efforts to bring emergency relief to the stricken area. Radio and TV stations were there to cover it all.

During 1969 the following FM stations were licensed: WWTX-Corinth; WOOR-Oxford; WMBC-Columbus; WJNS-Yazoo City and WELO-Tupelo.

Most all FM stations were operated by the same staff and management as their AM counterparts. For the most part, the early days of FM operations consisted of duplication of programming of the AM stations.

Mississippi lost one of its most dedicated and energetic broadcasters on December 26, 1969, when Marvin Mathis, owner-manager of WSJC-Magee, and a partner in WSAO-Senatobia, WXTN-Lexington and WCPC-Houston, died in a train-car crash, near Mantee, Miss.

Mr. Mathis served as President of MBA in 1964. A tireless civic worker, he was named "The Outstanding Young Man of the Year", in Magee in 1964.

Dave Martin was named Manager of WMBC AM-FM in Columbus. The FCC assigned the following call letters: WMBC-FM-Columbus; WJRL-Calhoun City; WTYL-Tylertown; WORV-Hattiesburg; WJNS-Yazoo City; WDAL-FM-Meridian.

Radio and TV stations of Mississippi carried a state-wide network broadcast of the dinner honoring Mississippi's U.S. Senator, John C. Stennis, from Jackson, on March 3rd. The guest list included General Earle G. Wheeler, Chairman of the Joint Chiefs of Staff; Melvin Laird, Secretary of Defense; Margaret Chase Smith, Senator from Maine; General John P. McConnell, Chief of Staff, United States Air Force; Admiral Thomas H. Moorer, Chief of Naval Operations; John H. Chaffee, Secretary of the Navy; Walter Shirra, one of the seven original astronauts, plus State Officials and other outstanding guests.

WDMS were the call letters assigned to WGVM-FM-Greenville.

Charles Sanders sought permission to purchase WLEF in Greenwood from Mrs. Kathleen Stutts.

Senator James O. Eastland was chosen "Man of the Year" by MBA. A plaque was presented to the Senator at the Convention by Frank Sumrall, MBA President.

Bob McRaney, Jr., General Manager WLBT-TV, WJDX AM-FM, became the second MBA President to serve during a Father-Son generation.

The entire fifth floor of the Edgewater Gulf Hotel was officially dedicated to The Mississippi Broadcasters Association by Manager Charles A. Maurins, in a ceremony attended by MBA Past President Frank Sumrall and Executive Secretary, Bob McRaney, Sr.

Sandy McMillian was selected as "Mississippi's Advertising Woman of the Year, by the Jackson Advertising Club. She was employed at WJTV-WSLI.

Bob McRaney Enterprises, Inc., filed for new FM stations in West Point and Amory, Miss.

Pemberton Broadcasting Co. asked for a new FM station in Grenada.

The great "WE CARE" Radio and TV fund drive in the Mississippi Coliseum, jointly sponsored by The Mississippi Broadcasters Association and The Mississippi Municipal Association raised over \$1,700,000.00 for the storm victims. Bob Hope was the MC. Others appearing on the program included Pete Fountain, The New Orleans Saints Football Team, Jane Carol Foshee, "Miss Mississippi", Senators Eastland and Stennis; Percy Sledge and Carla Thomas, Leon Ashley, Margie Singleton, Merle Kilgore, Bobby Goldsboro, "The Gold Diggers", Mayor Russell Davis of Jackson, John Bell Williams, Governor of Mississippi, Lieut. Governor Charles L. Sullivan and many, many other celebrities, including Charles Evers, Gov. George C. Wallace of Alabama, etc.

The Coliseum was filled to capacity. WWL-TV and other New Orleans stations provided assistance with staff and equipment, when the Gulf Coast stations had their equipment destroyed by "Camille".

Stations on the coast used improvised methods and borrowed equipment to get back on the air as quickly as possible. Transistor radios, two-way radio equipment and CB radios were at a premium.

WVIM used a Marti unit, and what was left of their tower, to get back on the air. WROA, WCIS and WPMP were back on the air after a delay in setting up emergency equipment.

National networks flew in men and equipment to make on-the-scene telecasts and broadcasts. All in all, it was a professionally handled emergency, with cooperation among all stations in Mississippi and stations in neighboring states, joining hands in a "good neighbor" act, to make this one of "Radio and TV's finest Hours".

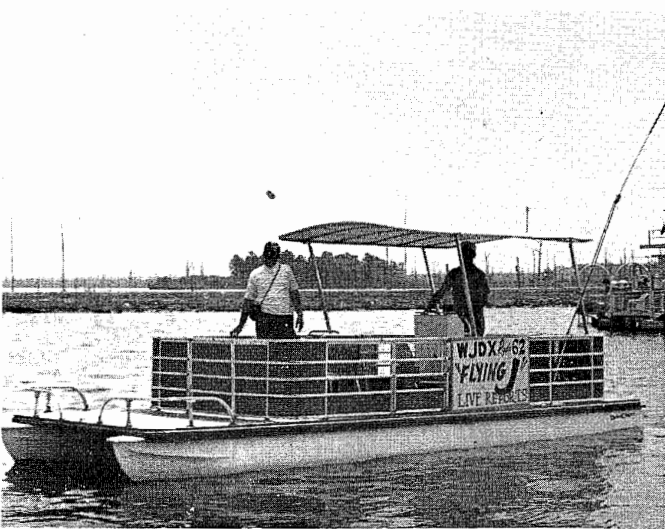
Dr. Kelly Segars asked permission to purchase WVOM-Iuka. WJDX-Jackson, purchased a restored 1929 Model "A" Ford to be given away in observance of their 40th Anniversary.

Hagan Thompson, news director at WLBT-WJDX-Jackson, resigned to become Manager of news on the new TV station WHTV-Meridian. Bill Goodrich, sports play-by-play announcer also joined WHTV.

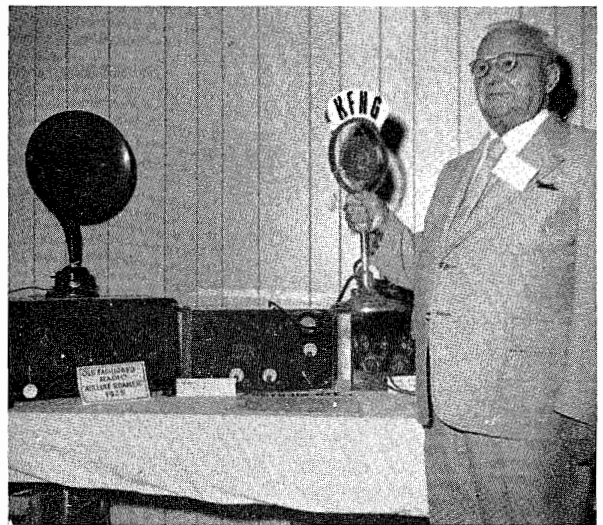
WTAM-FM went on the air in Gulfport, as the sister station of WGCM, on November 29th.

Hoyt Wooten, owner of WREC AM-FM-TV-Memphis, pioneer Mississippi broadcaster officially credited by the FCC as operating the first commercial station on a regular basis, from Coldwater, Miss., in 1922, died December 6th in Memphis. Mr. Wooten sold his broadcast stations in 1962. He was retired.

Bob McRaney, Jr., General Manager of WLBT; WJDX-AM-FM-Jackson, served as President of The Mississippi Broadcasters Association in 1969-1970.



Chuck Cooper and Forrest Cox broadcasting a fishing report at Barnett Reservoir, Jackson, Miss., over WJDX-WZZQ. [July-1969]



L. J. N. DuTreil-former FCC Inspector-New Orleans, with original KFNG Mike [First Commercial Radio Station-Coldwater, Miss.]; 1929 Roamer Receiver at left. [MBA Convention 1969].



Officers and Board Members of The Mississippi Broadcasters Association, 1969-70. Seated L-R—Frank Sumrall-WAML-Laurel, Past President; Bob McRaney, Jr.-WLBT-TV-Jackson-President; Walter Smith-WPMP-Pascagoula, Vice President; Fannie Mae Cothran-WXTN-Lexington-Board; Jack Cothran-WCBI-Columbus-Secretary-Treasurer; Top-L-R—Bob McRaney, Sr., WROB-West Point, Executive Secretary; Bill Martin, Sr., WRKN-Brandon, Board; Granville Walters-WNSL-Laurel-Board; Marvin Reuben-WDAM-TV-Hattiesburg-Board; Clay Ewing, Jr., WGRM-Greenwood, Board; Eddie Fritts, WNLA-Indianola-Board.



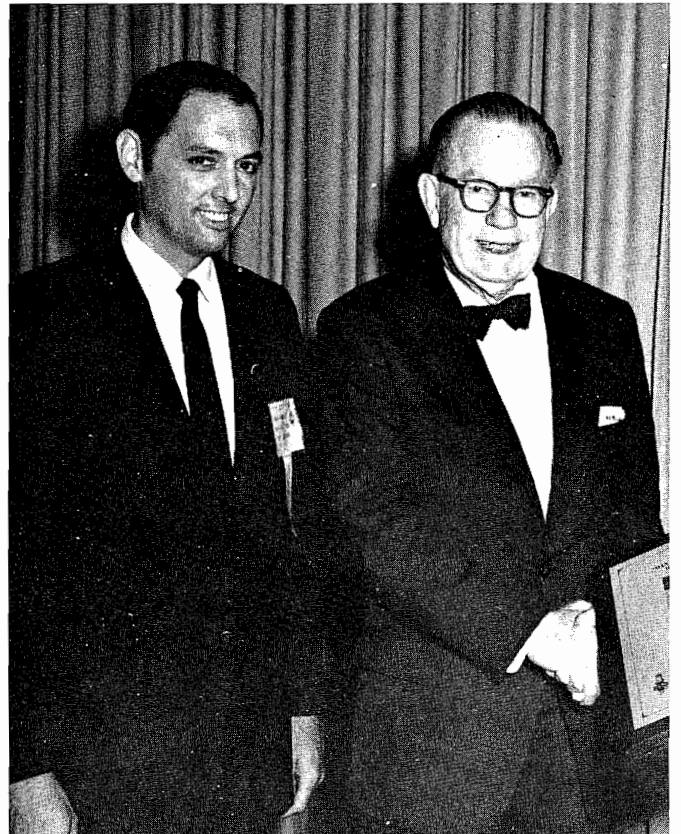
Senator James O. Eastland, Mississippi's Senior Senator, was the recipient of th MBA's "Man of the Year" award at the annual convention at the Edgewater Gulf Hotel in Biloxi. MBA President Frank Sumrall makes the presentation.



Jim Buck Ross [c], Commissioner of Agriculture and Commerce for Mississippi, presents the plaques for Best Agricultural programs to Bob McIntosh- WKDL - Clarksdale [L] and Granville Walters-WNSL-Laurel- [R]- at Annual MBA Convention in Biloxi, Miss. [1969]



Bob McRaney, Jr., President of MBA, presents a Lifetime Membership Plaque to Maurice Thompson, WLBT-TV-WJDX-WJDX-FM Program Director and Mrs. Thompson [1969].



Jack Cochran VP-MBA presents the "Mississippian of the Year" award to Mississippi Congressman Wm. M. Colmer during the June Convention-1970-Biloxi.



Charlie Hicks, Manager, WWTW-TV-Tupelo wins the Grand Door Prize—an aluminum fishing boat and trailer, an outboard motor, swivel seats, paddles, tackle, etc.-at 1969-70 MBA Convention-Edgewater Gulf Hotel-Biloxi. [Note Model of Moonlander on display at right]

“WE CARE”

Radio and Television’s “Finest Hour”

The Storm

At midnight on August 17, 1969, Hurricane Camille, the season’s third tropical storm, thundered ashore on the Mississippi Gulf Coast and left in her path a wake of terror, death and total devastation. Camille was the most intense and dangerous storm ever to strike the United States and she hit one of the most vulnerable lowland areas of the country. Weather forecasters, Federal officials and state and local authorities had predicted the size and intensity of Camille as being extremely dangerous and powerful. Much credit must be given to these people for their efforts to remove residents to safe locations, sometimes by threatening arrest when someone was torn between safe refuge and their sole possessions and homes for many years. The death toll was high—several hundred—but it could have easily been several thousand or more without the advance warning that was given. However, the warnings and predictions, even the most pessimistic, fell far short of the overwhelming after-the-fact evaluation of what the storm had wrought on the Mississippi coast.

Before The Storm

Camille brought to an end a way of life. Of course, the Mississippi Gulf Coast will be rebuilt by courageous and strong people, but it will be a different place than it was before the storm. The “Gold Coast” of Mississippi had been a thriving, bustling, growing and prosperous area contributing substantially to the economy of the state. The largely tourist oriented economy of many years past had, in recent years, begun to mushroom in many aspects; particularly in industry. Tourism continued to be a major factor but industry, both large and small, was pumping its solid financial base into the area. New businesses, hotels and motels, restaurants, attractions and service facilities were appearing, so it seemed, almost overnight. The Mississippi Gulf Coast was also a place of intrinsic, historic beauty with the heritage and embellishments of the Old South remarkably well-preserved throughout hundreds of years of weather and wear. The delightful blend of the new and the modern-the old and the traditional-was an attractive way of life and the solid beginnings of real prosperity for the people and families of South Mississippi.

The Storm's Aftermath

Hurricane Camille destroyed everything. In one gigantic blow she wiped out all material possessions and the plans and hopes for the future. The magnitude and intensity of Camille and the utter destruction left behind was mind-staggering; the cost was beyond even official description in dollars and cents estimates. American Red Cross disaster workers described the Gulf Coast damage as “. . . the worst from any hurricane crossing the United States coastline in modern times.” Vice-President Agnew, after his tour of the ravaged area, said that he would compare what he saw to the impact of one-hundred tornadoes.

He said that Federal assistance to the area would probably amount to more than has ever been paid to a disaster area in the nation's history. In just two counties, almost five-thousand homes were completely destroyed; more than nine-thousand seriously damaged and another twenty-two-thousand suffered minor damage; and these were early figures. Cost estimates ran easily over a billion dollars and this was an open-ended amount. Monday morning, August 18, 1969, found the entire coast area without water, food, shelter, clothing, electricity, gas, medical and sanitary facilities and communication. All regular communication was impossible. Telephones were out; radio and television stations were off the air. Some one-way communication was possible to outside areas through “Ham” radio operators who had emergency power generators, but these links were used later for only the most urgent official messages. Those broadcast stations able to return to the air in the first few days on emergency power had small audiences because of the total area-wide power failure and the small number of transistor radios that survived.

Thousands of people were left homeless, jobless and with only the clothes they were wearing; very little remained of what had been only yesterday. Some people, while looking through the twisted and tangled debris of their homesites, found a fork or one unbroken china cup or a splintered chair leg. One man found only the flag that draped the casket of his son killed in Viet Nam; nothing else. People were obviously dazed and stunned, trying to recover some reality out of the seemingly unreal and the sometimes macabre situations. Even professional military, law enforcement and news personnel were dumbfounded; they were at a loss for truly accurate descriptions. One thing was most obvious—people needed help—immediate help and in large quantities.

Broadcasters Take Action

The rebuilding of communications links was a vital first effort and one in which Mississippi broadcasters took the lead. Many radio and television stations had newsmen on the coast before and during the storm and their reports and pictures (often walked and driven out at first and later flown out as airports were opened) were the first bits of information from the area. The local broadcasters on the coast made superhuman efforts to re-establish communications locally and with the outside. They forgot about personal losses, sleep and comfort to do the job that was needed and that they were best suited to do. Immediately, food, clothing, water and shelter were desperately needed but others had to be told of these specific needs. When the damage and destruction evaluations began to trickle out of the area the overwhelming needs became obvious. In supplying information about these needs and in the coordination of rescue and relief efforts the broadcasters of Mississippi entered into “their finest hour.” Spare equipment, new parts and personnel were sent into the area by stations throughout the state to assist local broadcasters in returning to operation. In cooperation with state authorities and relief agencies, broadcasters of Mississippi began a systematic appeal for food, clothing, water, milk, baby food, transistor radios and other much needed commodities. All public service time and, in many cases, commercial time as well was used to provide for the special announcements and programs that would bring immediate and orderly assistance to the stricken areas. As much air time as was needed was offered to local, state and Federal officials and agencies to assist them in whatever tasks they were performing.

The “We Care Fund”

Bob McRaney, Jr., President of the Mississippi Broadcasters Association, met with Mayor Pat Dunne of Greenville, President of the Mississippi Municipal Association to organize a state-wide relief fund campaign. The “We Care Fund”, as it was named, was to be started off on Sunday, August 21, 1969 with a state network radio and television broadcast of “WE CARE - SUNDAY,” a twelve hour entertainment special from the state coliseum in Jackson. This basic program was to be supplemented by local stations throughout the state with their own entertainment and information segments. The stated goal of the fund was to raise at least one-million dollars that could be used to provide for the immediate needs on the coast as well as the long-range rebuilding efforts through matching fund grants. MBA members in Jackson, coordinating their efforts through television station WLBT, worked long hours organizing the day-long radio and television special. (WLBT provided the equipment for the broadcast which was the first state-wide color remote telecast in Mississippi.) The list of personalities and talent

grew impressively fast as performers and headline makers from across the country responded to telephone calls for help. Stars of the entertainment world such as Bob Hope, the Goldiggers and Bobby Goldsboro agreed, without hesitation, to participate. The New Orleans Saints football team, Coach "Bear" Bryant of the University of Alabama, Governor George Wallace and many others said they would appear and offered to help in any way possible. All participants, from the local radio and television announcers and personalities to the biggest stars and from the bands and singers to the engineers and stage workers were asked to contribute their time at no charge. All readily agreed. All money collected by the "WE CARE FUND" went for relief and nothing was taken off the top for expenses. The logistics of collection was monumental but the task was ably handled by local banks and accounting offices. People throughout the state were asked to send their contributions to their local mayor, to the mayor's office in Jackson or to bring their cash and pledges to the Coliseum in person. A special "We Care" bank account was established for deposit of the funds. The news services, Associated Press and United Press International pitched in and used their wires for keeping broadcasters informed of the plans and schedules of "WE CARE - SUNDAY." Many thousands of people from all over the state called their local broadcasters and offered to help if they were needed in any way. Mississippians by the thousands were saying "We Care" and meaning what they said. The "We Care" program grew to staggering proportions as the list of top names from throughout the country grew and advance gifts began pouring into city halls across the state. When the program went on-the-air at noon Sunday, more than one-hundred-fifty-thousand dollars had already been received. Stations in Mississippi made arrangements to carry the program at their own expense. Other stations in New York City; Washington, D.C.; Topeka, Kansas; Detroit, Michigan; Memphis, Tennessee; Mobile, Alabama; St. Petersburg, Florida and New Orleans later carried videotape portions of the program.

"We Care" Successful

The twelve-hour television AM and FM-radio program from the coliseum was an unbelievable success. More than \$170,000 was collected at the coliseum gates and at sign-off time at midnight more than one-point-two million dollars had been received or pledged. This, however, was only a beginning. Weeks later money was still coming into the fund on a regular basis. "We Care" started as a Mississippi project to help Mississippians but substantial contributions came from all parts of the country. St. Petersburg, Florida, no stranger to the havoc that can be wreaked by hurricanes, sent one-hundred-thousand dollars. Ford Motor Company sent twenty-five-thousand dollars and one-thousand transistor radios. Small and large contributions came from individuals and corporations from almost every state in the union. The total value of money, manhours, talent and materials contributed will never be accurately counted, but in the final analysis it will all be more than equal to the damage inflicted by hurricane Camille. Add all of this to the spirit of the people on the Mississippi Gulf Coast and their will and desire to rebuild better than before and we can safely say that the storm and its devastation have been defeated. Mississippians do care; they have proved it.

[From *Tower Talk*—Sept.-Oct., 1969]

A Message from the President of MBA

Hurricane Camille—Mississippi's greatest disaster. . . . Mississippi Broadcasting's finest hour. The hurricane alert by the Gulf Coast stations—the broadcast by other stations who remained on the air all night long to advise the path and preliminary reports of destruction—the compassion and trauma of the reporting of death and damage by the most destructive hurricane in history—followed by the reports of emergency relief provided to the Coast saw broadcasters of Mississippi and surrounding states rallying to the cause. The all night efforts of all the Coast stations to return to the air with makeshift antennas, transmitters, emergency generators and patched together equipment [which provided the only communications on the Coast via transistor radios when telephone lines and electricity were out for days in many areas] is a tribute to the dedication, stamina and ability of those Gulf Coast broadcasters. The stations throughout the state, who rallied to the fast changing emergency needs on the Coast and assisted in the early days of gathering and sending water, ice, milk, nonperishables and clothing, helped to provide emergency relief. MBA stations rushed into the stricken area to provide relief, not only for its victims but for their broadcasting comrades. Transmitters, turntables, transmitter supplies, antennas, generators, cameras and much needed moral support were given to the Gulf Coast stations by fellow broadcasters. The public service efforts are countless.

And then came "We Care." Never before has such a state-wide emergency commitment been made by broadcasters to coordinate the concern and the desire of all Mississippians to help. Indeed, the above-and-beyond effort and cooperation will be legend. Stations cancelled all other public service announcements, directing relief to the victims on the Coast. Stations pre-empted commercial commitments to provide special assistance and information pertaining to the relief effort and to report the wreckage and wrath of Camille. Multi-station markets cooperated in preparing for the "We Care Sunday" program throughout the state to raise money in each community in the name of "We Care." Only through responsible and immediate reaction by broadcasters could this effort have attained the success it did. Through cooperation of the Mississippi Municipal Association, utilizing existing administrations, pick up points, [city halls, fire stations, etc.], and transportation to the Coast via municipal vehicles, "We Care" provided the instant, non-duplicated direction through which emergency efforts could be channeled. The news services, Associated Press and United Press International cooperated whole-heartedly in keeping broadcasters informed of the plans and policies regarding "We Care." The state-wide FM Network provided facilities which permitted participation by state officials and all Mississippi radio stations. The Jackson originated "We Care" program, which had grown to unexpected proportions with the additions of many top name talents, was carried by many stations at their own expense, including: Biloxi, Memphis, and Mobile. Other stations in New York; Washington, D.C.; Topeka, Kansas; Detroit, Michigan; St. Petersburg, Florida; New Orleans and others carried video tape portions of the telecast. The highlight of the state-wide broadcast occurred when the eminent Mr. Bob Hope spoke directly with the President of the United States, live from the stage of the Mississippi Coliseum. "Where there is need. . .there is Hope."

Now the story of the courage and heart of the people of the Mississippi Gulf Coast must continue to be told. Its rebuilding, rejuvenated by President Nixon's visit, can and must be assisted by those in broadcasting. I recall a sign over the stage at our last convention. . . "It's Great to be a Broadcaster." It's great to have the opportunity to be of such service at a time of need for the people of Mississippi. We should all be grateful and even mindful of that responsibility. Because we, as broadcasters, cared, we were able to make a lot of other people care. . .and that's a nice thing to remember.

Sincerely,

Bob McRaney, Jr., President
Mississippi Broadcasters Association

SR NL PDHATTIESBURG MISS AUGUST 20, 1969
FEDERAL COMMUNICATION COMMISSION, DISTRICT ENGINEER=
FEDERAL COMMUNICATION COMMISSION BLDG NRLNS=

THE DEDICATION, TENACIOUS AND TIRELESS EFFORTS OF "DOC" CHASTEN AND THE ENTIRE STAFF OF RADIO STATION WFOR BEFORE AND DURING HURRICANE CAMILLE IN FACT TO THIS VERY MOMENT ARE MOST UNUSUAL AND NOTEWORTHY OF MERITORIOUS RECOGNITION. WFOR IS THE ONLY RADIO STATION OPERATING 24 HOURS A DAY IN OUR COMMUNITY SINCE SUNDAY, AUGUST 17TH. THROUGH THEIR SOLICITATIONS FOOD AND CLOTHING FOR THE VICTIMS OF THE DEVASTATION AREA HAS EXCEEDED FIVE TONS AND MONETARY CONTRIBUTIONS IN EXCESS OF \$6,000.00. WE ARE INDEED PROUD TO COMMEND THE STAFF AND MANAGEMENT OF WFOR AND ARE GRATIFIED TO SHARE COMMUNITY LIFE WITH SUCH DEDICATED PEOPLE=

CITY OF HATTIESBURG
PAUL E. GRADY, MAYOR
WALTER A PARKER, COMMISSIONER
FORD VANCE, COMMISSIONER

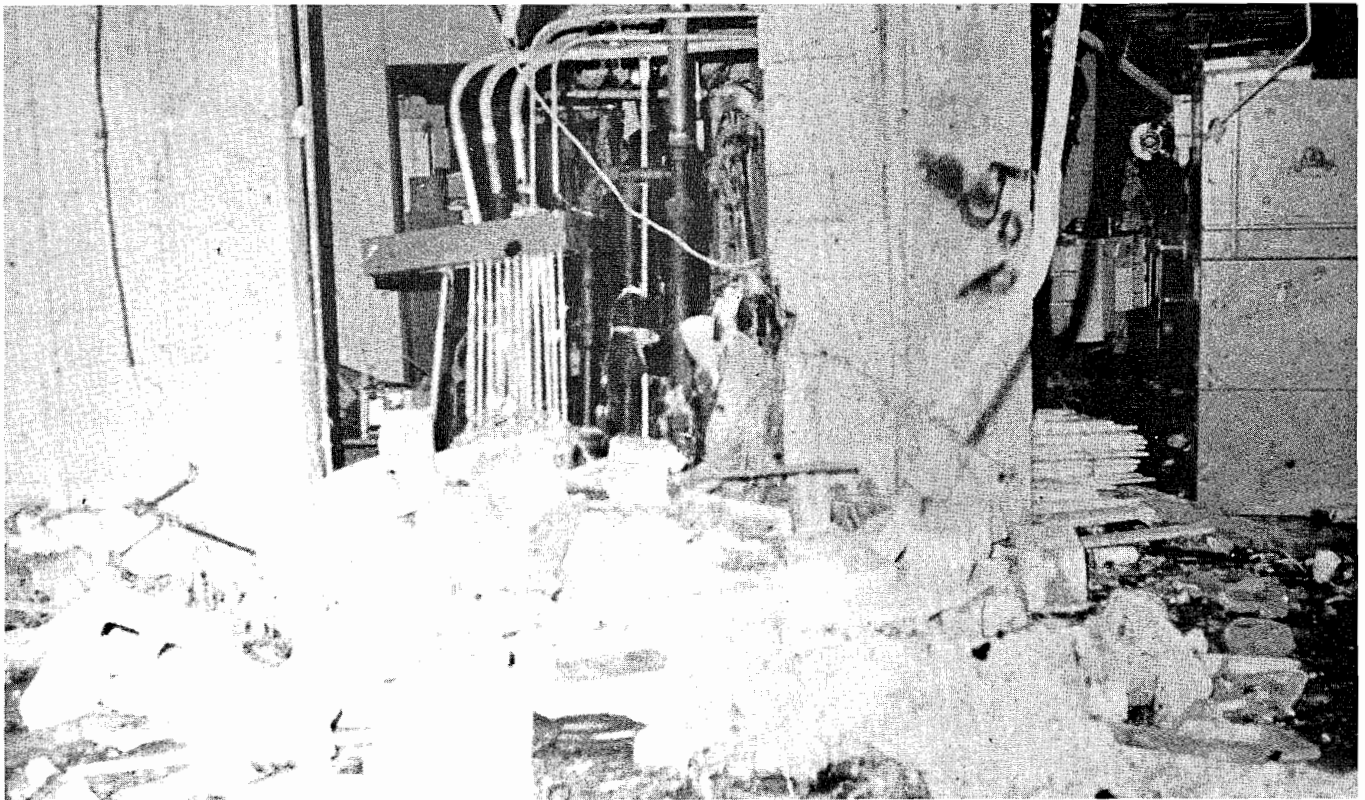
Final Total Collected,
\$11,200.00 cash,
50-tons food
and clothing.



The inimitable Bob Hope was the master of ceremonies during the Hurricane Camille "We Care" Telethon and Radio Broadcast to raise funds for the storm victims at the Coliseum in Jackson. The program was designated "WE CARE", and was co-sponsored by the Mississippi Broadcasters Association and the Mississippi Municipal Association. It was carried by all TV and Radio [AM-FM] stations in the state.



Bob McRaney, Jr., General Manager of the Lamar Life Broadcasting Co. [r], presents Woodie Assaf [l] the Lamar Life Broadcasting Extraordinary Achievement Award for his contribution during the "We Care" telethon.



Remains of WLOX-WLOX-TV equipment, Buena Vista Hotel, Biloxi, Miss., following Hurricane "Camille" in 1969.

1970

The list of FM stations continued to grow in 1970. The following stations were licensed: WBAD-FM-Greenville, August 19, 1970; WRIL-FM-Grenada, Pemberton Broadcasting Co., October 16, 1970; WMDC-FM-Hazlehurst, in conjunction with WMDC-AM, Dec. 24, 1970; WSJC-FM-Magee, operated by licensee of WSJC-AM, April 11, 1970; WTYL-FM-Tylertown, licensed to Paul Pittman, operator of WTYL-AM, April 9, 1970; and WKYV-FM-Vicksburg, licensed to Red Carpet City Broadcasting Co., on April 1, 1970.

Broadcasting began 50 years of service, with the celebration of its "Golden Anniversary". The Mississippi Broadcasters Association appropriately selected the slogan "It's Great To Be a Broadcaster", for the 1969-70 convention. This convention was one Mississippi broadcasters would long remember.

Bob Chisholm, a long-time broadcaster and station owner in Mississippi, was named head of the veteran station representative firm of C. K. Beaver and Associates in Memphis. The company merged with two firms in Dallas, Texas.

WCBI-TV in Columbus increased to full power of 100,000 watts. W. W. Whitfield was General Manager.

Bill Spell, former Assistant to Senator John C. Stennis (Miss.), retired and accepted a position as Vice President and part owner of Godwin Advertising Agency in Jackson.

Delta Communications Commission Corporation asked to transfer WHTV-TV to F. Carrington Weems and Charles Weiner in Meridian.

Bob McRaney, Jr., President of MBA 1969-70, Vice President of WLBT-TV-Jackson, WJDX AM-FM-Jackson, was named "The Outstanding Young Man of the Year", by the Jackson Jayettes and was presented an award by Jackson Mayor, Russell Davis. He also won the same honor in the state awards.

In Greenwood, another broadcaster, Clay Ewing-WGRM, was named "The Outstanding Young Man of the Year", nominated by the Jaycees.

Ray Butterfield, General Manager of WLOX-TV and WLOX-AM-Biloxi, was the recipient of several national and local awards and plaques, in recognition for his efforts in behalf of service to the stricken area in the path of Hurricane "Camille". The City of Biloxi and The Biloxi Chamber of Commerce dedicated their annual meeting in Ray's honor. Representatives of the industry were also on hand to honor Ray and his staff. Jim Keely of ABC; Vic Diehm of MBS and Charles Godwin of MBS took part in the "This Is Your Life" presentation honoring Ray.

Don Spier, General Manager of WHTV-TV-Meridian, was named Manager of WDAL-Meridian, Miss.

John F. Shea was granted permission to transfer control of WVIM-AM-Vicksburg, to Charles W. Dowdy of Gulfport. Sale price was \$75,000.00

WMOX-Meridian moved into enlarged and luxurious offices and studios in the downtown area of Meridian.

The Federal Communications Commission proposed a schedule of fees ranging from \$25.00 to \$5,000.00, for services involving station applications.

Dave "The Red Baron" Barron of WCBI-Columbus, established a state record of 116 hours, 27 minutes of continuous broadcasting from a remote pickup in a store in Columbus. The world record was 229 hours, according to NAB.

E. O. Roden and Associates, including Jim Reese, purchased WOKJ-Jackson.

WXXX-Hattiesburg asked for permission to assign license of the station to Charles D. Saunders, who also owned WLEF and WSWG-FM in Greenwood.

The Greater Jackson Advertising Club honored Bob McRaney, Jr., with the presentation of "The Silver Medal Advertising Award". McRaney served as General Manager of WLBT-WJDX AM-FM in Jackson and President of the Mississippi Broadcasters Association in 1969-70.

Charles H. Cooper requested the FCC to grant a new FM station, 3 KW, for Ocean Springs.

Lt. Governor of Mississippi, Charles L. Sullivan, was the principal speaker at the 1969-70 MBA Convention, honoring Mississippi Congressman William Colmer as "Mississippian of the Year". Also attending were Senator James O. Eastland, Congressman Jamie Whitten and Congressman Thomas Abernethy.

Bill Smith, Director of The Mississippi Educational Television Network was presented a plaque for "Distinguished Public Service".

Gil Carmichael of Meridian, spoke on behalf of the Governor's Emergency Council at the MBA Convention. Other speakers were former MBA President, Hugh M. Smith of WBMG-TV-Birmingham; Morris Denton of the Research and Development Center, Jackson; and Bob Chisholm of C. K. Beaver Associates, Memphis.

Granville Walters, General Manager WNSL AM-FM in Laurel, was made a "Lifetime Member of MBA" at the convention.

Officers and Board members made a memorable trip in 1970 to New York City, The United States Military Academy at West Point, the U.S. Coast Guard Headquarters on Governor's Island, New York, the Statue of Liberty, a boat trip around Manhattan Island, dinner and an evening's visit with former world champion boxer, Jack Dempsey at his Broadway Restaurant, a visit to Radio City Music Hall and studios of the various networks.

Joe Ray became General Manager of WGVM-Greenville.

WVIM-Vicksburg upped daytime power to 1,000 watts. Al Robinson sought the transfer of license of WLBS-Centerville to Billy Brunt, sole owner.

Morris Currie was named sports director of WKYV-Vicksburg.

American Public Life Insurance Co. asked for a transfer of license of WMGO-Canton to Ralph O. Williams and Noel Passe.

Jerry Brophy became Manager of WOKK-Meridian. Ken Rainey was named sales manager of WOKK. Don Partridge, formerly with WOKK moved over to WDAL-Meridian, as Manager. Mac Miller, formerly with WCBI-TV in Columbus, switched to WMBC-Columbus, as announcer.

WMAG-Forest was granted a permit to up power to 10,000 watts, directional antenna.

Carter Parnell, Jr., sought a new FM station in Sardis, Miss.

WGCM-Gulfport celebrated its 44th anniversary with open house, plus a big party for all past and present employees.

Peggy Hurst and Ruth Hamlin were heading the copy-traffic and bookkeeping duties at WROB-West Point. Cindy Brunson became the "Weather Girl" on WLBT-TV-Jackson.

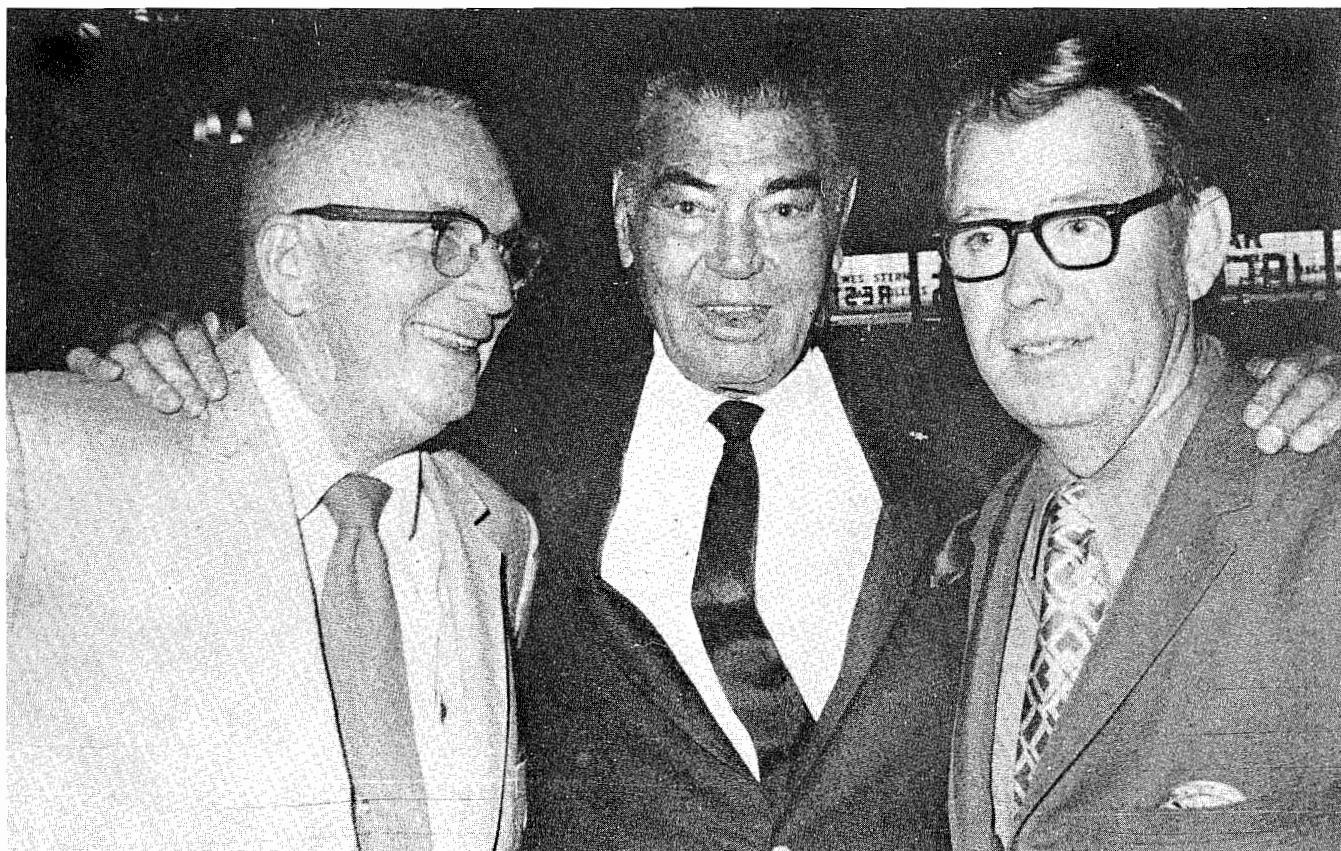
WSJC AM-FM-Magee received the Certificate of Appreciation" award from the Mississippi Highway Patrol, for promoting traffic safety. The award was accepted by Mrs. Marvin Mathis, owner.

WECP-Carthage was granted permission to change from 1480 to 1080 KC.

Mrs. Irene Scarborough was manager of WQMA-Marks.

WDAM AM-FM-Meridian, sought transfer of licenses to Houston Pearce for \$80,000.00.

New owners of WQBC-Vicksburg were Frank Holifield, President, Tillie Holifield, Secretary-Treasurer and Miller Holmes. They paid \$122,000.00 for the station.



Bob McRaney, Sr.-Executive Secretary-Mississippi Broadcastes Association; Jack Dempsey, former World's Heavyweight Boxing Champion [1919-1927] and Walter Smith-President MBA [1970-71], in Jack Demsey's famous Broadway Restaurant, New York City.

The MBA officers and board members spent an evening with "The Champ" at dinner. Many broadcasters made taped interviews and had pictures made with Dempsey. [1970]



AM-FM Transmitters WSEL-Pontotoc, Miss. [1970].



WROB Building-West Point, surrounded by water during local flood-March 19, 1970.



Bob McRaney, Jr., Pres. MBA accepts original KFNG equipment from the family of KFNG founder, Hoyt Wooten at MBA Convention, Edgewater Hotel, Biloxi, Miss, 1970. Walter Smith, incoming President of MBA, at right, displays plaque.

L-R Bob McRaney, Jr.-WLBT-WJDX AM-FM-Jackson; Charles B. Brakefield-President WREC-TV-Memphis; Mrs. Brakefield [daughter of Hoyt Wooten]; Jack Michael-Vice President-Program Director WREG-TV-Memphis; Mrs. Michael-[daughter of Hoyt Wooten]; Walter Smith, incoming President of MBA.

1971

Mississippi radio stations AM-FM, as well as Television stations, participated in a mass effort to secure the release of Vietnam prisoners of War and locate those missing in action. Thousands of names were secured on petitions to the United Nations.

At the 1971-72 Convention, The Mississippi Broadcasters Association paid tribute and honored those veterans from Mississippi who had been released and returned home. Through the efforts of the Mississippi Congressional Delegation, and especially Congressman G. V. "Sonny" Montgomery, the Mississippi prisoners were located and each invited to attend the convention and bring their wives, parents or girl friends. Only one could not be located.

Each veteran was presented with a special plaque by the Association, as well as a combination AM-FM radio receiver and tape recorder. Congressman Montgomery was on hand to officially welcome the servicemen and make the presentation. The entire convention program was built around the Mississippians.

"RADIO. . . The Greatest Sound on Earth", was the slogan adopted by the industry for National Radio Month.

The Mississippi Authority for Educational Television began its operations with the production of "A Season of Dreams; The Vision of Eudora Welty", Mississippi author, over channel 29-Jackson.

Jim Hall was named assistant Manager of WIGG-Wiggins. He was also a student at Ole Miss. Out of the 97 AM stations in Mississippi, 85% were members of the Mississippi Broadcasters Association. 47% of the FM stations were members and every Television station was a member in 1971.

December 7, 1971, was designated "Pearl Harbor Day" by Radio Station WROB-West Point and featured a recorded broadcast of the original reporting of the attack on Pearl Harbor. The day-long event also requested listeners to write letters to the U.N. and Congressmen, to free the prisoners of war in Vietnam.

TAB Broadcasting Company requested a new FM station for Jackson, Miss.

WTUP moved into new offices and studios at the Natchez Trace Inn on Highway 6 West, in Tupelo.

The National Academy of Television Arts and Sciences notified WLBT-TV-Jackson of its selection of "Homes Like These", a documentary, as one of ten finalists in the annual station awards.

Don D. Moore was named Executive Vice President and General Manager of WAPT Television in Jackson.

Following on the heels of the worst hurricane in Mississippi's history, "Camille", which devastated the coastal area, the Mississippi Delta was ravaged by a series of tornadoes, which inflicted heavy damage to property, including radio and TV stations. WABG lost two of its three tower directional array. WLBT-TV-Jackson was able to track the tornadoes via its weather radar. Other stations all over the State, and especially in the Delta area, did outstanding work in alerting residents to the dangers, and many stations improvised means of broadcasting from Inverness and other damaged areas, via public address systems, two-way radio, CB's, tape recordings and emergency power sources. WGRM-Greenwood, was able to stay on the air with alerts and news broadcasts via a standby generator. All stations used their mobile units to relay news of the storm damage.

Senator James O. Eastland sent a letter, relayed by the Executive Secretary, to each station which took part in the emergency.

Bill Martin, Sr., sold WKRN in Brandon. Ben Yarber moved from WMBC-Columbus to manage WKOR-Starkville. Don Spier took over the managerial duties at WSWG-Greenwood. WYAZ was granted to Gateway Broadcasting Co., for 250 watts, on 1530, directional, in Yazoo City.

New stations licensed in Mississippi in 1971 included: WHII, Bay Springs, June 26, 1971; WDRU-FM-Drew, June 1, 1971; WKXI-FM-Jackson, August 10, 1971; and WOSM-FM in Ocean Springs, Feb. 12, 1971.

When Apollo 14 blasted off on its trip to the moon, aboard was a tape recording made at WROB-West Point by General Manager Jack King and manufacturer Jack Reese. The tape also included remarks by Phil Walters and Dean Shelton of Coos Bay, Oregon, as a surprise for Astronaut Stuart Roosa, brother-in-law of Jack Reese. Roosa, a country and western fan, played the tape while the "Kitty Hawk" module orbited the moon.

Over 400 businessmen, former employees, staff members and friends attended the anniversary party given by Manager Jim Reese to celebrate the 44th anniversary of WGCM-Gulfport.

Doug McClure, of the TV show "Trampos", was the star attraction at the annual Dixie Rodeo and Livestock show at the State Fairgrounds and made personal appearances on WLBT and WJDX AM-FM while in Jackson.

The Mississippi Broadcasters Association was the first organization to sign for a convention at the new Sheraton-Biloxi Convention Hotel, for 1971-72.

WTWV-TV-Tupelo, planned to construct a 1,780 foot TV tower near Woodland, Miss.

Andreas Calandria applied for a new 3 KW FM Station in Picayune.

WSWG planned to give away a 1910 Model "T" Ford replica, as a grand prize at the conclusion of the celebration of the 100th anniversary of Greenwood and LeFlore County. Clay Ewing of WGRM-Greenwood, was Chairman of the Centennial celebration committee.

John Vaught, former All-American football player and Head Football Coach at The University of Mississippi

was chosen "Mississippian of the Year". A plaque was presented to him by Ole Miss sportscaster Stan Torgerson at the MBA Convention.

Richard Wiley, General Counsel of the FCC, was selected as the top speaker for the convention.

Miss Marianne Mullens of West Point was "Miss Hospitality" in 1971, and was a guest at the convention. The 30th annual MBA Convention attracted 98 out of a total membership of 110 stations.

The FCC granted approval of the transfer of license of WHII in Bay Springs to Hiram Goodman and Mitchell J. Hughes.

South Jones Broadcasters applied for a new FM station in Ellisville.

WMAB-TV, educational television station assigned to Mississippi State University, Starkville, was dedicated at an open house July 4, 1971. The dedication honored Dr. John K. Bettersworth, a member of the Administration staff of Mississippi State and known as "The Father of Educational TV" in Mississippi. The station was named "John K. Bettersworth Transmitter Facility". Also present for the dedication of the Channel 2 facility were Federal Judge J. P. Coleman, Dr. William Giles, President of Mississippi State University and William Smith, Executive Director of The Mississippi Authority for Educational Television, and others.

WGCM and WTAM-FM, moved into new quarters in Gulfport. The stations were housed in separate buildings, with the tower located behind the new buildings. Former quarters were completely destroyed by hurricane "Camille".

A new Radio News Network was established, with Henry McClurg as President. The flagship and originating station was WKXI-FM in Jackson.

Officers, Board members and special guests of The Mississippi Broadcasters Association made one of their most interesting trips in November of 1971, as guests of the United States Air Force. The group spent the night in Omaha, Neb., and were given a tour of the Headquarters of the Strategic Air Command. The group then flew to Vandenburg Air Force Base in California to inspect the underground missile silos. They were guests of Universal Studios, world's largest movie and TV production center. While in Hollywood the group was entertained by Mr. and Mrs. Paul Henning in their new home. Attending the party for the broadcasters were members of the cast of "The Beverly Hillbillies", Buddy Ebsen, Irene Ryan, Phil Gordon, Donna "Ellie Mae" Douglas, etc. Also attending the party was Andy Griffith of Movie-TV fame and Col. Barney Oldfield, Corporate Director of Public Relations for Litton Industries.

Harold Dale joined WROB-West Point as News Director. Pete Sanders was added as announcer-operator.

Radio Cleveland, Inc., J. R. Denton, President, was granted a new FM station for Cleveland, 3 KW, 103.9 MHZ.

WCMA-Corinth moved into completely remodeled, enlarged and improved quarters in uptown Corinth, according to John Bell, Manager.

Jack Cochran of WCBI-Columbus, was President of The Mississippi Broadcasters in 1971.



Costume Party & Contest—MBA Convention—Sheraton Hotel, Biloxi, Miss. [1970].

BE A BETTER BROADCASTER



Male Chorus from Keesler AFB, Biloxi, Miss., entertain at the MBA Convention-1971.



Officers and Board Members of The Mississippi Broadcasters Association for 1971-72

Front row [seated, l-r] Walter M. Smith-WPMP-Pascagoula, Past President; Eddie Fritts-WNLA, Indianola-Vice President; Fannie Mae Cothran-WXTN-Lexington-Sec.-Treas.; Jack Cochran-WCBI-Columbus, President; Bob McRaney, Sr.-WROB-West Point, Executive Secretary.

Back row [Standing l-r] Board Members: Granville Walters-WNSL-Laurel; F.M. Smith, Sr.-WLAU-Laurel; Stan Torgerson-WQIC-Meridian; Bill Martin, Sr.-WABO-Waynesboro; Lee Hodges-WJQS-Jackson; Eddie Smith-WMOX-Meridian; Clay Ewing-WGRM-Greenwood; Ken Bailey-WBKH-Hattiesburg.

[Not shown—Howard Cole-WHOC-Philadelphia, Parliamentarian; Lane Tucker-WABG-TV-Greenwood, Board Member.



Governor William Waller addressed The Mississippi Broadcasters Association Convention-Biloxi. Jack Cochran-MBA President at right [1971].



Major Thomas E. Collins, III [L], Vietnam prisoner of war, receives Citation of Honor plaque from Mississippi Congressman G. V. "Sonny" Montgomery [R] MBA Convention, Biloxi, Miss. [1971].



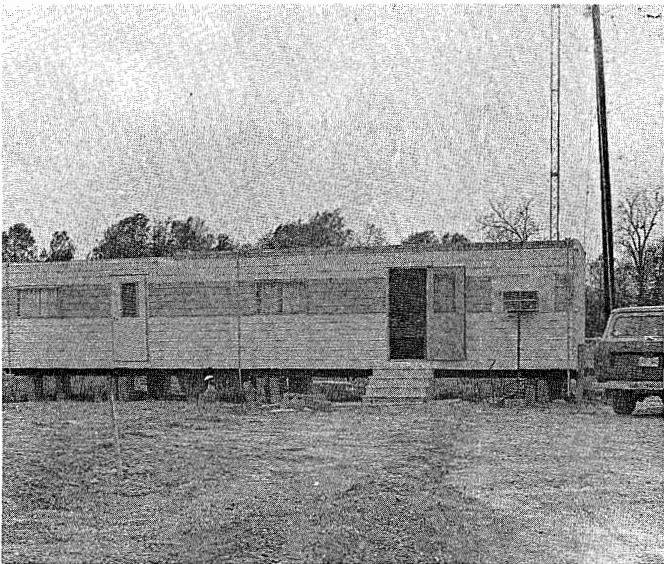
John H. Vaught, Head Football Coach and Athletic Director for the University of Mississippi-former All-American and member of the "Football Hall of Fame" in 1979, is named "Mississippian of the year" by MBA and awarded a plaque at the Convention in 1971.



Gene Tibbett, Past President of The Mississippi Broadcasters Association [1947]-formerly associated with WELO-Tupelo; WMOX AM-FM-Meridian; WLOX-Biloxi; WLAU-Laurel and stations in Alabama, is recognized with special honorary plaque presented by Jack Cochrane-WCBI-Columbus, President of MBA - 1971.



Gladys Thompson [L] looks on as Maurice Thompson [WJDX-WLBT Program Director-Jackson] was made a "Lifetime Member of MBA", with presentation of plaque by Bob McRaney, Sr., Executive Secretary MBA, at the MBA Convention [1971].



WYAZ Studios and Transmitter in a mobile home trailer which was purchased by WYAZ from an individual after it was overturned in Little Yazoo Tornado of 1971. It was remodeled for WYAZ-Yazoo City, Miss.



Photo of Ralph "Kelly" Maddox, former announcer for WQBC-Vicksburg, Miss. and WJDX-Jackson. Photo was made in 1971.

1972

The records indicate only two stations were licensed for the State of Mississippi in 1972. They were: WCLD-FM-Cleveland, and WJLJ-AM, Tupelo, August 25, 1972. WJLJ was assigned 1060 KC, 250 watts day.

Jack Cochran, manager of WCBI-Columbus and President of The Mississippi Broadcasters Association resigned to enter the Ministry of Music. His term of President ended in June 1972.

In an impressive ceremony at the University of Southern Mississippi, Hattiesburg, three additional educational television stations were added to the state network. They were WMAH-Biloxi; WMAU-Bude; and WMAW-Meridian.

WLOX AM-TV moved into their spacious new headquarters on DeBuys Road in Biloxi. The AM tower was moved to the new site.

Dr. Victor J. Andrew, world renowned antenna specialist, who designed and built many antenna systems for stations in Mississippi, died in October 1971.

Eddie Fritts, Owner and General Manager of WNLA-Indianola, and Vice President of The Mississippi Broadcasters Association was seriously injured in an automobile accident in Memphis, Tenn. However, he recovered sufficiently to attend the June Convention of MBA.

Gilbert E. Carmichael, automobile dealer of Meridian, was chosen as "Mississippian of the Year", by the Past Presidents Committee and The MBA Board of Directors. The honor was bestowed upon him at the June MBA Convention.

Bob McRaney, Sr., MBA Executive Secretary, and Jim Buffington, Manager of WMPA-Aberdeen, flew to New York with a group, to present petitions bearing the signatures of 110,824 north Mississippians, asking for better treatment of Vietnam war prisoners and persons missing in action. They visited the United Nations and also the offices of U.S. Ambassador to the U.N., George Bush. The petitions were presented to the Russian and Chinese missions.

Granville Walters, Past President of MBA and General Manager of WNSL-Laurel, was named "King of the Laurel Junior Auxiliary Ball", a highlight social event in Laurel each year.

The Officers and Board members were guests of The Shell Oil Company of New Orleans for an inspection of the off-shore oil well operations, in the Gulf of Mexico.

Pinky Grant, well-known radioman of Mobile, purchased WRBE in Lucedale and became General Manager. Dudley Evans replaced Bob Rall as Manager of WRBC-WJMI-FM-Jackson.

Pete Webb replaced Jack Cochran at WCBI-Columbus as General Manager when Cochran resigned to enter the Ministry of Music.

Bob McRaney, Jr., who served as Vice President and General Manager of WLBT-TV, WJDX AM-FM beginning in 1965, was fired by Ken Dean, who headed a coalition of blacks and whites, known as Communications Improvement, Inc. CII became interim operators of WLBT when the FCC cancelled the license, following a hearing on renewal.

McRaney, who had joined the Lamar Life Broadcasting Company in 1959, was appointed General Manager in 1965. Hewitt Griffin, program director for the station, was named as temporary manager.

Later in the year McRaney accepted a position as Vice President and Managing Director of WWBT Television in Richmond, Virginia, a member of Jefferson Standard group.

Several Jackson groups were organized to contest the applications, and a hearing began to determine which group would be granted WLBT-CH. 3. In 1979 it has still not been completely resolved. The case was considered a landmark decision, involving court decisions and hearings before the FCC in both Jackson and Washington.

Bob Shipley, longtime regional manager of The Associated Press of Shreveport, La.; Jim Buck Ross, Mississippi Commissioner of Agriculture and Commerce; Gene Tibbett, Past President of MBA and veteran manager and owner of stations in Mississippi and Alabama; and Vic Vickery of Decatur, Ala., area manager for SESAC (retired), were all made Honorary Members of The Mississippi Broadcasters Association at the June Convention in Biloxi. Governor William Waller was also made an Honorary Member. It is the custom of MBA to make all incoming Governors Honorary Members.

Ben Waple, Secretary of the Federal Communications Commission, and a speaker at the convention, was made an Honorary Colonel on the Governor's staff during the convention.

Jerry Clower, national known humorist recording artist and entertainer, was one of the featured speakers at the 1972 Convention.

William Dilday, Jr., of Boston, Mass., was named General Manager of WLBT Television in Jackson, the first Black in history to head a television station.

Stan Torgerson, owner of WQIC-Meridian and a veteran of 27 years of broadcasting play-by-play sports, was teamed with Lyman Hellums of Jackson to broadcast the football games of the Ole Miss Rebels of The University of Mississippi in 1972.

Jack Cristil of WELO-Tupelo, named the "Outstanding Sportscaster in Mississippi" eight times, was announced as the play-by-play announcer for the Mississippi State University Football Games in 1972. Joe Phillips, owner of WSSO-WSMU-FM-Starkville, was the producer-director for the broadcasts.

Bill Goodrich was named to do the play-by-play announcing of the football games of The University of Southern Mississippi for WFOR-Hattiesburg.

Leroy Kilpatrick, owner and General Manager of WSUH and WOOR-Oxford, died in 1972.

Tom McFerrin, longtime engineer for WCBI AM-TV and the Chief Engineer for the Mid-South Network stations, passed away in 1972.

Frank Stenger, formerly announcer-salesman with WCBI-Columbus, became Public Relations and Advertising Director for Cy Thompson's Beef Houses in Mississippi.

In 1972 the FCC announced there was a total of 8,035 stations of all kinds, licensed to operate in the U.S. There were 4,354 AM stations, 2,299 FM stations (commercial).

Miller Abraham, Manager of WESY-Leland, won the award for outstanding merchandising support for SSS Tonic, for the eighth consecutive year.

Percy Gordon Root, who built the first radio station in Jackson, WJDX, (1929), and served as Chief Engineer for many years, passed away in 1972. He was 73 years old.

Congressman G. V. "Sonny" Montgomery, of Mississippi, accompanied a group of Mississippi broadcasters to Fort Bragg and Pope Air Force Base in North Carolina to witness the "Operation Brass Key" military firepower maneuvers.

WJDX AM-FM-Jackson was constructing a spacious and modern new building to house offices and studios of both stations, along with the transmitters with adjacent towers on Beasley Road, in North Jackson. They formerly occupied the same building in downtown Jackson with WLBT Television.

Charles "Chuck" Cooper became General Manager of WJDX-AM-FM.

WKYV-FM in Vicksburg raised \$7,100.00 during a marathon broadcast for emergency kidney machine operations for a patient in Warren County.

WFXM-FM (CP)-Jackson, was granted assignment to Metro Media, Inc., from Jomac Jackson Corp. for \$15,000.00.

WROB-West Point observed its 25th anniversary with an open house to inspect the newly renovated building, new equipment, including automation, and a new mobile unit, which is a self-contained studio-transmitter on wheels, designed by WROB General Manager-Chief Engineer, Jack King.

Randy Bley was added to the sales and continuity staff at WROB-West Point.

David M. Segal, owner of WGVM-Greenville, held open house to the public to view the new quarters for the AM-FM stations. The station celebrated 24 years of service in December of 1972.

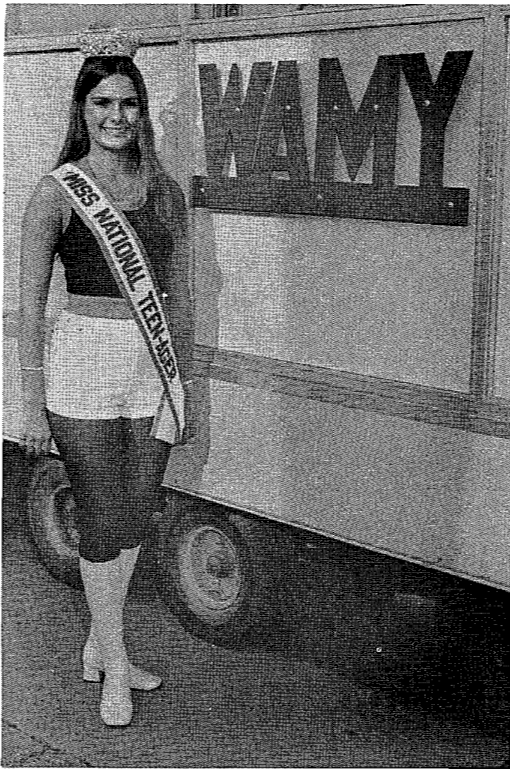
WHTV-TV, UHF station in Meridian, which had been dark for a considerable time, was purchased by the licensees of WTWV-Tupelo. It was added as a satellite operation of the Tupelo station and put back on the air.

Billy Furr, multiple Mississippi station owner in Columbus, purchased WVIM in Vicksburg from Charles W. Dowdy for \$100,000.00.

Eddie Fritts of WNLA-Indianola was President of the Mississippi Broadcasters Association for the 1972-73 period.



Mobile studio of WSUH-WOOR-Oxford-1972.



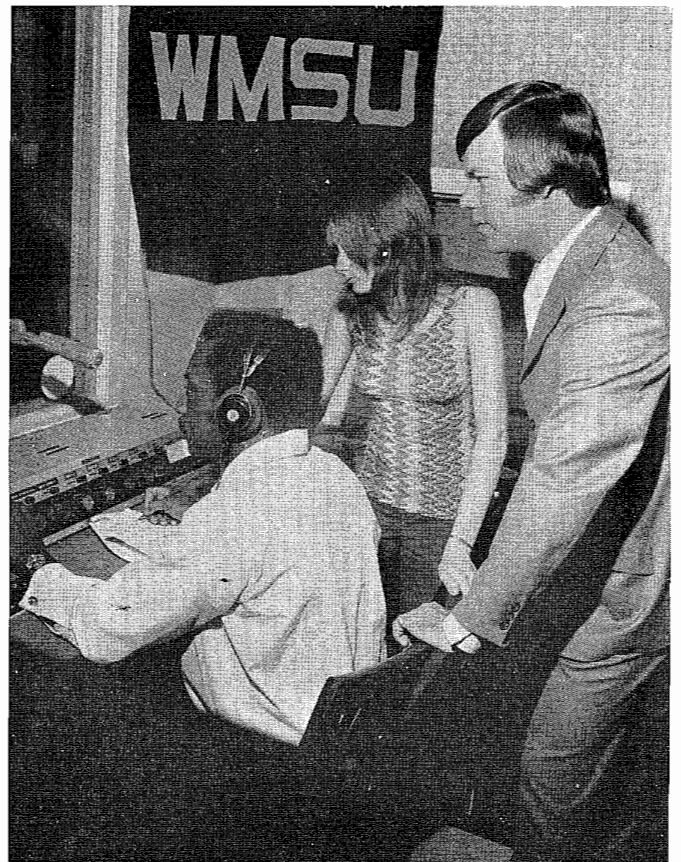
Miss Sharon McClarty of Amory, Miss., National "Miss Teenager" and WAMY Mobile Unit. [1972].



Ole Miss was host to the Officers and Board of MBA for a football game and picnic on the Ole Miss campus. [1972]



FCC Secretary, Col. Ben C. Waple, at the console, WROB, West Point, Miss., celebrating the 25th anniversary of the station, which went on the air October 18, 1947.



Students broadcasting from Campus Studio [WMSU] Miss. State University-Starkville April-1972.



Jack Cristil [left] play-by-play announcer for all sports at Mississippi State University, Starkville, and Joe Phillips, WSSO-Starkville, Producer-Director of the Network broadcasts prepare to do side line interviews at Scott Field on the campus of Miss. State University.



[L-R] Jack Cochran, President MBA; Jerry Clower-Recording Artist; Helen McRaney-WROB-West Point, MBA Convention [1972].



A record crowd turned out for the Annual Mississippi Broadcasters Association Luncheon at the Sheraton Motor Inn-Biloxi, in 1972.

1973

Five additional radio stations were licensed by the FCC in 1973. They were: WJBI-Clarksdale (FM), licensed to J. Boyd Ingram; WBSJ-FM, Ellisville, Oct. 5, 1973; WTNK-Meridian, 1390 KC 5 KW, Oct. 16, 1973; WJOJ-FM, Picayune, Nov., 1973; WABO-FM-Waynesboro, June 13, 1973.

Mel Chrestman became manager and George Crockett, Assistant Manager at WSAO-Senatobia.

WGVM-WDMS-Greenville moved into their \$50,000.00 building, (total cost was over \$250,000.00), which was equipped with the latest in audio input and automation equipment.

Jerry Keith, 51, Vice President and Sales Manager for WDAM-TV-Hattiesburg, died of a heart attack Tuesday, Jan. 16, in Hattiesburg. He had formerly worked for WSLI in Jackson.

Ray Butterfield, General Manager of WLOX AM-TV, was presented The Laurel Wreath Award during the annual Gulfport Area Chamber of Commerce meeting. Ray was cited for his many contributions and leadership during several years on the Gulf Coast.

WTUP-Tupelo put into use a self-contained mobile unit, constructed in a van to be used for remote broadcasts, news events, store openings, etc.

In Meridian, Miss. several things happened which completely changed the radio picture. Joe Carson and Eddie Holliday purchased WCOC, 910 KC, 5 KW, for \$250,000.00 from Withers Gavin, who retired. WCOC, at the time, was the oldest operating station in the State. WCOC was originally built in Columbus in 1927 and moved to Meridian in 1930. It was, for many years, the only CBS affiliate in the State. Carson and Holliday, who owned WOKK-Meridian, announced they would cancel WCOC operations and operate WOKK on the 910 KC frequency. They also announced plans to operate WOKK and WALT-FM, from a new building to be constructed at the WCOC transmitter site north of Meridian.

In other exchanges, WOKK's old frequency 1450 KC, and facilities were purchased by Stan Torgerson, owner of WQIC for \$160,000.00. Torgerson later sold WQIC to local interests. The studios of WOKK were retained for the WQIC operations; the transmitter site of WOKK was used.

John Tatum was the new owner-manager of WBKN-Newton.

Ralph Mathis and Aubrey Freeman applied for a new FM station at Fulton, Miss.

Transfer of control of WYAZ and WJNS-FM-Yazoo City, was made to Joel Netherland, from J. F. Sartain, for \$145,537.75. Partners of Netherland in the transfer were H. B. Shaw and Kenneth W. Helton.

Augie Files, long-time sports director of WJTV-TV-Jackson, was named "Mississippi's Sports Broadcaster of the Year".

The Federal Communications Commission announced a lifting of the freeze on applications for new standard broadcast stations, effective April 10, 1973.

Interchange Communications, Inc., was granted a CP for a new Class A FM station at Greenville, with call letters WBAD.

Class A FM channels were allocated to Bay Springs, Brandon and Newton by the FCC.

J. W. Furr, Columbus, requested change of call letters of WMBC-FM to WJWF.

More than twenty broadcasters attended a meeting with Mississippi's Congressional delegation in Washington on March 27th, which included a Congressional breakfast, attendance of the Broadcast Pioneers-Congressional meeting, a tour of the White House and other sight-seeing events. Mississippi Congressman G. V. "Sonny" Montgomery and his staff made all the arrangements.

W. L. Polk became President of The Mississippi Radio News Network. Ed Hobgood, formerly with WJDX and Jim Bevers, Vice President and General Manager, and Cliff Bingham, formerly with WLBT, were also members of the staff.

Mel Chrestman moved to WSUH-WOOR as Manager. He formerly managed WSAO-Senatobia.

Radio and TV stations all over the State joined hands in covering an historical event at the Meridian Naval Air Station for dedication of the new Stennis Center, named in honor of Mississippi's U.S. Senator, John C. Stennis, a native of DeKalb, Miss.

President Richard F. Nixon flew in on Air Force One to make the principal address before thousands assembled at the base.

Open house at the Stennis Center was held following the President's address. The event took place on April 26, 1973.

Howard Cole, long-time Parliamentarian of the Mississippi Broadcasters Association, owner-manager of WHOC-Philadelphia, and Past President of the MBA in 1956, was made a Lifetime Member of MBA during the 1972-73 MBA convention.

Charles Boren, Jr., Manager of WAMY-Amory, was awarded a certificate of appreciation for furthering recruiting efforts of the U.S. Navy Recruiting Dept.

Call letters WHJT were assigned by the FCC to the new station, (FM), licensed to Mississippi College in Clinton.

Billy Devrow, football star at Hattiesburg High and University of Southern Mississippi, was named to assist Bill Goodrich with the broadcasts of the football games of the Golden Eagle Network for 1973.

Floyd Coulter was named Manager of WMAG-Forest. Charles Gomillion became manager of WMLC in Monticello. Ken Bailey, Manager of WBKH-Hattiesburg, was elected President of the Hattiesburg Lions Club, second largest in the State.

Robert F. Wright, President and General Manager of WTOK-TV-Meridian, was unanimously elected Chairman of the Television Board of Directors of the National Association of Broadcasters.

Bill Bridges, General Manager of WSEL-AM-FM-Pontotoc, passed away at his home on August 20, 1973. His wife, Ruth Frances, who served as Chief Engineer and Program Director, assumed the over-all management. Prior to going with WSEL AM-FM, Bill was a salesman for WRAG- Carrollton, Ala.

Chuck Fore became manager of WVIM in Vicksburg. Wayne Vowell took over the reins as Manager of WVMI-Biloxi.

Jim Buffington, Manager of WMPA-Aberdeen, was the recipient of an award from the American Red Cross in the South Monroe County Bloodmobile campaign.

The following "Loyalty Statement", was a favorite of the late Percy Storm, who served as Sales Manager for WJDX-Jackson, for many years. It hangs in the offices of WJDX and reads as follows, "If you work for a man, in heaven's name work for him; speak well of him and the institution he represents. Remember, an ounce of loyalty is worth a pound of cleverness. If you must growl, condemn and eternally find fault. . . why resign your position, and when you are on the outside, damn to your heart's content. . . , but so long as you are a part of the institution, do not condemn it. If you do, the first high wind that comes along will blow you away, and you will probably never know why."

WTNK were the new call letters of the former WQIC in Meridian, with Charles Young taking over as Manager when WQIC exchanged for the frequency vacated by WOKK. WOKK took over the vacated frequency of 910, formerly occupied by WCOC, now deleted.

Ken Bailey, General Manager of WBKH-Hattiesburg, was named President of the Mississippi Associated Press Association, succeeding Lee Hodges of WJQS-Jackson.

Robin Mathis, owner-manager of WCPC-Houston, was elected as a member of the Board of Directors of the Southern Baptist Radio and Television Commission in Ft. Worth, Texas.

Henry W. Hughes was named manager of WABG-TV-Greenwood.

WFXM-FM-Jackson changed call letters to WLIN-FM.

James A. McCullough Enterprises applied for a new FM station in Hattiesburg. Mr. McCullough held interests in WSWG AM-FM-Greenwood, WXXX-Hattiesburg, and KCRI-FM-Helena, Ark.

Stan Torgerson received FCC approval to transfer facilities of WQIC-Meridian to East-West Communications Corporation for \$65,000.00.

John Bell Broadcasters, Inc., purchased WCMA-Corinth from the estate of Aaron Robinson for \$225,000.00.

General Manager Lee Hodges, WJQS-Jackson, announced the station would become an affiliate of CBS network.

WJBI were the call letters of the new FM station assigned to J. Boyd Ingram in Clarksdale.

WBKH-Hattiesburg, held open house in their new quarters located in Forrest Towers, and hosted the MBA Officers and Board for their regular Board meeting in their new conference room.

Mr. and Mrs. Frank Holifield exchanged their stock in WAZF-Yazoo City, for 100% ownership of WQBC-Vicksburg.

The FCC granted a CP for a new FM station, to E. O. Roden in Booneville.

WGHL-FM-West Point, requested assignment of call letters, WKBB-FM. The new call letters represent the first names of the children of General Manager-Vice President, Jack King, for Karol, Buddy and Bruce.

Fanny Mae Cothran-WXTN-Lexington, was President of The Mississippi Broadcasters Association in 1973.



Mobile unit of WMI Radio, Biloxi, Miss. [1973]



L to R-Mrs. Gearaldine Blackledge, B. L. Blackledge-co-owner; Fannie Mae Cothran, MBA President; Mrs. Emma Broome, Secretary to Ken Bailey; Ken Bailey-co-owner and General Manager—opening new studios of WBKH-Hattiesburg. [1973]



Officers and Board Members of the Mississippi Broadcasters Association deplane at Cape Kennedy moon port for an inspection trip as guests of the Command Systems of the U.S. Air Force. Left to right-front-Bill Jones-WCHJ-Brookhaven; Clay Ewing- WG-RM-Greenwood; Fannie Mae Cothran-WXTN-Lexington, President of MBA; Robin Mathis-WCPC-Houston; Joe Phillips-WSSO-Starkville. Standing, left to right—Eddie Fritts-WNLA-Indianola; Lee Hodges-WJQS-Jackson; Bob McRaney, Jr.-WLBT-WJDX AM-FM - Jackson; [center] Ken Bailey-WBKH-Hattiesburg. [1973]

1974

It was a good year for new AM and FM station additions to Mississippi in 1974. A total of eight new stations were licensed. They were: WAFM-FM-Amory, Miss.; WPUP-AM-Bay St. Louis, March 1974; WRJH-FM-Brandon, Nov. 1974; WHJT-FM-Clinton; WEPA-AM-Eupora, May 3, 1974; WBAD-FM-Leland; WKBB-FM-West Point, April 14, 1974; and WYAZ-AM-Yazoo City, April 19, 1974.

One of Mississippi's most respected and talented broadcasters passed away on December 21, 1974. Maurice Thompson, 70, retired program director for WJDX AM-FM and WLBT Television for 43 years, passed away at his home in Jackson. Maurice Thompson was a nationally known producer-director of radio shows, chorus and choir director, and newspaper feature writer. He developed many nationally known stars of radio, television and movies, including the coaching of Mississippi's first two "Miss Americas", Mary Ann Mobley and Linda Lee Meade.

He also developed The Thompson Singers, which performed for the MBA and many State organizations for several years. His son, Hagan Thompson, was director of News for WJDX and WLBT for several years.

In 1968 The Mississippi Broadcasters Association honored Mr. Thompson by making him a Lifetime Member of the MBA, with a special citation for his contribution to both radio and television during his long tenure at WJDX AM-FM and WLBT Television. He was a native of Moter, Iowa.

Two Mississippi broadcasters were signally honored in Ft. Worth, Texas, on Feb. 7, 1974, when Marie Perkins, General Manager of WNAT-WQNZ-FM-Natchez, and Bob McRaney, Sr., President of WROB-WKBB-West Point; WAMY-WAFM-Amory and Executive Secretary of The Mississippi Broadcasters Association, were presented Abe Lincoln Merit Awards during the fifth annual event, sponsored by the Southern Baptist Radio and Television Commission. Governor William Waller also presented "Outstanding Mississippian" awards to Mrs. Marie Perkins and Bob McRaney, Sr., in ceremonies at the MBA Sales Management Conference in Jackson. Governor Waller, in making the presentation, pointed out that Mississippi had two of the eleven national winners in the Abe Lincoln Awards. Previously, Governor Waller had also honored Fannie Mae Cochran, Manager of WXTN-Lexington, and President of The Mississippi Broadcasters Association, with "An Outstanding Mississippian" award. Fanny Mae was the first woman to serve as MBA President.

Jim Wells, Commercial Manager for WAMY-WAFM-Amory, and President of the Amory Kiwanis Club, was cited for the development and staging of the "Living Christmas Tree" in Amory at Christmastime. He also presided at the cutting of a cake commemorating the 50th Anniversary of the Amory Kiwanis Club.

A. C. Elliott, Jr., applied for a new FM station at Quitman.

J. W. Furr was granted a new FM station, WHAY, in Aberdeen.

Officers, Board members and families, were guests for a tour of Disneyworld in Florida on March 15-16. The MBA Board held an official meeting at the Royal Inn, while in Florida. The Public Relations and Publicity Department of Walt Disneyworld honored the visiting broadcasters with a reception, cocktail hour and dinner. The group flew to Florida from Jackson.

Robert L. Moseley was named General Manager of WMLC-Monticello.

Many broadcasters and members of their family attended the annual breakfast for the Mississippi Congressional Delegation in Washington March 17-21.

From Giddings, Texas, a letter was mailed to Bob McRaney, Sr., from L. E. Biar, received on January 30, 1974. Mr. Biar outlined the complete early history of WQBC, which was first constructed in Utica and later moved to Vicksburg. Mr. Biar stated WQBC came on the air on August 20, 1928. He said the station was actually constructed by a man out of New Orleans. The station was completely home-made, except the crystal control unit. The only known photo of the station was made by Mr. Biar with a box camera, with a time exposure of thirty minutes, made at night. Mr. Biar stated he taught radio in a business college in Meridian, about 1931, then accepted a position with a station in Lubbock, Texas. Mr. Biar's statements coincided with the records researched at the FCC, and included elsewhere in this book. In 1978 WQBC was the oldest operating station in Mississippi.

Eddie Fritts, WNLA-Indianola, was appointed to a two-year term on the Small Market Committee of the National Association of Broadcasters, by Andrew Okershausen, Chairman of the Joint Board of Directors of NAB, Washington.

A self-supporting steel tower, erected for WJDX in 1929, in Jackson, and used by WRBC and WJMI, was blown down by a tornadic wind. Emergency measures were taken to keep the station on the air until a new guyed tower could be erected.

WLAU-Laurel became a Mutual network affiliate on Feb. 14, 1974.

Gerry Brophy joined WNLA-Indianola as Station Manager.

Charles C. "Charlie Mac" Alexander, sports director for WLBT-Jackson, was named football play-by-play announcer for the Ole Miss Rebel football games for 1974.

WNAT and WQNZ-FM-Natchez, were responsible for raising \$10,555.00 for the St. Jude Hospital Fund. (Memphis).

Duncan Whiteside, former Director of Radio and Television at The University of Mississippi, presided at special ceremonies commemorating 50 years of radio on campus at The University. Present for the occasion were Dr. Kennon, head of the Physics Department, which operated the campus station WCBH during the early days, and other members of the University staff. Bob and Helen McRaney, of West Point, represented The Mississippi Broadcasters Association.

Don Partridge and Houston Pearce applied for a new FM station in Pascagoula. Robert L. Tatum requested a new FM station for Newton, Miss.

Southern Electronics, Inc., Bob Evans, Sr., was granted a new FM station on 96.7 mhz for Winona, Miss.

WBIP-FM was the call sign for the new FM station in Booneville.

Withers Gavin, veteran broadcaster, former owner of WCOC-Meridian; WACR-Columbus; WMBC-Macon; WJQS-Jackson, died in Quitman, Miss. on March 30, 1974. In 1973 he sold WCOC to Joe Carson and Eddie Holliday. He had previously disposed of all his radio holdings and was editor of a small newspaper in Quitman and a weekly in Meridian.

WMSB-FM, educational station for Mississippi State University, went on the air on March 18, 1974. Tom Hays of Memphis was student manager.

Tippah Broadcasting Co. of Ripley applied for a new FM station for Ripley.

WWUN-AM-Jackson, transferred ownership to Radio One, (Eddie Holliday, 90%, Kenneth R. Rainey, 10%.) Lamar Simmons sold the station for \$400,000.00.

WTWV-TV-Tupelo was granted permission to identify as Tupelo-Columbus.

E. W. Bie requested a new FM station for Sardis.

Eighty-five stations with 450 people were on hand for the 1973-74 Convention of MBA in Biloxi.

The Governor's Merit Award was presented to Howard Lett of WJDX-WZZQ by Governor William Waller. Mr. Lett was one of twelve journalists selected for special study at Stanford University.

Bob Luman, O. B. McClinton, Jerry Clower, Dr. Earl Kelly and Becky Black, "Miss Hospitality", were among the program guests of the MBA convention in Biloxi.

"Fanny Mae Cothran Day" was observed in Lexington to honor MBA President Fanny Mae Cothran. Fanny Mae also served as a member of the Board of City Councilmen and filled in as Mayor upon the death of the Mayor of Lexington.

Gulf Broadcasting Co., Robert Barber, F. M. Smith, Sr., and George Slimon applied for a new FM station in Gulfport.

A forty station network of radio stations in Mississippi, Alabama, and Tennessee broadcast the address of Mississippi U.S. Senator James O. Eastland, who appeared at the dedication of the Yellow Creek Port Terminal near Stateline, Miss. The port is a part of the Tennessee-Tombigbee Waterway. Governor William Waller and Tennessee Governor Winfield Dunn were hosts for the occasion.

"Dizzy" Dean, honorary member of the Mississippi Broadcasters Association, (1968) retired baseball pitcher and broadcaster, who made his home in Bond, Miss., died of a heart attack while on a visit to his orange groves out West on July 17, 1974.

Officers and Board members of The Mississippi Broadcasters Association held a board meeting at Le Pavillon Hotel in New Orleans, and while in the area, inspected the oil well rigs in the Gulf as guests of The Shell Oil Company. They also toured the Superdome, which was nearing completion. A memorable gourmet dinner meeting was held at Hotel Pontchartrain on St. Charles Street.

When WGUF went on the air in Gulfport, it operated through the same tower as WGCM, using a unique filter system, according to F. M. Smith, Sr., one of the owners.

Superior Broadcasting Co. asked for an FM channel to be assigned to Baldwin.

Robert J. McIntosh, owner of WKDL-Clarksdale, asked to assign the license of the station to Delta Media for \$50,783.00.

WMIS-AM-Natchez was granted positive control to Diana Ewing Nutter, by the FCC.

Johnny Boswell, son of owner Mims Boswell, was named Manager of WKOZ-FM, effective November 1, 1974.

Donald P. Hinman of Mississippi State University was named the recipient of the MBA Scholarship Award at MSU. He began his career on WROX in Clarksdale and at WSSO-Starkville.

The Department of Agriculture and Commerce prepared a giant Catfish Jamboree dinner at Sardis Reservoir for members of the Board and officers of the Mississippi Broadcasters Association. WBLE-Batesville was the host station.

In 1974 there were over 351 million radio sets in operation in the United States.

Marlin Goode, 34, News Director of WELO-Tupelo, died on Nov. 8, 1974, following an apparent heart attack.

Roger Webb was the new Manager at WSAO-Senatobia.

Gene Tibbett, former owner and manager of radio stations in Mississippi and a Past President and Honorary member of MBA, since joining WGOK-Mobile, underwent open heart surgery.

Bob McRaney, Jr., Executive Vice President and Managing Director of WWBT-TV, Richmond, Virginia, formerly Manager of WLBT-Jackson and Past President of the MBA (1969), headed a convocation of broadcasters from The District of Columbia, Maryland, Virginia, Delaware and West Virginia Jan. 8-10, at the Sheraton in Washington, D.C.

WKRA, Inc., Holly Springs, was granted a CP for a new FM station.

Dr. Leslie Campbell, former announcer and radio executive in Mississippi, and a member of the staff of Auburn University, completed a book, entitled, "Two Hundred Years of Pharmacy in Mississippi". He was associated with WROB-West Point, WCBI-Columbus, WCBI-TV-Columbus and WSUH-WOOR-Oxford.

Charles Fletcher, General Manager of WLIN-FM-Jackson, announced the station had installed a complete automation system. The station features "good music" twenty-four hours a day.

David Waite, formerly connected with radio and TV in Hattiesburg, and with The University of Southern Mississippi, joined WJTV news department-Jackson.

Rodger Earl Ownby was appointed General Manager and Vice President of WJXN-Jackson.

Jim Reese, general Manager WGCM-Gulfport, was appointed to head up a relief committee to seek funds for hurricane victims in Honduras. \$25,000.00 was set aside to set up a "Mississippi Colony" in Honduras.

Dudley Evans, Manager of WRBC-Jackson, was appointed chairman of the National Library Week in Mississippi.

Jim Buffington, Manager of WMPA-Aberdeen, was President of The Mississippi Broadcasters Association in 1974.

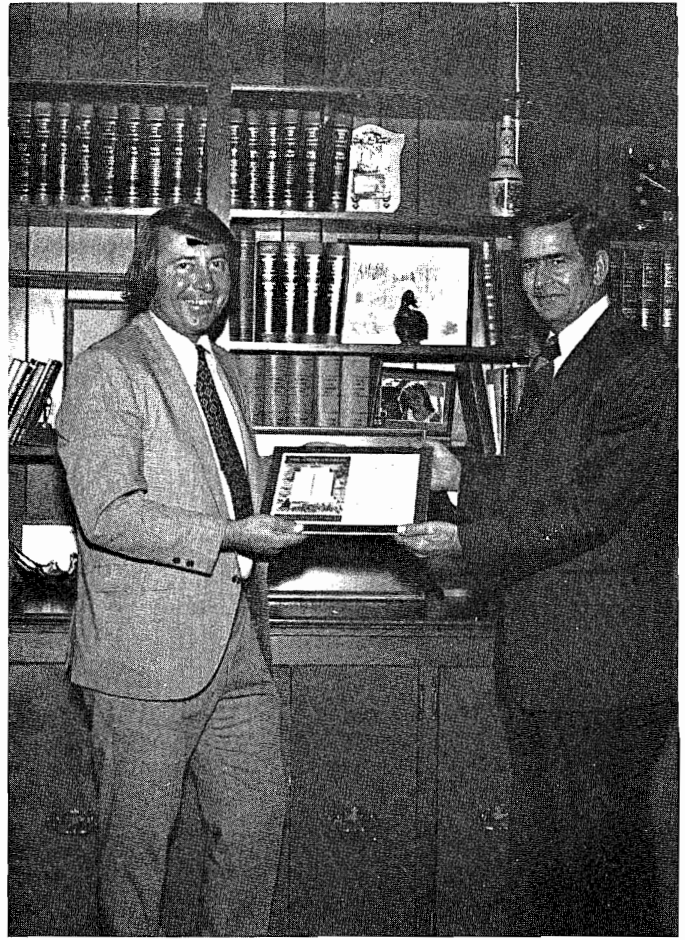


The Southern Baptist Radio and Television Commission honored two Mississippi Broadcasters on Feb. 7, 1974, with the awarding of the Abe Lincoln Merit Awards to Marie Perkins of WNAT-WQNZ-Natchez, and Bob McRaney, Sr., President of Bob McRaney Enterprises, Inc. [WROB-WKBB-West Point and WAMY-WAFM-Amory], who also served as Executive Secretary of The Mississippi Broadcasters Association.

Mrs. Marie Perkins won a Merit Award for "an innovative approach to community programming that has made her station part of the cure, rather than part of the problem of public apathy".

Bob McRaney, Sr., won a Merit Award for "personal and professional involvement in community and state projects which indicate his interest in assuring a promising future for those who follow after".

In this photo the Merit Award winners are, left to right, Dean Woodring, Gene Strul, James F. O'Grady, Jr., George Nicholaw, Mrs. Marie Perkins, Bill Stroupe, Alfred E. Burk, Robert L. McRaney, Sr., and D. J. Everett III.

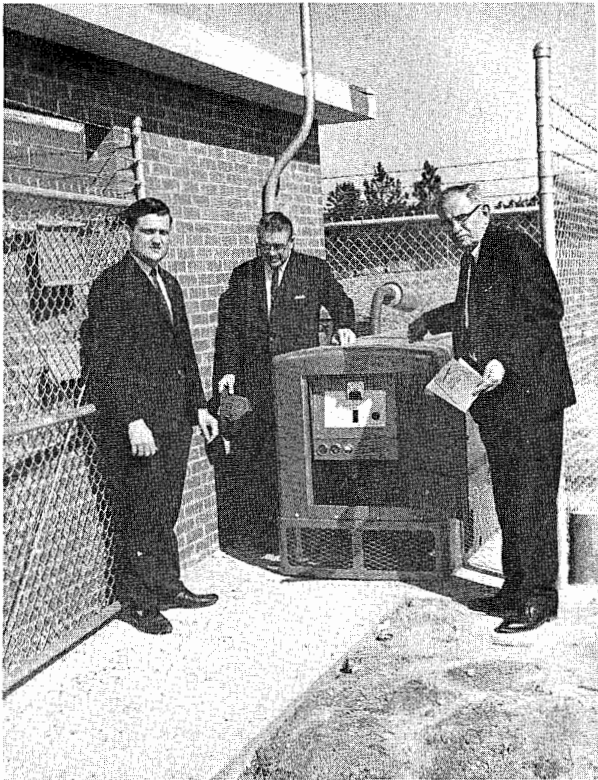


WNAT-WQNZ WIN ST. JUDE'S AWARD

Danny Thomas [left], Movie-TV Star and sponsor of St. Jude Hospital, presents plaque to Mr. and Mrs. Sam Perkins of WNAT-WQNZ-Natchez.

The St. Jude's Hospital Radiothon, sponsored by radio stations WNAT and WQNZ in April, produced more money per capita in a single event than any other project for St. Jude Hospital-Memphis, in the nation in 1974. For their efforts, WNAT-WQNZ were awarded a special plaque on behalf of the staff at the hospital which specializes in helping children who are dying of leukemia. In April WNAT-WQNZ sponsored the radiothon and collected about \$10,000.00 for the hospital. Al Toler, Southeastern Regional Director of ALSAC [aid to leukemia stricken American children] said the presentation was distinctive, in that only 10 such presentations had been made in the last 20 years.

WNAT-WQNZ radio-Natchez, was selected to receive the Freedoms Foundation's Valley Forge Award for the program "WNAT Stands Up for America." The award was presented for "constructive words and deeds which support America, suggest solutions to basic problems besetting the nation, contribute to responsible citizenship and inspire love of country" according to Reed Harris, president of the Foundation. Recipients were selected by the Independent National Awards Jury which convened December 2 thru December 6, 1974, at the Freedoms Foundation's National Headquarters. Natchez Mayor Tony Byrne [left] presents plaque to Sam Perkins at WNAT-WQNZ.



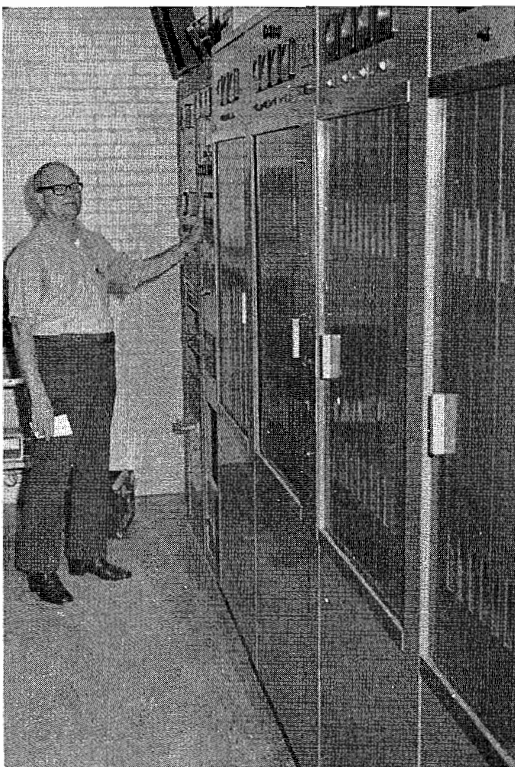
WNSL standby generator-Laurel, Miss. Granville Walters [c] General Manager-WNSL and power company officials.



MBA members are guests of "Disneyworld", Fla. [1974].



Eddie Smith, Gen. Mgr. WMOX-Meridian [l] and mobile unit at dedication of Jimmy Rogers Park, Meridian, Miss.



Houston Jones, Chief Engineer WJDX-AM-FM and Transmitters in new WJDX-WZZQ quarters-Jackson.



Fannie Mae Cothran-Gen. Manager, WXTN-Lexington, Miss.; President MBA 1974, in front of WXTN Building, Lexington, Miss.



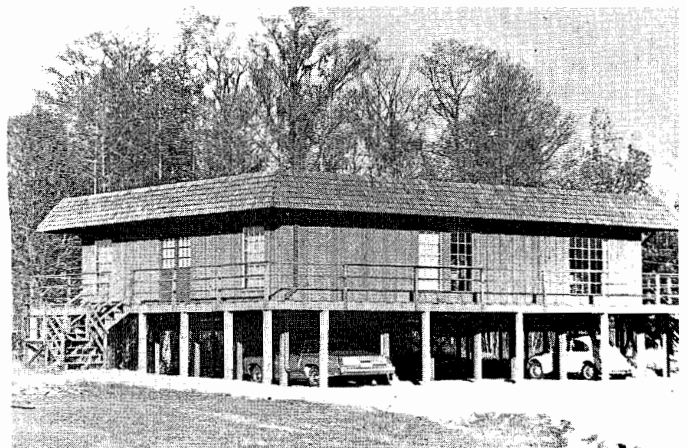
F. M. Smith, General Manager, stands in front of Studio-transmitter-office building of Radio Station WLAU-Laurel, Miss.



Program Director, Mickey Robinson, in the control room-WLAU-Laurel, Miss. [Sept. 1974]



New studio transmitter building WSSO-WSMU-FM-Starkville. Tower is located in back of building. [1974]



New Studio and Transmitter Building-WCJU-Columbia, Miss. Note that building is built above flood level.

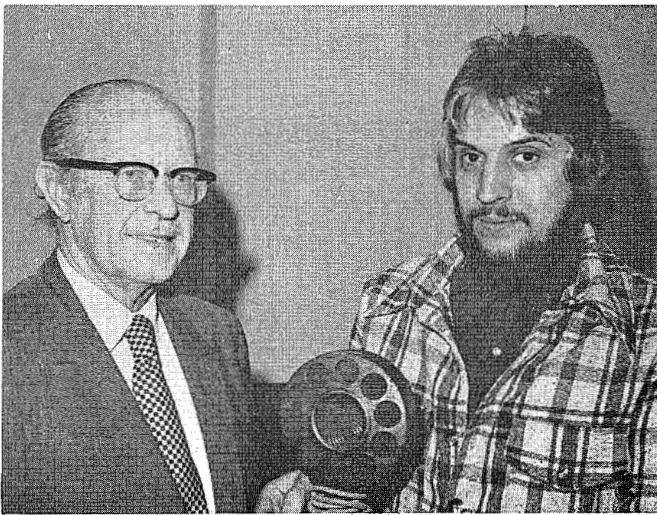


Jack E. Tousinau-announcer-in control room, WMGO-Canton, Miss. [Sept. 1974]

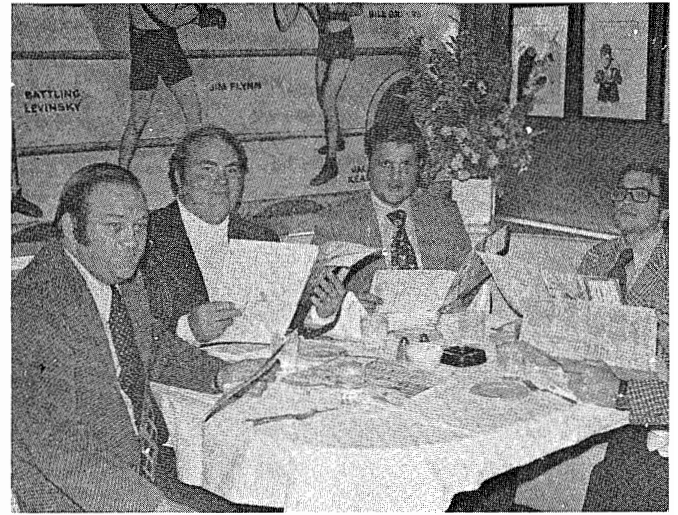


"Happiness is a Disc Jockey"

H. C. Robinson, WYAZ's first announcer and WJNS's first Black Country Music announcer-Yazoo City.



Duncan Whiteside [L], Director Radio-TV Dept., University of Miss. [Retired] and original microphone [Western Electric Two-Button Carbon,] used by WCBH-Feb. 1924. Right—Dr. David Guerra, Director of Communications, Dept. of the University.



L-R—Eddie Smith-WMOX-Meridian; Bill Martin, Jr.-WABO-Waynesboro; Ken Bailey-WBKH-Hattiesburg; Eddie Fritts-WNLA-Indianola; Lee Hodges-WJQS-Jackson, at Jack Dempsey's Restaurant-New York City. [1974]



New Officers and Board 1973-74, front row-seated left to right—Howard Cole-WHOC, Philadelphia-Parliamentarian; Ken Bailey-WBKH-Hattiesburg-Secretary-Treasurer; Fanny Mae Cothran-WCTN-Lexington-President; Eddie Fritts-WNLA-Indianola-Past President; Bob McRaney, Sr., WROB-West Point, Executive Secretary.

Back Row—Board Members—left to right—Phillip Brady-WAPF-McComb; F. M. Smith, Sr.-WLAU-Laurel; Chuck Cooper-WJDX-Jackson; Robin Mathis-WCPC-Houston; Don Partridge-WDAL-Meridian; Bill Martin, Jr., WABO-Waynesboro; Owens Alexander-WJTV-Jackson.



Outstanding Mississippian awards are presented to Bob McRaney, Sr.-Executive Secretary of MBA; Fanny Mae Cothran-MBA Past President; and Marie Perkins, MBA Board Member in 1974.

In the photo-left to right-Governor William Waller; Helen McRaney-West Point; McRaney; Cothran, Perkins, and Sam Perkins of Natchez.

1975

The year 1975 was truly a busy one for radio in Mississippi. Four additional stations were licensed during the year, although some had been granted program tests and were already on the air in 1974. Those issued licenses were: WHAY-FM-Aberdeen, June 1, 1975; WXIY-FM-Bay Springs, July 7, 1975; WGUF (AM)-Gulfport, May 7, 1975; and WMYQ-FM-Newton, April 3, 1975.

A host of changes in station personnel, as well as ownership, occurred in 1975. It was a period of adjustments, and a sellers market. Stations were at a premium with a dwindling of available frequencies and FM channels. All previous TV channels, except a few UHF channels, were already taken. Channel 12 was assigned to Booneville as an educational TV station.

It was also a year of "big events" for the broadcasters. After many years of advertising for momentoes, equipment and radio artifacts, it all came together with the dedication of the Mississippi Radio Museum in the Museum section of the Department of Archives and History Building in the Old State Capitol Building in Jackson. Dedication took place at 2 p.m., January 24, 1975.

The Mississippi Broadcasters Association held one of its most successful Sales Conferences at the Hilton Hotel in Jackson on January 25.

By far one of the most successful and best attended MBA Conventions was held on June 12, at the Sheraton Hotel. It was complete with great entertainment, a "Great Gatsby" costume contest and a fine overall program.

Several important statewide broadcasts took place, and the Officers and Board held several meetings at various locations, including a trip to Columbus Air Force Base; Congressional delegation meeting in Washington, D.C.; the opening of the Superdome in New Orleans and other important activities which made 1975 a fine year of activity in the industry.

The Mississippi Broadcasters Association got off to an auspicious beginning with the opening of the Radio Museum in the Old Capitol Building in Jackson, which houses the Department of Archives and History. The event climaxed an effort which began with authorization by the MBA Board years ago. Many valuable pieces of early day radio equipment were placed on display. Perhaps the most significant being the complete broadcasting equipment used by Mississippi's first commercial radio station, KFNG-Coldwater, which began in 1922. It was built and

operated by Hoyt Wooten, a graduate of electronics at Mississippi State University.

The original KFNG equipment was resurrected from a warehouse in Memphis and put into restored condition by Wilson Rainey, retired Chief Engineer of WREC in Memphis. The equipment was given to The Mississippi Broadcasters Association, following arrangements made by MBA Executive Secretary, Bob McRaney, Sr., with Hoyt Wooten, previous to his death. Members of the Wooten family made the official presentation at a previous MBA convention.

Also on display were many other items, including old radio receivers, microphones, test equipment, various audio components, tubes, parts, logs, photos and other radio memorabilia.

Taking part in the program of dedication were: Governor William Waller; Lt. Governor William Winter, President of the Board of The Mississippi Department of Archives and History; Dr. Elliott Hilliard, Director of the Department of Archives and History; Dr. Byrl Kynerd, head of the Museum Department; Jim Buffington, President of The Mississippi Broadcasters Association; and Bob McRaney, Sr., Executive Secretary of MBA.

Many Mississippi Broadcasters were on hand for the occasion. A special guest was Wilson Rainey of Florida; others were Mrs. Jerry Harbour, widow of pioneer radioman, Jerry Harbour of Hattiesburg; Jones Herrin, former announcer at WPFB-Hattiesburg in 1932; and Rev. Otis Perry of Greenville, who was associated with Rev. Howard S. Williams in broadcasting from tent revivals in South Mississippi in 1924, and also an announcer at WPFB in 1932. In fact, it was a reunion of the entire announcing staff of WPFB-Hattiesburg, circa 1932, as Bob McRaney, Sr., was also an announcer and Program Director of WPFB at the same time. It marked the first time the three announcers had been together since 1932.

Many letters were read from other "oldtimers" in Mississippi Radio, who could not be present. The Radio Museum is now on public display on the third floor of the Old Capitol Building in Jackson.

Staff changes during 1975 saw Bert Case and Keith Glatzer joining the news team at WLBT in Jackson; Roy and June Harris celebrating the opening of WRJH in Brandon, Miss., Dec. 1; Joe Davis joined the Billy Furr organization, with headquarters in Columbus, and became General Manager of the Furr stations in Columbus, Aberdeen, Hattiesburg and Vicksburg. David Perkins, son of Marie Perkins, Manager of WNAT-WQNZ-Natchez, joined the announcing staff at WJDX-Jackson.

WSLI-FM in Jackson, changed call letters to WJFR and switched to a programming format of family and religious type broadcasting.

Frank Stenger returned to radio as announcer-salesman for WMBC-WJWF-Columbus. Pete Sanders joined WROB-WKBB-West Point, as part time salesman-announcer, while continuing studies at Mississippi State University. Mark Ledbetter, formerly announcer for WAMY-Amory and newsman for WLBT-Jackson, joined WTWV-TV-Tupelo as head of the news department. LLES Communications, Canton, was granted a permit for a new FM station, WWLM.

Tate and DeSoto County Broadcasting Company requested a CP for a new FM station in Coldwater.

WAMY-WAFM-Amory joined the civic clubs, churches etc., to raise over \$19,000.00, during a radiothon for a local museum in Amory.

John H. Lyon became manager of WVIM in Vicksburg.

George Shurden was the new manager at WKDL-Clarksdale.

WROB-West Point originated a thirty-five station network broadcast from Aliceville, Ala., celebrating the groundbreaking for the Tennessee-Tombigbee waterway lock and dam at Aliceville.

"RADIO IS BEAUTIFUL", was the theme for Radio Month in May in Mississippi.

Ken Bailey, Gen. Manager of WBKH-Hattiesburg, welcomed two new employees, Earl Hart, Announcer-Salesman; and Bill "Yoo Yoo Mercy!" Goodrich, as sports announcer. Hart and Goodrich combined for a new type morning talk show on WBKH.

WESY-Leland, conducted its second annual Heart Fund Radiothon, raising over \$3,500.00 in cash. Miller Abraham, Board member of MBA and station manager of WESY had charge of the event.

WTWV-TV-Tupelo built new studios and offices in Columbus, and added Frank Jennings, account executive and Beverly Ward as director of the news department. WTWV originated programs both from Tupelo and Columbus.

Jack King, Vice President and General Manager WROB-WKBB-West Point, was appointed Director of Civil Defense for Clay County.

MBA President Jim Buffington, Manager of WMPA-Aberdeen, spearheaded a drive to obtain a historical marker, to be erected at the Aberdeen home of Judge Eugene Sykes, one of the original members of the Federal Radio Commission and first Chairman of the Federal Communications Commission. In appropriate ceremonies, the marker was dedicated and a broadcast originated, featuring Lt. Gov. William Winter, President of the Board of The Mississippi Department of Archives and History. Jim Buffington, WMPA-Aberdeen, served as Master of Ceremonies.

Nancy Hall headed the sales and promotion department of WLIN-Jackson.

Lee Johnson was a staff announcer-DJ at WXTN-Lexington.

James W. Eatherton, owner of WACR-Columbus, filed an application for a new FM station in Columbus.

WSJC-Magee was given exclusive rights to the broadcasts of the National Tobacco Spitting Contest, held annually in Raleigh, Miss., sponsored by the Jaycees.

All five of Mississippi's Congressmen, plus members of their staffs and members of the staffs of Mississippi's two U.S. Senators, were present for the annual Congressional Breakfast, hosted by the Mississippi Broadcasters Association in Washington on May 7, 1975.

MBA Past President Ray Butterfield, General Manager of WLOX AM-TV, suffered a heart attack and later had heart by-pass surgery performed.

Changes in call letters at various stations occurred in 1975. They were WVMJ-FM-Biloxi became WQID; WFOR-FM-Hattiesburg became WHER; WGOT-FM was the new call sign in Newton.

Polly Robinson was back as Manager of WDSK-WDLT-FM-Cleveland. Jan Prater was named Manager of WWTX-FM-Corinth; Bill Wallis was Manager of WLEF-Greenwood; Ronnie Eubanks became Manager of WWUN-Jackson. Joe Cassatta was Manager of WKRA-FM-Holly Springs. Shelby Fleming was Manager of WBFN-Quitman; Mrs. Ann Whitten was managing WNJC-FM, (Educational -Senatobia). Robert E. May was Manager of WMSB-FM-Miss. State University; Frank Armstrong became the new Manager at WKOR-Starkville; Jerry Bee was named the new Manager at WVIM-FM-Vicksburg; Mike Jones was Manager of the educational station, WWCL-FM-Wesson; and Lamar Wingo was named Manager at WCBI-Columbus.

"A SALUTE TO THE LADIES" was the theme adopted by MBA Convention Manager, Ken Bailey, of WBKH-Hattiesburg. WABO-AM-FM-Waynesboro, was given authority to transfer control from W. J. Martin, Sr., to his son, W. J. Martin, Jr., for \$150,000.00.

One of the all-time great conventions was staged by MBA Vice President and Convention Chairman, Ken Bailey, WBKH-Hattiesburg, for 1974-75 at the Sheraton Hotel in Biloxi. "Mississippian of the Year" was Joe Berryman, veteran band leader of Hattiesburg. Honorary memberships went to pioneer air pilot and holder of the world's record endurance flight for light planes, Col. Al Key, formerly Mayor of Meridian; and to Duncan "Doc" Whiteside, early MBA Executive Secretary and formerly head of the Radio-TV department at The University of Mississippi.

Dr. Paul Stevens, President of the Southern Baptist Radio and Television Commission, was presented a plaque making him an Honorary Member of the MBA. Dr. Stevens was one of the principal speakers at the convention.

The "Great Gatsby" Costume party was a howling success and one of the most fun-filled events at the convention. The party was held at Poolside of the Sheraton Hotel.

Duncan Whiteside of the Radio-TV Department at The University of Mississippi, was given a retirement party in the Media Center at the University.

Bob McRaney, Jr., formerly General Manager of WJDX AM-FM and WLBT-Jackson, new head of WWBT Television, Richmond, Virginia, was named President-elect of the Virginia Broadcasters Association.

Lester Haddox, General Manager of WFFF-WFFF-FM-Columbia, was elected President of the Alumni Association of The University of Southern Miss.

Holton Turnbough returned to radio as Manager of WGUF-Gulfport. Marshall Magee was named Manager of WJDX-WZZQ-FM-Jackson when Chuck Cooper took over the Managership of WCBI-TV-Columbus. Jerry Colvin became the new Manager at WAPT-TV-Jackson, succeeding Don Moore. Don Partridge, partner in WPEM-FM-Pascagoula, became General Manager of that station. Ted Tibbett, son of veteran radio station owner-manager Gene Tibbett, Past President of the MBA, took over the management of WHSY AM-FM-Hattiesburg.

Bob Sheppard, 30, formerly a salesman at WJQS-Jackson, died at his home in Jackson. He was electrocuted while using an electric hedge clipper.

Tim LeBlanc, 44, died of a heart attack at his home in Baton Rouge, La. He was one time Manager of WWUN-Jackson.

Vic Purvis, former Quarterback for The University of Southern Mississippi, joined Bill Goodrich as part of a team covering the Golden Eagles Football broadcasts. Purvis is a member of the USM Hall of Fame.

Radio Corinth, licensee of WWTX-FM-Corinth, was granted authority to transfer control to E. C. Holtsford for \$90,000.00.

WKDL-Clarksdale, owned by Robert McIntosh, was sold to Doug Moulds, Frank M. Deramus, Dan W. Curry and Larry S. Tabor for \$150,000.00.

American Public Life Insurance Company made application to sell WAPT-Jackson to Lewis C. Hopper, Dr. Curtis D. Roberts, Robert G. Nichols, William Neville, III, Dr. Louis A. Farber and Dr. Russell Birmingham, one-sixth each, for \$500,000.00, plus assumption of \$3 million in liabilities.

Members of the MBA Board, officers and other Mississippi Broadcasters were among over 60,000 people in the new Superdome in New Orleans to see the New Orleans Saints play the Miami Dolphins on August 23rd. The

Board held one of its regular meetings while in the Crescent City.

The FCC notified the licensees of WSWG AM-FM-Greenwood of the loss of their licenses, for misrepresentation of programming in their application for renewal.

Members of MBA and managers of stations in The Golden Triangle area in North Miss. were guests for a briefing at Columbus Air Force Base-Columbus, on October 14.

WVIM-Vicksburg was sold by J. W. Furr to James A. West and Paul Meacham for \$165,000.00.

Something new and novel was added to the mobile unit of WROB and broadcast during the annual Christmas Parade in West Point. Bob McRaney, Sr., President of WROB and former theatre organist, played an air operated calliope. It was the first time many of the younger generation had heard such an instrument.

Jim Wilkinson was named Manager of WGCM-Gulfport.

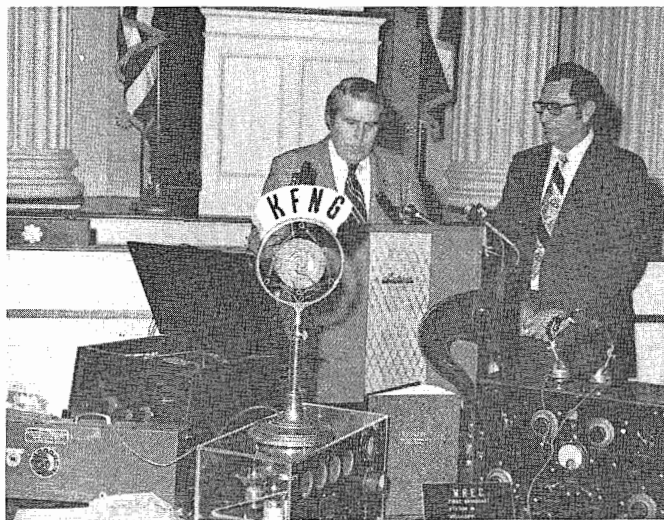
Leroy Green, veteran Chief Engineer for WELO AM-FM-Tupelo, since 1944, retired after thirty-one years of service. He was succeeded by Billy Jo Crabb.

Chuck Cooper resigned as Manager of WCBI-TV to become Assistant Manager at WACR-AM-Columbus.

Ken Bailey-WBKH-Hattiesburg, served as President of The Mississippi Broadcasters Association for the term 1975-76.



The original announcing staff of WPFB-Hattiesburg, [1932], at opening of the Radio Museum in Old Capitol Building, Jackson, Miss. Jan. 24, 1975. [L-R] Bob McRaney, Sr., West Point, Miss.; Jones Herrin, Hattiesburg, Miss.; Rev. M. E. Perry, Greenville, Miss.



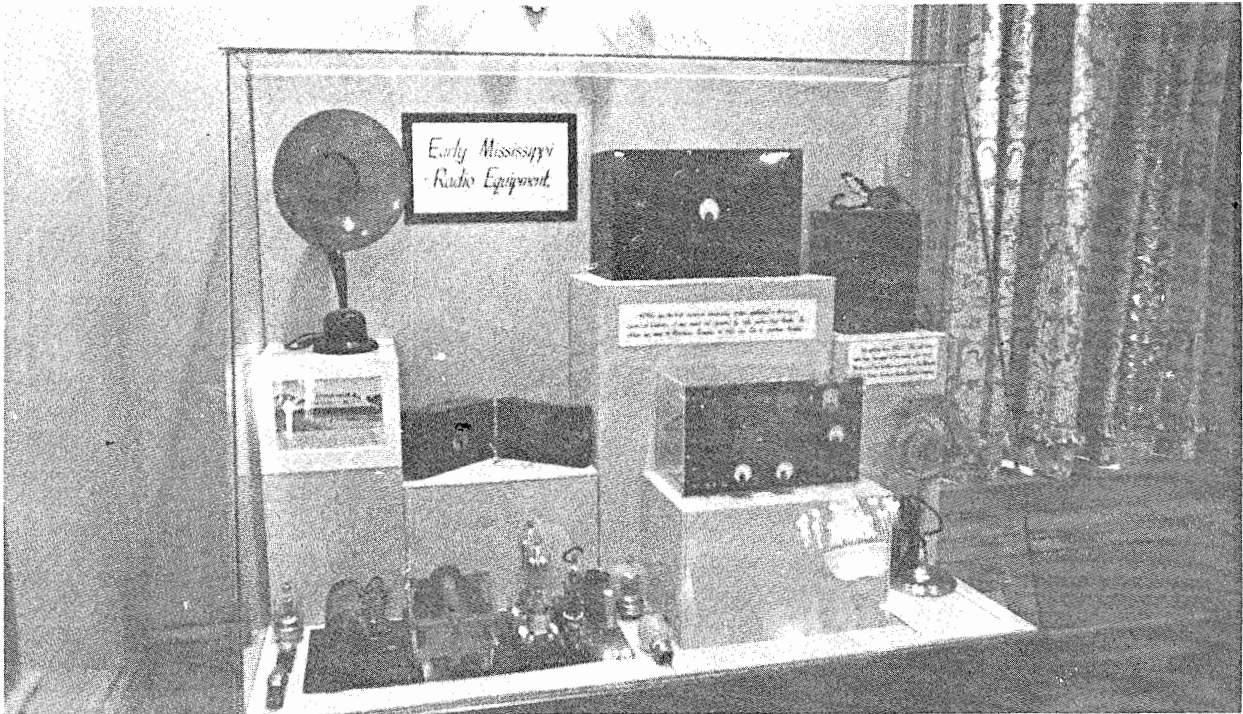
Gov. Bill Waller makes an award to Jim Reese-WGCM, at the Historical Museum-Jackson during the dedication of the Mississippi Radio Museum. [Jan. 24, 1975]



Keith Glatzer-WLBT-TV-Jackson, interviews Bob McRaney, Sr., MBA Executive Secretary, at dedication of the Radio Museum of Mississippi-Old Capitol Building-Jackson, Miss. [1975].



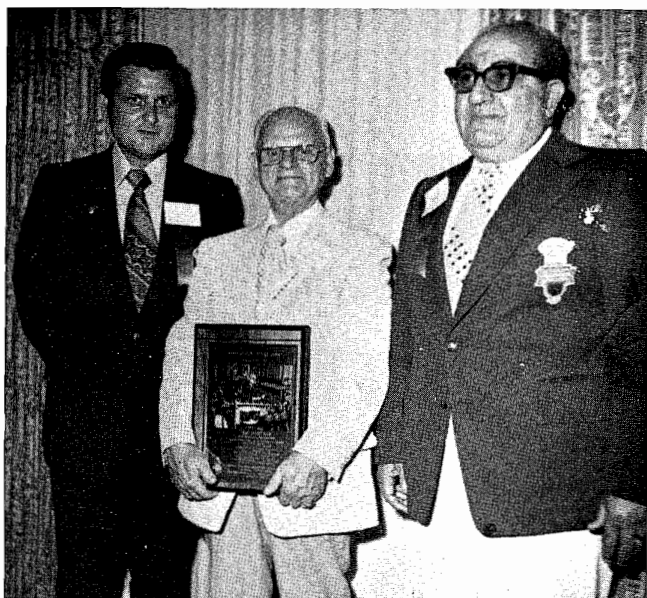
Jim Buffington-WMPA-Aberdeen, President Mississippi Broadcasters Association; Dr. Byrle Kynerd, Director-State Museum; Lt. Gov. William Winter, President Board of Trustees-Miss. Dept. of Archives & History; Dr. Elliott Hilliard-Director, Dept. Archives & History, at dedication of the Mississippi Radio Museum, Jackson, Miss.



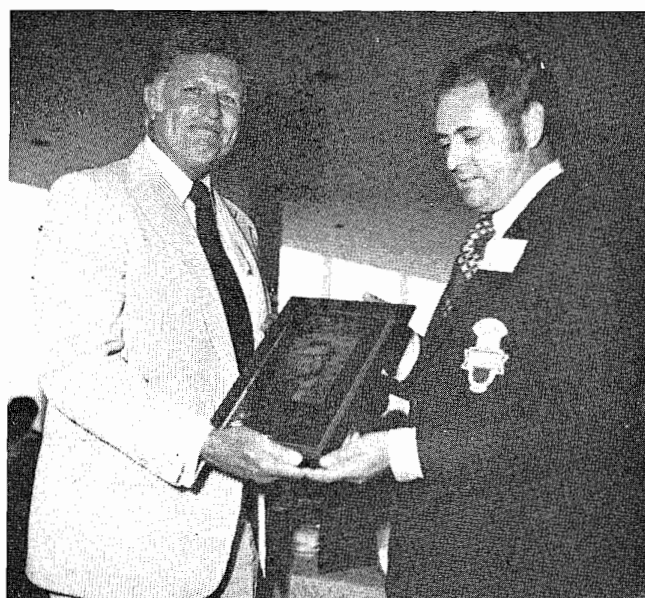
Original KFNG-Coldwater, Miss. equipment in the Radio Museum, on display in Old Capitol Building in Jackson, Miss.



Jim Buffington-WMPA-President MBA; Lt. Gov. William Winter of Miss.; MBA Vice President Phillip Brady, WAPF-McComb, at the historical dedication of the Marker, Aberdeen, Miss. [1975]



Ken Bailey [L] Vice President of MBA, WBKH-Hattiesburg, Joe Berryman-Hattiesburg; Miller Abraham-WESY-Leland, shown during the presentation of the "Mississippian of the Year" MBA award to Joe Berryman, MBA Convention 1975.



Dr. Paul Stevens receives an Honorary Membership [MBA] from Jim Buffington-WMPA-President of MBA at the Convention, 1975.



Bob McRaney [L] Former Executive Secretary MBA, presents an Honorary Membership in MBA to Col. Al Key, famed aviator and holder of World's Flight Endurance Record-MBA Convention, June 1976.



Jim Buffington [L] WMPA-Aberdeen, President MBA, presents special Honorary Membership to Duncan Whiteside, Dir. Radio-TV, Dept. University of Miss. MBA Convention 1975.



Officers of MBA 1975-76

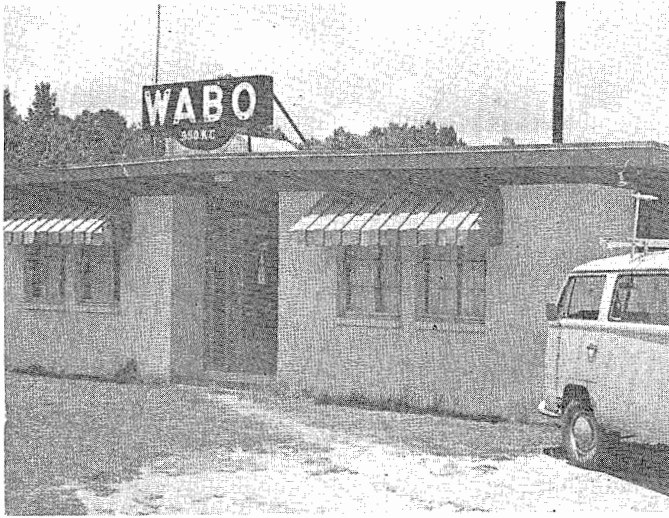
[L-R] Ken Bailey, WBKH-Hattiesburg, President of MBA-1975-76; Phillip Brady-WAPF-McComb, 1st Vice President MBA; Chuck Cooper-WACR-Columbus, 2nd Vice President MBA; F. M. Smith, Sr.-WLAU-Laurel, Secretary-Treasurer MBA.



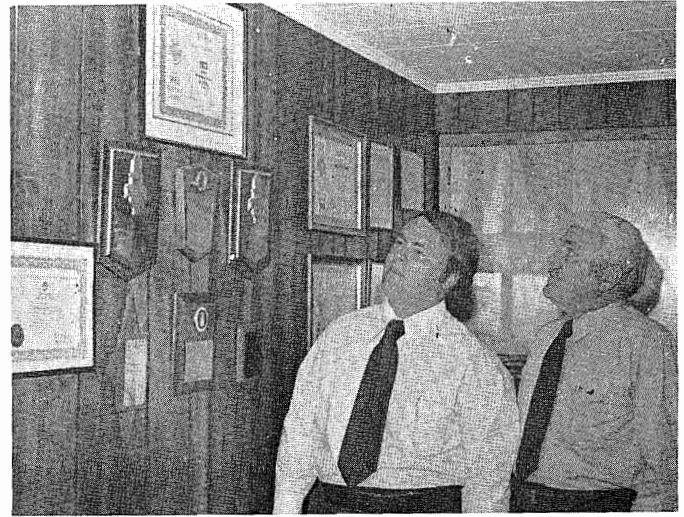
The cooking team of the Department of Agriculture and Commerce - barbecuing chickens for the MBA "Great Gatsby" party-Sheraton, Biloxi. [Ed McRaney-former Manager WROB-West Point, 2nd from right]. [June 13, 1975]



Evelyn Lowery at the console of the recording studio-Mississippi State University. [1975]



The Studio-transmitter-office building of WABO AM-FM, Waynesboro, Miss. [1975].



Bill Martin, Jr. [left], and Bill Martin, Sr. inspect the awards won by WABO AM-FM, Waynesboro, Miss.

1976

America was celebrating its 200th Anniversary. . .the Bi-Centennial year. It was made to order for every type of program, promotion, observance, music and song, stunts and gimmicks, all patterned to make radio in 1976 a "giddy" one, replete with the brainchilds of every Radio and Station manager and owner.

The news was geared to the spirit of the occasion. After all, it would be another hundred years before another such an occasion would present itself. Broadcasters in Mississippi made the most of it.

The year ended with eight AM-FM licenses being granted by The Federal Communications Commission. Those included: WBIP-FM-Booneville, January 15, 1976; WMRQ-FM, Brookhaven, July 29, 1976; WWLM-FM-Canton, Jan. 7, 1976; WVIM-FM-Coldwater; WFTA-FM-Fulton, August 19, 1976; WGUD-FM-Pascagoula-Moss Point, June 1, 1976; WKPG-AM-Port Gibson, November, 1976; and WONA-FM-Winona, Jan. 5, 1976.

Some of these stations were undoubtedly constructed and given program test authority in 1975, however the licenses were not issued until the dates shown above.

1976 marked a year of frenzied activity in the broadcast industry within the State. To begin with, the Mississippi Broadcasters Association started the year with a successful Sales Conference in Jackson with nearly 150 broadcasters, ad men, salesmen and participants on hand at the LeFleur's Convention Center.

Officers and Board members, friends and families, were the honored guests at Disneyworld in Florida, hosted by Charles Ridgway, Director of Publicity, and Louise Gerow, and their staffs. The children especially had a great time meeting such famous Disney characters as Mickey Mouse, Minnie Mouse, Donald Duck and others. The MBA Board held an official meeting while on the two-day trip.

Another highlight of the year was a conducted tour and briefing at the Meridian Naval Air Station near Meridian, with Don Partridge of WDAL as escort and host.

Broadcaster activity reached an all-time high with a trip to Washington, D.C., a meeting with the Mississippi Congressional Delegation, a surprise invitation for a V.I.P. briefing on world affairs at the old State Department Building; a last minute invitation to the Rose Garden of the White House to witness President Gerald Ford signing the 1976 National Highways Act; a personal meeting of the group with President Ford, who was extended an invitation to speak to the MBA Convention in June.

The Officers and Board of MBA made a spectacular news gathering flying trip to the Pensacola Naval Air Station in Pensacola, Florida, at the invitation of the Public Relations Department of the Navy, through arrangements made by Mississippi Congressman G. V. "Sonny" Montgomery, Jack Vance and other members of his Washington staff, accompanied the group to the facility. The overnight stay was highlighted by a dinner and reception. The next day the group went aboard the WW II carrier "Lexington", for a cruise into the Gulf to observe naval flight activity and training aboard a carrier at sea. The group was airlifted from the deck of the carrier either by military aircraft catapult or by giant helicopters for the trip back to land. It was just such activity which heightened interest in the MBA among new stations being built in the State, and rekindling Association interest among all member stations and their families.

At the 1975-76 Convention at the Sheraton in Biloxi, ninety-five stations and 664 people were on hand for the Association's most outstanding convention ever.

Charlie Pride, the sensational recording artist from Sledge, Mississippi, became the first Black ever to be awarded the coveted "Mississippian of the Year" award by The Mississippi Broadcasters Association. Charlie and his family arrived at the convention early and participated in every event. An impromptu and unscheduled concert by Charlie at the Costume Party, was one of the delights of the convention. Charlie was made an Honorary Member of Governor Finch's staff of Colonels, as well as being made an Honorary "Colonel MIM" member by Neil Cirlot.

President Gerald Ford and Mrs. Ford visited Jackson, Miss. on July 30th, and the President accepted a plaque making him an Honorary Member of The Mississippi Broadcasters Association. Presentation was made by MBA First Vice President, Chuck Cooper of WKOR-Starkville.

Bob McRaney, Sr., longtime Executive Secretary of The Mississippi Broadcasters Association retired, effective December 31, 1976. He was succeeded by Ray Butterfield, former manager of WLOX AM-TV-Biloxi.

On September 18, the Officers and Board Members were guests of The University of Mississippi for a briefing and tour of the Media Center, the football game between Ole Miss and Tulane and a campus picnic lunch.

Hugh Oliver Jones, 84, one of the originators of The Mississippi Broadcasters Association, owner of several Mississippi stations, died on Sept. 27. He was a lifetime member of MBA and Past President (1944).

Other interesting sidelights, changes and additions occurring in the broadcast industry in Mississippi during 1976 included: WNAT-WQNZ-Natchez, with Manager Marie Perkins leading, raised \$1,210.54 to erect a traditional Christmas Tree in downtown Natchez, after the original sponsor was unable to pay for the installation, in 1976. Wynn Hott, formerly of Washington, D.C., became Manager of WRBC in Jackson and converted it into an "all news station". Bobby Williamson joined the sales staff of WNLA-Indianola. Mel Ceugas was named manager of WCIS AM-FM-Pascagoula. Jim McAllily, formerly with WJQS-Jackson, moved to WZZQ-Jackson in sales. Mrs. Mat Moore became Manager of WPUP-Bay St. Louis. Jim Williams replaced Jim Reese as Manager of WGCM when Reese moved to Shreveport to manage his new station, KFLO.

Jim Buffington was managing WAMY-WAFM in Amory, having switched from WMPA-Aberdeen. Bill Monaghan was named Manager of Sales at WAMY-WAFM.

Bob Shipley, veteran representative of The Associated Press for Mississippi retired and was succeeded by Paul Freeman. WQMA-Marks applied to transfer license to Robert P. Hansen for \$56,000.00.

Bob McRaney, Sr., retiring Executive Secretary of MBA made a detailed tape recording of the history of Radio in Mississippi during an interview with Michael Garvey, head of the Mississippi Oral History Dept. of Mississippi for the University of Southern Mississippi. The tape became a part of the overall permanent oral history of many industries in the State.

Chuck Burgess of WCIS AM-FM-Pascagoula, returned as Manager of WABO-Waynesboro. George Shurden, manager of WKDL-Clarksdale, returned as Manager of WCLD AM-FM-Cleveland. Frank Stenger, formerly of Columbus was the new manager at WKDL-Clarksdale. Uler Jay Gilbert was named new manager of WDSK-Cleveland. Orbie Medders was named United Press International Regional Manager for Mississippi. Canton Broadcasting Company sold WMGO-Canton to Glynn F. Holland, Herbert D. Knotts and others, for \$66,857.00.

Charles Ridgway, Director of Publicity for Disneyworld in Florida, was made an Honorary Member of the MBA during the broadcasters visit to the world famous theme park near Orlando. Louise Gerow of the publicity staff was given a portable radio by the grateful visitors.

WJPR-Greenville joined the CBS radio network.

Mid-South Media, Inc. applied for a new standard station in Pearl.

WVMI-Biloxi was granted permission to change facilities from daytime to full time operations.

Don McBride was a featured entertainer at the MBA Convention in June.

WCLD-Cleveland, became the first Mississippi station to originate a live broadcast from Madison Square Garden, New York, when Stan Sandroni with Memi Cefalu, were on hand as the Delta State Lady Statemen played in a basketball tournament, winning the AIAW Championship.

Louis Hopper, one of the new owners of WAPT-Jackson, was named General Manager of the television station. Charles Hendrix and John Stuckey of WJTV-Jackson, were given the award for "Distinguished Sales" in Jackson, sponsored by the Jackson Sales and Marketing Club.

Calvert "Doc" Malone, announcer for WBAD-Greenville, was murdered while on duty on Easter Sunday, 1976.

WKKY were the new call letters assigned by the FCC to WCIS-Pascagoula-Moss Point.

Bud Norval, longtime radio and TV personality in Hattiesburg, and employed by WDAM-TV died of a heart attack. Eddie Fritts, head of the Fritts stations in Mississippi, was named to the NAB Code Board.

Mr. and Mrs. Shaw Sistrunk won the Bi-Centennial Costume and Waltz contest at the MBA Convention in June.

Gulf Coast artist, Grover C. Stewart, presented a delta scene painting to Charlie Pride, "Mississippian of the Year" at the convention in June. Bob O'Brien became manager of WWUN-Jackson. WPMP requested permission to install a directional antenna and increase power to 5 KW and increase WPMO-FM to 100,000 watts.

Glenn Murphy was selected as Manager of WGUD-FM -Pascagoula.

The Officers and Directors of the MBA made a flying trip to Denver, Colorado, to inspect the plant of Western Electric Co.; the Air Force Academy at Colorado Springs; and the underground facilities of the North American Air Defense Command at the base of Cheyenne Mountain. While in Colorado Springs, the group was conducted on a tour of KKDT-TV, owned by the Capitol City Broadcasting Company of Jackson. Owens Alexander and Mac Sepaugh were the escorts. The group was hosted by South Central Bell, and also David M. Segal of Denver, owner of WGVM-WDMS-Greenville. During the trip the Broadcasters surprised Spence Dye, head of the Marketing Dept. of South Central Bell, with a party honoring his twenty-five years with South Central Bell, as well as his birthday.

F. M. Smith, Sr., WLAU-Laurel and second Vice President of MBA, was named a member of the Mutual Affiliates Advisory Committee.

Aubrey Cullom was named Manager of WLOX-Biloxi and Chuck Burgess was made Sales Manager.

Mrs. Paul Woodfin was named manager of WPUP-Bay St. Louis.

Ron Moseley succeeded Frank Stenger as Manager at WKDL-Clarksdale.

Herman Kelly took over as Manager of WECP-Carthage.

Forrest C. Morris was named acting director of The Mississippi Authority for Educational Television, replacing Bill Smith.

Mrs. Peggy Raines was named manager of WMLC-Monticello.

Dr. Richard Haynes was the new director of the Radio and TV Department at The University of Mississippi.

J. D. Buffington and R. D. Miller applied for 1190 KC, 1 KW day, at Aberdeen.

Carroll F. Jackson and Rayvon Smith applied for 1580 KC, daytime at Centreville.

J. Boyd Ingram, Roy Harris, David C. Blossman, requested a new FM station for Starkville.

Colon Johnston sought a new FM station for Carthage.

Bob Nations was named new Manager of WJFR-FM-Jackson.

Chuck Cooper, formerly with WJDX-WZZQ-Jackson; WCBI-TV-Columbus and WACR-Columbus, took over as General Manager of WKOR-Starkville, on October 1, 1976.

An airplane spraying mosquitoes during early evening in Clarksdale, struck the tower of WJBI-FM, careened into nearby houses, killing four people, including the pilot. Although the tower was bent, WJBI managed to stay on the air.

The MBA conducted a Program Seminar in Jackson on Oct. 30.

Steve Davenport, became manager of WDSK and WDLT in Cleveland. He formerly served with WSWG in Greenwood.

Mrs. Wiley P. (Grace) Harris, died Nov. 15 at her home in Jackson. The late Wiley Harris, her husband, was one of the originators of The Mississippi Broadcasters Association, a Lifetime member, and Past President and formerly manager of WJDX AM-FM in Jackson.

Phillip Brady-WAPF-McComb was named President of The Mississippi Broadcasters Association at the June Convention to serve the 1976-77 term.

Thus ended one of the most illustrious years of broadcasting in the history of Mississippi.



Gov. Cliff Finch pins a Colonel's Staff Pin on entertainer and "Mississippian of the Year", Charlie Pride, at the MBA Convention.



Ken Bailey-WBKH-Hattiesburg [L]-President MBA 1975-76 Convention-presents the "Mississippiian of the Year" award to Charlie Pride, Sledge, Miss.



Mississippi recording star-Charlie Pride-Sledge, Miss. entertains at the MBA Convention-1976. Charlie was chosen "Mississippiian of the Year" at the 1975-76 Convention.



Kitty Abraham [WESY-Leland]; Charlie Pride-MBA's "Mississippiian of the Year" and Miller Abraham-WESY-Leland, at the MBA Convention [1976], Biloxi, Miss.



Ken Bailey, MBA President, makes Mississippi Gov. Cliff Finch an Honorary Member of MBA, Biloxi [1976].



**MEETING OF MBA OFFICERS AND EXECUTIVE BOARD
WBKH RADIO-HATTIESBURG, MISS. DEC. 8, 1976**

Left to right: F. M. Smith, Sr.; Joel Netherland; Wayne Vowell; Marvin Reuben; Chuck Cooper; Bob McRaney, Sr.; Howard Cole; Phillip Brady; Marie Perkins; Ray Butterfield; Ken Bailey; Don Partridge; Blue Majure.



Ray Butterfield, retired General Manager of WLOX AM-TV-Biloxi [L] succeeded Bob McRaney, Sr., of West Point, as Executive Secretary of the Mississippi Broadcasters Association Dec. 26, 1976.



[L-R] Ron Nessen, Press Secretary to President Ford; Chuck Cooper, Columbus 1st Vice President, MBA, Jackson, Miss., July 30, 1976.

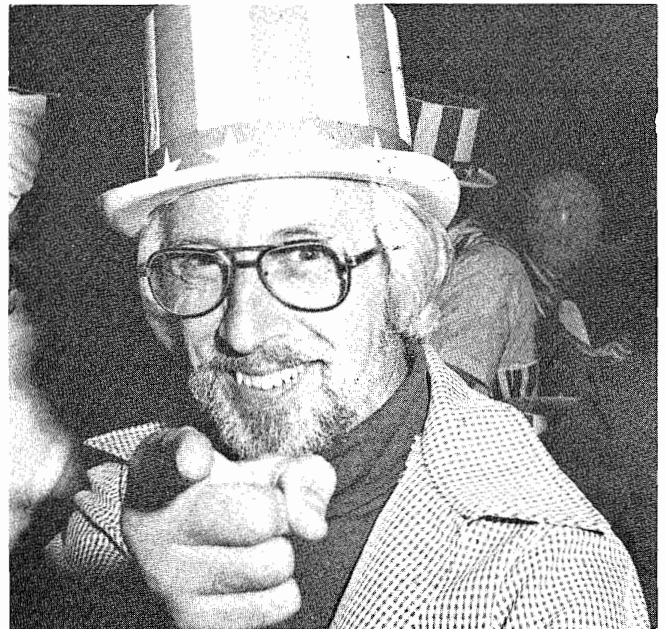


Presentation of Honorary Membership in MBA, Jackson, Miss. [1976]

Mrs. Gerald Ford [L]; Marie Perkins-WNAT-Natchez [MBA Board Member]; Chuck Cooper-WACR-Columbus, MBA Vice President; President Gerald Ford [R], Ramada Inn, Jackson, July 30, 1976.



The Mississippi Broadcasters Association Honorary Membership Plaque was presented by MBA to President Gerald Ford-Jackson, Miss. July 24, 1976.



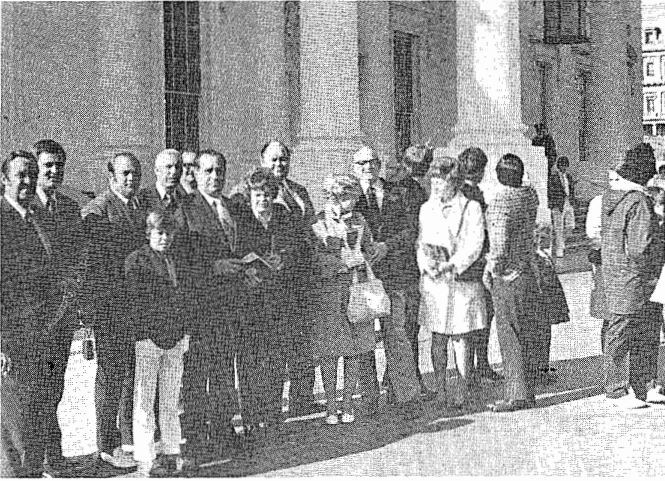
Jack King-Gen. Manager-Vice President-WROB-WKBB-West Point-imitates U.S. Army Recruiting poster during Centennial events at MBA Convention-1976.



[Left] Minnesota U.S. Senator Hubert H. Humphrey greets MBA President Ken Bailey-WBKH-Hattiesburg-at the NAB President's Luncheon-Mayflower Hotel-Washington, D.C. May 1976. [Jack Mazzie, President of the Illinois Broadcasters Association-in center]. Senator Humphrey was the guest speaker at the NAB sponsored State President and Executive Secretary Meeting and Luncheon.



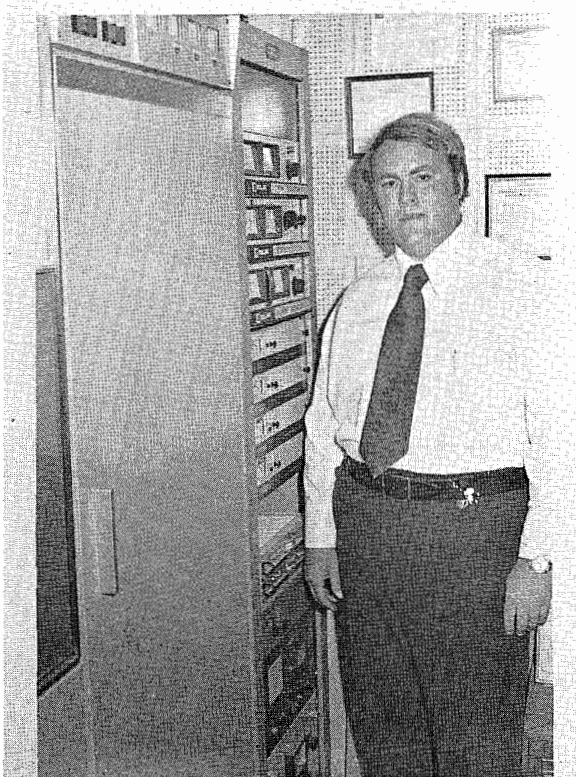
Mississippi Broadcasters Association Officers and Board Members and guests [NAB State Presidents & Executive Secretary Conference], May 5, 1976, with President Gerald Ford in the Rose Garden at the White House, Washington, D.C. Left to right—Jewel Bailey-WBKH-Hattiesburg; Pete Ferguson-WLAU-Laurel; Marvin Reuben-WDAM-TV-Hattiesburg-Board Member; Helen McRaney-WROB-West Point; F. M. Smith, Sr.-WLAU-Laurel; 2nd Vice President MBA; President Gerald Ford; Lee Dicks Perkins-WNAT-Natchez; Marie Perkins, WNAT-Natchez; MBA Board Member; Ken Bailey-WBKH-Hattiesburg-President of MBA; Chuck Cooper-First Vice President MBA; Miller Abraham-WESY-Leland-Board Member; May 5, 1976 [White House Security Guards in background].



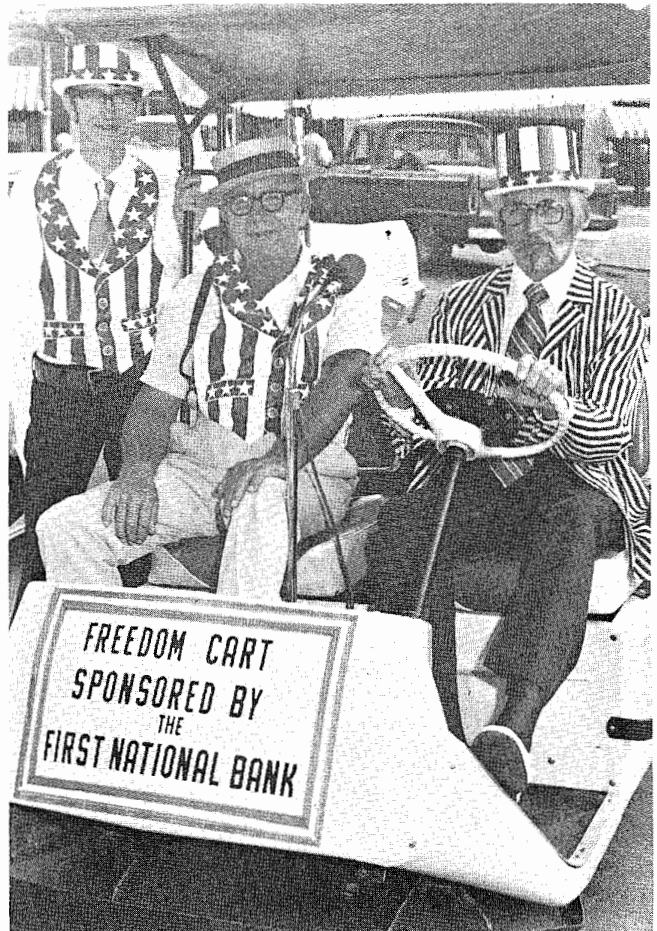
MBA Officers and Board Members visit The White House, Washington, D.C., 1976.



[L-R] Bob McRaney, Sr., Executive Secretary, Miss. Broadcasters Association-West Point; Helen McRaney-West Point-WROB; Martha Dale Fritts-WNLA-Indianola; Eddie Fritts-WNLA-Indianola, past president, MBA, snapped during the NAB Congressional Reception in Washington, D.C. May 3, 1976.



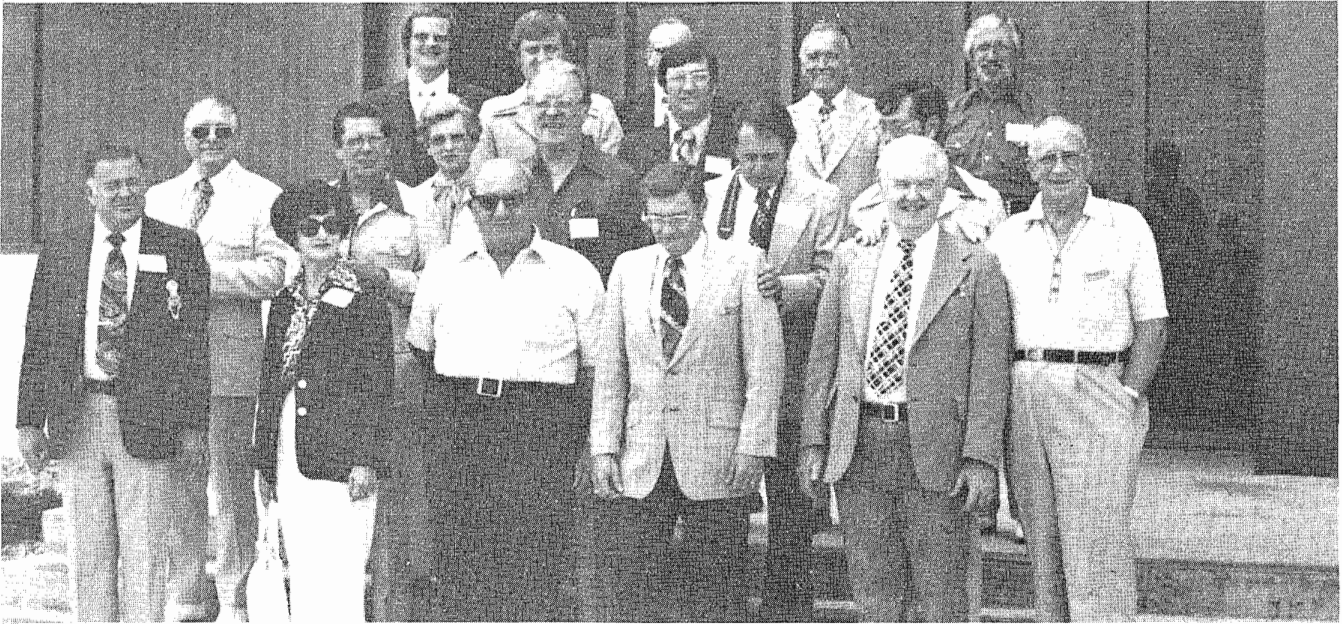
Owner-Manager and Past MBA Board Member-Bill Martin, Jr., shown with the new WABO-FM transmitter. Waynesboro, Miss. [1976]



Charlie Griffin, Jack Dalton and Jack King, WROB-West Point, originate a 1976 celebration broadcast from golf cart mobile unit, West Point, Miss., during a parade in the downtown section.



Officers and Board Members, plus past presidents of MBA, shown in front of the famed Air Force Academy Chapel, Colorado Springs, July 19, 1976. [L-R] Kneeling, Howard Cole-WHOC-Philadelphia, MBA Parliamentarian; F.M. Smith, Sr.-WLAU-Laurel; 2nd Vice President, MBA; First row [standing L-R] John Bell-WCMA-Corinth, past president; Ernest Bowen-WELO-Tupelo-past president; Marie Perkins-WNAT-Natchez-Board Member; Fannie Mae Cothran-WXTN-Lexington-past president; Ken Bailey-WBKH-Hattiesburg, past president; Miller Abraham-WESY-Leland; Al Propst-Executive-South Central Bell-Jackson; Joe Phillips-WSSO-Starkville, past president; Back Row [L-R] Phillip Brady-WAPF-McComb-President MBA; Granville Walters-WNSL-Laurel-past president; Don Partridge-WDAL-Meridian, Secretary-Treasurer-MBA; Chuck Cooper-WKOR-Starkville-1st Vice President MBA; Wayne Vowell-WVMI-Biloxi-Board Member; Joe Carson-WOKK-Meridian-past president; Jack King-WROB-West Point, past president; Jim Buffington-WAMY-Amory, past president. [1976]

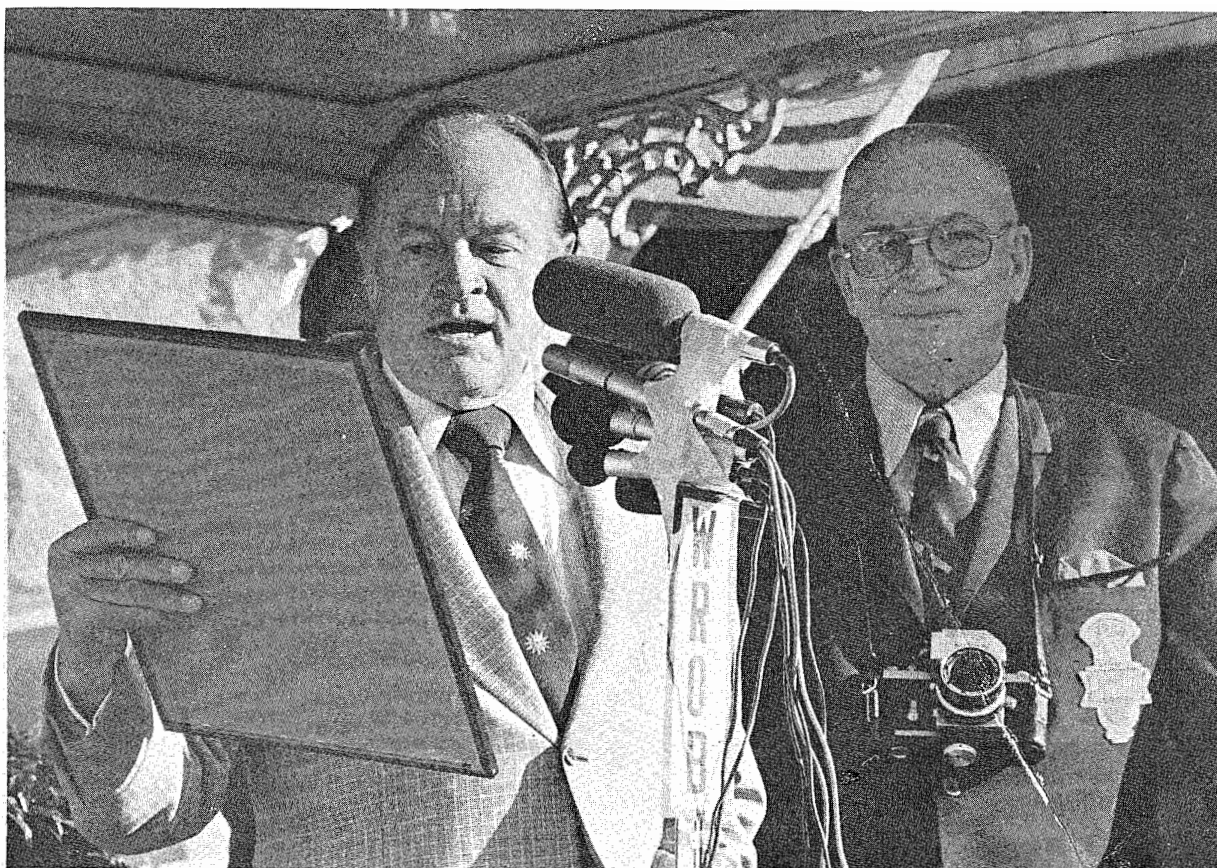


Front row-Standing [L-R], Phillip Brady, WAPF-McComb, President, MBA; Marie Perkins-WNAT; Miller Abraham-WESY-Leland; Al Propst-Executive South Central Bell-Jackson; Jack Custy-General Manager, Western Electric Co.; Bob McRaney, Sr.-WROB-Executive Secretary, MBA. 2nd row [L-R] Granville Walters-WNSL-Laurel; Joe Carson-WOKK-Meridian; Fannie Mae Cothran-WXTN-Lexington; F. M. Smith-WLAU; 2nd Vice President, MBA; Jim Buffington-WAMY-Amory, Past President; Don Partridge-WDAL-Meridian; SEC-Treas. MBA; Third row [L-R] Chuck Cooper-WKOR-Starkville; Ken Bailey-WBKH-Hattiesburg-past president MBA; Howard Cole-WHOC-Philadelphia-MBA Parliamentarian; Wayne Vowell-WVMI-Biloxi; Laren Marley-Dept. Head Public Relations, Western Electric; Jack King-WROB-West Point, Miss. The group had just inspected The Western Electric plant near Denver, Colorado. [1977]



[L-R] Ken Bailey-WBKH-Hattiesburg, past president, Miss. Broadcasters Association; Owens Alexander-Vice President-General Manager, WJTV-Jackson; Phillip Brady-WAPF-McComb, President, MBA; George Jeffrey-Vice President-General Manager KTTV-Colorado Springs; L. M. "Mac" Sepaugh-Assistant Board Chairman-Capitol Broadcasting Co., Past President, MBA.

Capitol Broadcasting Co., which owns WJTV and KTTV, acted as hosts to the officers and board of MBA during a tour of KTTV facilities at Colorado Springs, Colo.



Bob Hope reads a certificate making him "Honorary Mayor" of West Point, Miss. during his visit to The McCharen Airport in West Point, Jan. 30, 1976-broadcast from WROB-WKBB Mobile Unit. Bob McRaney [r], owner of WROB-WKBB radio stations, was Master of Ceremonies. Over 1,000 people were on hand to welcome Hope to West Point.

The Bob Hope Show was presented at Humphrey Coliseum at Mississippi State University-attended by 12,000 people.

1977

Radio frequencies, both AM and FM, were becoming scarce in Mississippi in 1977, and only three new stations were licensed by the FCC during the year. They were: WZZB-FM-Centerville, Nov. 21, 1977; WGUF-FM-Gulfport, July 13, 1977; and WIXO-FM-McComb, November 1977.

Several significant events occurred in broadcasting, during the year, with full participation by the broadcasters. Many were news-making occasions, well covered by the alert radio and TV stations.

The Mississippi Broadcasters held a Sales Conference on January 22nd, in Jackson, under the direction of F. M. Smith, Sr., first Vice President of MBA.

U.S. Senator John C. Stennis (Miss.) was presented a special plaque of appreciation by the MBA during a Press Conference at LeFleur's Restaurant. The presentation was made by MBA President, Phillip Brady.

Eighteen Broadcasters attended the press conference. Senator Stennis makes an annual appearance in Jackson, which he calls "An Accountability Report" to the people of Mississippi.

Bob Shipley, who represented The Associated Press as Regional Manager, including Mississippi, and a pioneer broadcaster, who retired in 1976, passed away at his home in Shreveport, La., on December 19, 1976.

Leon Long was appointed Manager of WLOX in Biloxi.

WNLK-FM-Columbus, an educational station, began broadcasting.

Charlie McAlexander, sports director at WLBT-TV-Jackson, was named sports director for WREG-TV-Memphis, Tenn.

Eddie Fritts, WNLA-Indianola, was elected by NAB-Washington, to the Radio Board of Directors, representing Class D, at-large markets.

WGCM-Gulfport celebrated 49 years of broadcasting. Mayor A. W. Lang, Jr., Mayor of Gulfport, declared January 28th as "WGCM Day".

WIGG-Wiggins was sold by Clinco, Corp. to Joe Waddell, Ed Condriff, and Sharon Patterson, for \$75,000.00.

Bob McRaney, Sr., retired former Executive Director of MBA, was named a full Colonel on Governor Cliff Finch's staff. The ceremonies took place in the Governor's office in the Capitol in Jackson.

Thomas L. (Tommy) Wilkerson, for many years director of the Radio-TV department of the Mississippi Cooperative Extension Service at Mississippi State University and conductor of a long series of farm broadcasts and telecasts, retired January 31, after more than 26 years service.

WDAL-Meridian, changed call letters to WJDQ.

Bob Neblett, who directed the "Weather Program" on WJTV-Jackson for 23 years, under sponsorship of "Reddy Kilowatt", retired. It was believed to be the longest association with the same sponsor in the history of TV in Mississippi. Bob and his wife, Katie, also celebrated their 40th wedding anniversary.

Don Dalton was named as the new manager of WONA AM-FM-Winona.

An ice storm in central Mississippi caused considerable damage to property, creating a loss of power, and several radio stations were temporarily disabled. Broadcast stations were rated along with hospitals, the police and sheriff's offices, on the priority for restoration of power service during the emergency.

Sales of television sets to dealers rose 12.6% in 1976. AM and FM radio set sales to dealers amounted to over 28 million. Automobile radio set sales were up 34.7% in 1976.

Al Godwin, veteran radioman and TV film salesman, brother of Charles Godwin, Director of Station Relations for the Mutual Broadcasting System, and a native of McComb, Miss., died Feb. 6th of an apparent heart attack. He was 59.

Ray Butterfield, Executive Secretary of the MBA, was named by Governor Cliff Finch to be an Advisory member of The Mississippi Trade Mart Commission.

James E. Reese, past President of MBA and former owner of many radio interests in Mississippi, sold his station, KFLO-Shreveport, La., to Nor-Max Broadcasting for \$210,000.00. Reese planned to return to the Mississippi Gulf Coast.

Covington County Broadcasters, Inc. applied for a new FM station for Collins, Miss.

WKOR-Starkville, was sold by Ken Irby to Charisma Broadcasting Co., (Chuck Cooper, Wanda Cooper, Don DePriest, and George E. Donovan, III). Sales price was \$256,000.00.

WKOR lost its 390 foot tower during a windstorm in Starkville. A new tower and transmitter site was located east of Starkville.

Charlie Hicks, General Manager of WTWV-TV-Tupelo, and Frank Sumrall, General Manager of WAML-Laurel, and a Past President of MBA, (1968), both had open heart surgery, recovered and returned to duty.

A macabre incident took place in the First Baptist Church in Biloxi, during a telecast of the Easter morning services over WLOX-TV-Biloxi, when Dr. Ford Dawson, a psychologist of Gulfport, mounted the pulpit and shot himself in the head in an unusual attempt to commit suicide during a live telecast. Dr. Dawson died a few hours afterwards. He was 52.

Don Neil, veteran broadcaster, was named Sales Manager of WAPT-TV-Jackson.

The Capitol Broadcasting Company, Inc., operators of WJTV-WSLI-WJFR-in Jackson, completed construction of new and enlarged facilities. The work was under the supervision of Owens Alexander, General Manager, L. M. "Mac" Sepaugh was honored with a birthday party in the Conference Room of the new facility. Mr. Sepaugh observed his 75th anniversary. He was one of the organizers of The MBA in 1941.

WLBT-TV-Jackson, became the first Mississippi station to win the coveted Peabody Award. The award was given for the program entitled, "Power Politics in Mississippi".

Joe Tynes of WJTV-Jackson, was awarded the "Distinguished Salesmen's Award" by the Sales and Marketing Executives Club of Jackson.

The June 2-4 MBA Convention, directed by Vice President F. M. Smith, Sr., was termed a complete success. Dana Andrews, native Mississippian from Dont, Miss., was named the "Mississippian of the Year". He was also named to the "Mississippi Entertainment Hall of Fame", by Governor Cliff Finch. Andrews was given a beautiful tempera painting by Gulf Coast artist, Emmett Thames.

Special honors, and a plaque naming her an Honorary Member of the MBA, went to Margaret Wade, Coach of the Lady Statesmen Basketball team of Delta State University. Her teams attracted nationwide attention by winning several championships and tournaments.

Owen Cooper, outstanding lay religious leader, businessman and head of The Mississippi Chemical Company, Yazoo City, was also cited and was presented with a plaque, naming him an Honorary member of The MBA.

Margita White, member of the Federal Communications Commission, Washington, D.C. was a featured speaker at the convention.

William B. Ray, Chief of The Complaints Division of the FCC was also a participant, along with William J. Simpson, Inspector-in-Charge of the FCC office in New Orleans. Paul Ott was an entertainer on the program.

One of the surprises of the convention was a well kept secret until the final awards banquet. Bob McRaney, Sr., veteran of 50 years broadcasting, and for 18 years Executive Secretary of the MBA, and one of the originators of MBA in 1941, and a lifetime member, was completely surprised by a "This is Your Life" type presentation, during which McRaney was awarded a special plaque. A number of former employees and associates returned for the special occasion, including Birney Imes-Columbus; Dick Crago-Florida; Jimmy Evans and Mr. and Mrs. Gene Tibbett-Mobile; Col. and Mrs. Joe Windham of Picayune; Bob and Carol Chisholm, Bob and Cissy Juden of Memphis; Jack King-West Point; Jim Buffington-Amory; Bob Loflin of Nashville; Mr. and Mrs. Bill Martin, Sr., Waynesboro, and others, plus members of McRaney's family.

In addition to the plaque, presented by MBA President Phillip Brady, McRaney was also presented several mementoes, including a large scrapbook containing messages from well wishers, telegrams, several cartoons, and large montage painting, depicting various stages of his career ranging from 1926 to 1977. The painting was by Helen Phillips of Starkville.

Following the banquet, the McRaneys were hosted by the Management and staff of South Central Bell of Mississippi in their large suite in the Sheraton, where Bob and Helen received the guests and the party continued into the wee hours.

President Jimmy Carter paid a visit to Yazoo City, Mississippi, at the invitation of Mississippi Industrialist, Owen Cooper. The President appeared at one of his "Town Meeting" type gatherings, and spent the night with a local family in Yazoo City. Radio and TV stations combined their efforts for complete coverage of the visit of the President. The event took place on July 21.

W. J. "Bill" Martin, Jr., owner and operator of WABO AM-FM-Waynesboro, passed away at his home of a heart attack. He was 32. Bill was an avid broadcaster from his youth. He served on the Board of MBA and handled many committee assignments during his career.

WGUF-Gulfport, began broadcasting July 12, as a Mutual Network affiliate.

Signal America, Inc., made application for a new station in Pearl, 1190 KHZ, 1 KW day.

An event which shook the entire world of entertainment, occurred on August 4, 1977, when "The King", Elvis Presley, a native of Tupelo, Miss., died at his home, Graceland, in Memphis, Tenn. He was 42. Thousands came to Memphis for the funeral. Presley's home in Tupelo became a shrine to millions. He was one of the most sensational artists in the history of the world, with records selling into the millions, dozens of movies and innumerable TV appearances. He was in constant demand for personal appearances.

Elsewhere in this book (during the 1956 period), there appears photo-story on Elvis' early days in Tupelo, before he hit the big time.

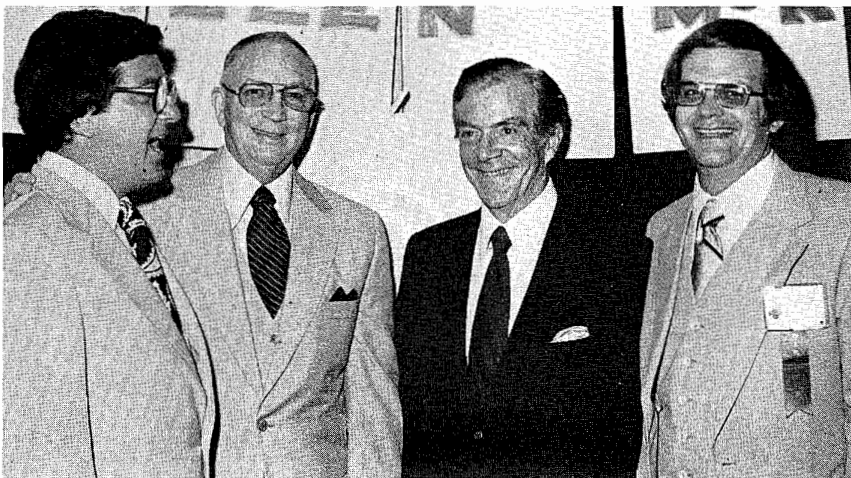
WBKN-WGOT-Newton, was sold by Robert Tatum to Destiny Broadcasting for \$120,000.00.

George E. Donovan, III, joined WAPT-TV-Jackson as Chief Engineer.

WESY-AM-Leland was sold by Anthony E. Zuccaro and Mrs. Marie Perkins of Natchez to PTC, Inc., for \$150,000.00 plus \$5,000 not to compete. F. M. Smith, Sr., sold WLIQ (AM)-Mobile to WLIQ Radio for \$350,000.00.

All in all, it was a good year from a business standpoint for radio and TV all over the nation. The industry showed a 34% increase from 1975.

Chuck Cooper-WKOR-Starkville, served as President of MBA 1977-78.



L-R Bob McRaney, Jr., - WWBT-Richmond, Virginia-past president of MBA, and former General-Manager WLBT-WJDX-AM-FM-Jackson; Bob McRaney, Sr., retired Executive Secretary, Miss. Broadcasters Association; Dana Andrews - native Mississippian-Hollywood-and "Mississippian of the Year" 1977; and Chuck Cooper-WKOR-Starkville-incoming president of MBA, photographed at the retirement party given by South Central Bell honoring Bob and Helen McRaney-June 4, 1977.



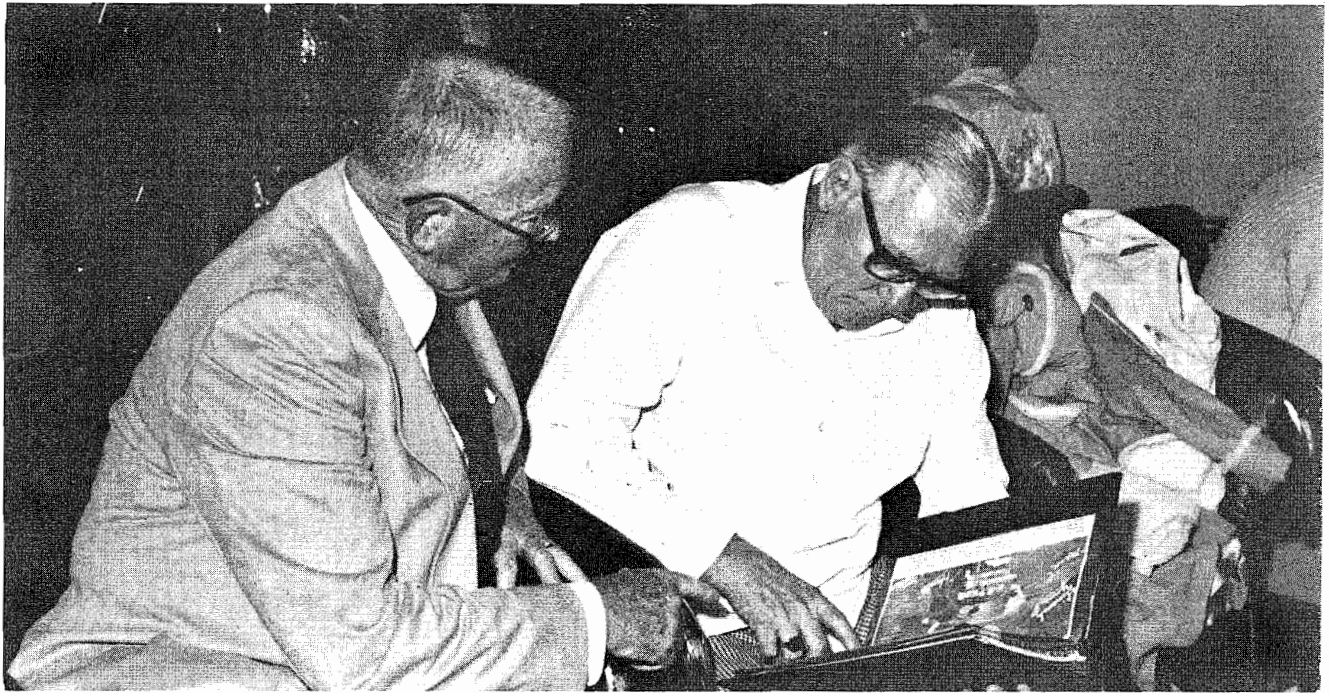
Mississippi Congressman [now U.S. Senator] Thad Cochran, [left] greets MBA's "Mississippian of the Year", Dana Andrews-Hollywood, at the MBA Convention in Biloxi, June 4, 1977.

Bob McRaney, Sr. [left] and wife, Helen, accept thanks for a "surprise" retirement party staged during the 1977-78 MBA Convention in Biloxi. McRaney holds a plaque given by the MBA, recognizing 18 years service as Executive Secretary of MBA.



The management and staff of South Central Bell of Mississippi shown at the party given by South Central Bell during the June MBA Convention [1977], honoring Bob and Helen McRaney, Sr., West Point, Miss., upon their retirement.

[L-R] Spence Dye-General Marketing Manager; Al Propst-General Marketing Supervisor; Chet Wells-Marketing Special Services; Juanita Dicken-Service Representative; June Scott-Assistant Manager; Lila Luke-Service Representative; Susan Wooley-Service Representative; Evelyn Tew-Service Representative; Frances Luke-Service Representative; John Mobley-Vice President-General Manager of the Mississippi Area South Central Bell Co.



Bob McRaney, Sr. [L]-Author of "The History of Radio in Mississippi", and [Ralph] Kelly Maddox-early day announcer at WQBC-Vicksburg and WJDX in 1929-look over photos to be used in the book, during a visit the author made to Dallas to interview Maddox, in 1977.

1978

The Mississippi family of FM radio stations increased by five, in 1978, with the licensing of the following: WACR-FM-Columbus; WKNZ-FM-Collins; WECP-FM-Carthage; WZZB-Madison; and WBBI-West Branch.

With the year 1978, we bring to a conclusion a summary of each year in radio, reaching back to 1916, through 1978.

Information of interest to broadcasters—past and present, historians and students of radio for 1978 include the following items, gleaned from official records and other sources of information: WJLJ-Tupelo, Miss., was sold by Town and Country Radio to North-East Radio, Inc., Eddie Fritts, for \$165,000.00. WRIL-FM in Grenada was assigned new call letters, WQXB.

A new station in Amory, Miss., 1520 KC, 500 watts, was granted to Brady and Jones Associates.

Gateway Broadcasting Company (WYAZ-Yazoo City), sold the station to Joel Netherland, who purchased the stock of H. B. Shaw.

Bob McRaney, retired Executive Secretary of MBA, was honored with the presentation of a plaque by John Groller, Director of Communications, Mary Holmes College, West Point, Miss. The plaque was in appreciation of the services of McRaney to the radio industry generally and to the West Point area specifically, including Mary Holmes College.

A longtime radio broadcaster, F. C. Ewing, owner and manager of WGCM-Greenwood, and a member of a family which held interests in many Mississippi stations, died in March of 1978. His son, Tom Ewing, was named manager of WGRM.

Phillip Brady, Past President of the MBA and General Manager of WAPF-McComb, was presented a plaque honoring his stations WAPF-WCCA-McComb for twenty-five years of broadcasting "The Baptist Hour", produced by the Southern Baptist Radio and Television Commission.

Chuck Burgess, formerly of WGUD-FM-Pascagoula, was named manager of WCBI radio-Columbus.

Holton Turnbough, Manager of WGUF AM-FM-Gulfport, was elected Secretary of the Gulfport City School Board.

WBLE-FM-Batesville, changed call letters to WWUN.

WTIG-AM-Jackson, was sold to Fogelman-Thomas Broadcasting by Radio One, (Eddie Holliday), for \$470,000.00.

George Borsari of Washington, communications attorney and consultant to MBA, was listed as a panelist at the MBA June Convention, along with C. Edward Little, President of The Mutual Broadcasting System, Mike Glazer, Attorney; Clifton Green, U.S. Weather Bureau; and John Mullaney, Communications Consulting Engineer.

Mary Ann Mobley, Mississippi's first "Miss America" and a star of radio, television and motion pictures, was named "Mississippian of the Year", and appeared in person at the MBA annual convention in Biloxi, Mary Ann, a native of Brandon, Miss., was accompanied to the convention by her movie star husband, Gary Collins, and daughter, Clancy.

In addition to Mary Ann, Robert Warren of Jackson, who settled the State Chartered Savings and Loan problem, and Mississippi native, Astronaut Fred O. Haise, Jr., first pilot of the command space shuttle vehicle, were named Honorary Members of The Mississippi Broadcasters Association at the convention.

Stormy weather across Mississippi did considerable damage to radio and TV stations. The tower of WCBI-TV in Columbus was toppled by a windstorm. WMBC-AM and WJWF-FM-Columbus, lost the FM antenna and a portion of the AM tower during another storm.

The receiving antennas and communications tower atop the WROB Building in West Point were blown down, but the storm did not affect WROB AM-WKBB-FM-West Point operations.

Ashton R. Hardy of New Orleans and Russ Withers of WMLX AM-FM-Mt. Vernon, Illinois, were panelists and speakers at the MBA Convention.

Bryan Fincher, RCA representative, gave a demonstration of AM-Stereo, one of the latest developments in radio, at the convention.

One of the features at the annual MBA Convention for many years, has been the Pioneers Breakfast, hosted by CSI Electronics and Bill Moats. The gathering of the early radiomen provided a good source of material for this book.

Inasmuch as 1978 represented the period of license renewal of stations, by the FCC, the MBA thoughtfully staged a License Renewal Clinic on August 26, to assist stations in preparing the mass of detailed information required by the Federal Communications Commission. Over two-thirds of the stations in the State were present.

Charles Godwin, native of McComb, and a former network announcer, later Stations Relations Director for The Mutual Broadcasting System, and the Washington area representative for Broadcast Music, Inc., retired in 1978.

Mary McDaniel was named Copywriter and Traffic Manager for WROB-West Point. Staff Announcers and newsmen at WROB-WKBB-West Point, included Steve Germany; Pat Quinn; Joan McMillan, and Mark Everard. Charles Griffin was special events director and announcer at WROB-WKBB.

WEXA were the new call letters for the FM station in Eupora.

WSWG-AM-FM-Greenwood, was sold to David B. Montgomery for \$65,000.00.

WRBC-AM-Jackson was sold to TAB Broadcasting Company for \$581,000.00.

TAB Broadcasting Co. of Jackson sold WKXI-FM-Jackson, to WLOX Broadcasting Company for \$334,702.00.

The American Society of Composers, Authors and Publishers revised their license fees required of broadcasters, by retaining the rate of 1.725% of a station's gross revenues, but raised the standard deduction from 5% to 15%, estimated to save the industry nationally from six to eight million, annually, in fees.

A group of broadcast executives flew to California for a tour of Universal Studios, Vandenberg Air Force Base and the Air National Guard Headquarters at Van Nuys, on August 14. The Mississippi Film Commission hosted a dinner attended by movie stars, producers and directors, before the group flew home. The stations relations department of NBC television hosted the group for a tour of Universal studios and several TV shows in production.

WNAU AM-FM-New Albany, was sold to Tallahatchie Broadcasting Corporation, for \$425,000.00.

WWYN-FM were the new call letters assigned to the FM station in Carthage, owned by Colon Johnston.

Richard "Dick" Crans, 63, regional representative of Broadcast Music, Inc., licensing division, and a former Mississippi Broadcaster, died October 9th at his home in Houston, Miss.

Dana Pratt, veteran Sales Manager of Broadcast Equipment Division for RCA, and well-known to every Mississippi broadcaster for many years, retired. He was retained as a consultant by RCA.

Miller Abraham, former Manager of WESY-Leland, and Board Member of MBA, was elevated to District Governor of District 30-C of Lions International.

Bill Felker became the new manager of WCBI-AM-Columbus.

James A. Keith was named Manager of WGCM-Gulfport.

Tom Reardon, formerly long-time manager of WROX-Clarksdale, was elevated to the position of General Manager of The Mid-South Network stations, with headquarters in Clarksdale.

The FCC announced it would begin court-ordered refunds of fees collected from broadcasters, to begin January of 1979. The total refund amounts to more than \$33 million.

WACR-AM-FM-Columbus, was sold by James W. Eatherton to Broadcast Associates, Inc. (Joe Davis and Bob Caldwell, Jr., partners) for \$325,000.00.

WJLJ-AM-FM-Tupelo, was sold by Eddie Fritts (North East Broadcasting Inc.), to Jim Poole, Jr., Billy Vandevender and Gary Hughes for \$210,000.00. WELO-AM-FM-Tupelo, was sold by Birney Imes, head of The Mid-South Network, to North East Broadcasting Company (Eddie Fritts, multi-station owner), for \$945,000.00.

WPGR-AM-Port Gibson, was sold by Southwest Mississippi Broadcasters to Joseph Hollingsworth for \$200,000.00.

WKXI-FM-Jackson, changed call letters to WTYX.

Marvin Reuben-WDAM-Hattiesburg, Vice President of MBA and Chairman of the Sales Seminar, scheduled the sales meeting for Ramada Inn-Jackson for January 27, 1979.

WKPG-AM-Port Gibson, sold by Donald G. Manuel to Jerry A. Adams for \$65,000.00.

J. Boyd Ingram, owner of WJBI-FM-Clarksdale, sold the station to Sunflower Broadcasting Company for \$174,804.00, plus stock.

Joe Bennett was program director at WROB-WKBB-West Point. Buddy and Bruce King, sons of WROB's Vice President and General Manager, Jack King, West Point, were part time Announcers-Engineers at WROB-WKBB.

The entire broadcasting fraternity was stunned by the sudden death of Joe Phillips-WSSO-WMSU-Starkville, while on a trip with 18 other broadcasters, to New York City, for a seminar on communications development hosted by AT&T and South Central Bell. Phillips, 63, died of an apparent heart attack in his hotel in New York. He went on the air with WSSO in Starkville in 1948. Later he added WMSU-FM, built a cable TV system and Home Box Office service, installed a background music system and was active in civic affairs. He served as President of the MBA in 1965. Elsewhere in this book will be found a photo and tribute to Joe Phillips. WSSO-WMSU were taken over by Norvell Williams, and Helen Williams Phillips, his stepson and wife, respectively.

In bringing to a conclusion this narrative and pictorial "History of Radio in Mississippi", the author wishes it known that extensive efforts were made over a long period of years to acquire as much authenticated and verified material, photos and other documents as possible. Each radio station in the State was repeatedly requested to search old files, attics and storage rooms for materials which might adequately give the background of each station from its inception. Many responded, some generously, some did not. Perhaps because of the time lapse, change of owners, deaths of some, etc., it was not possible to obtain such materials. Thus, there are certain periods, as well as the stations themselves, which are more adequately represented in this book, while others, for whatever reason, did not respond, and are, therefore, mentioned only to the extent the author was able to ferret out information from official records. It is regrettable we were not able to give each station "equal time", as they say in the industry. However, there was ample material available to give a good cross section of the inception and growth of the industry.



Chuck Cooper, President of MBA, presents "Lifetime Membership" to Miller Abraham-WESY-Leland, June, 1978.



Chuck Cooper presents "Honorary Member Award" MBA, to Mr. Robert Warren and Mrs. Warren, Jackson, Miss. [MBA Convention 1978]



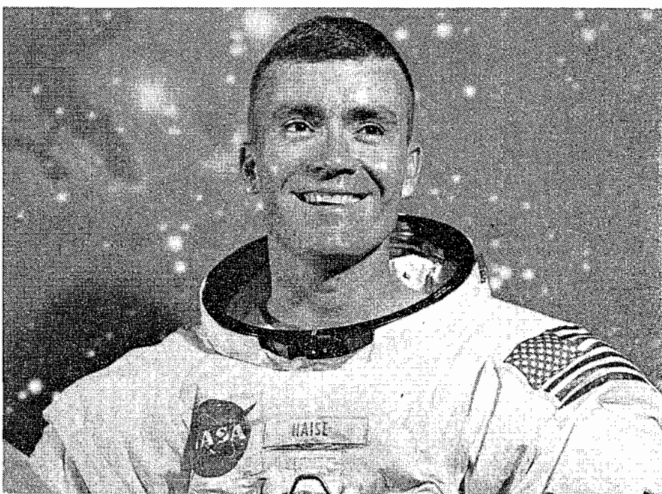
Chuck Cooper presents "Lifetime Award" to Ernest Bowen-Tupelo. Seated: Edward Little, Pres. Mutual Broadcasting System, Washington, D.C. [MBA Convention 1978]



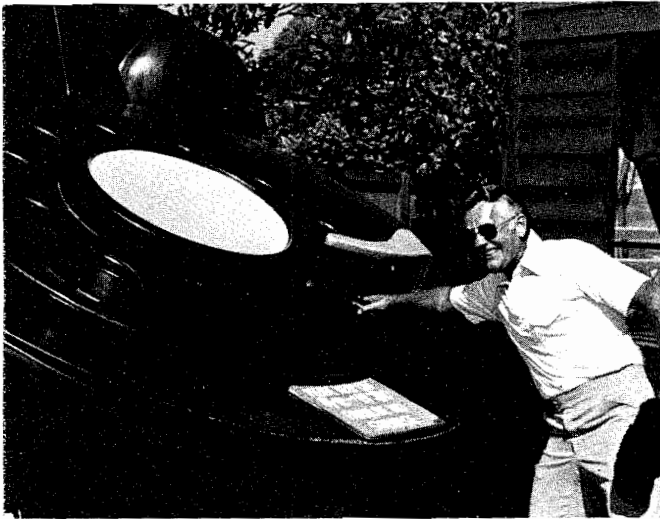
Chuck Cooper, President of MBA, presents "Lifetime Membership" to Bill Guest-WPMP-Pascagoula. [MBA Convention, Biloxi-1978]



Mary Ann Mobley, MBA Convention, June 1978, was chosen "Mississippian of the Year". The Hollywood star of movies-TV-Radio, was Mississippi's first "Miss America".



Astronaut Fred W. Haise, Jr., Module Pilot of the Apollo 13 Lunar Landing Mission, and native Mississippian and Honorary Member of the MBA, at its convention in June, 1978. Astronaut Haise was named one of the pilots of space shuttle vehicle soon to be operational in the Manned Space Program. He was in training and was unable to accept the plaque in person at the convention.



John Mobley-Vice President and General Manager-South Central Bell of Mississippi, makes a call on the world's largest dial phone-one of the movie props on the lot of Universal Pictures-Hollywood, Calif. John was a guest of The Mississippi Broadcasters Association during a tour of Universal Studios. [1978]



F. M. Smith, Sr.-2nd Vice President, MBA-WLAU-Laurel-at wheel of Ford Model "T" at Universal Studio lot-Hollywood [Aug. 1978]. Zane Roden-WOKJ-Jackson, is the passenger.



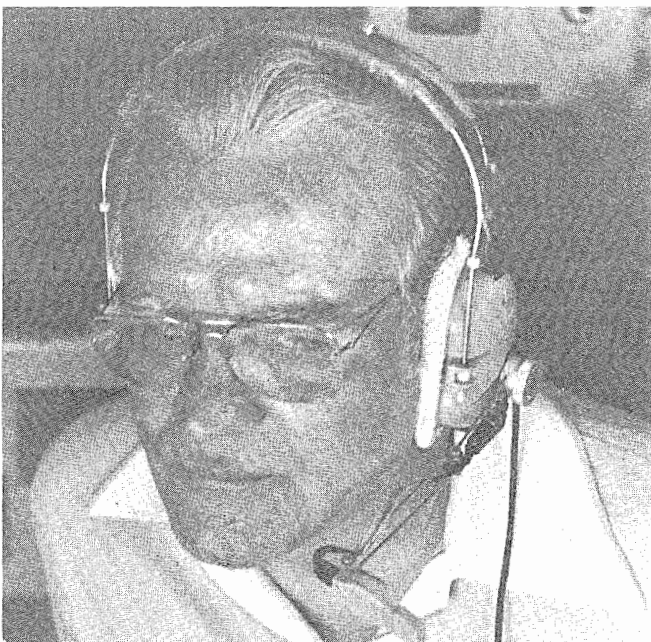
F. M. Smith, Sr.-WLAU-Laurel-2nd Vice President MBA, tests security bars on TV Set-Universal Studios-Hollywood, during MBA Tour [1978].



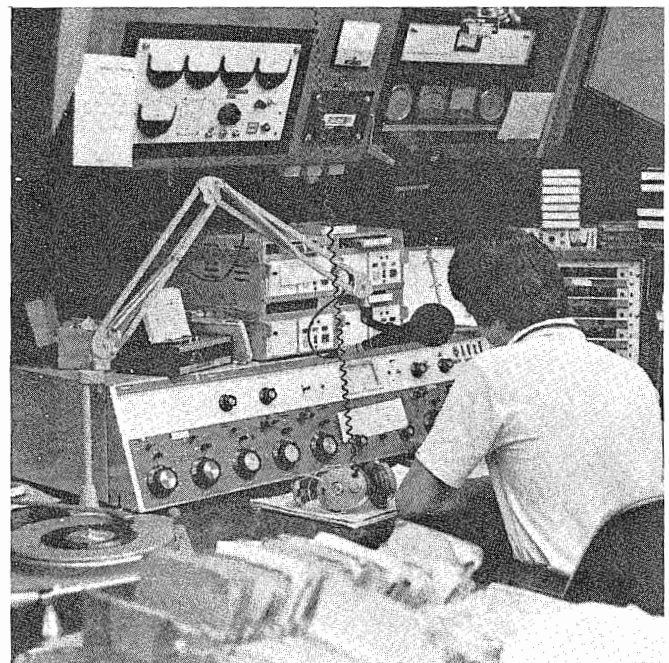
F. M. Smith, Sr.-WLAU-Laurel, 2nd Vice President MBA [L]; [R] John Mobley, Vice President, General Manager, South Central Bell of Mississippi, ready for departure to California on military inspection trip and tour of Radio-TV facilities Universal Studios [1978].



Front row, standing, L-R, Joel Netherland-WJNS; John Mobley, V.P.-General Manager, South Central Bell-Jackson; Stan Proffitt-WAMY; Gerry Brophy-WNLA; Phillip Brady-WAPF-MBA President; F. M. Smith, Sr.-WLAU-2nd V.P., MBA; Chuck Cooper-WKOR-1st V.P., MBA; Zane Roden-WOKJ; Lester Haddox-WFFF; Back Row, Mark Ledbetter-WTWV; Joe Carson-WOKK; Granville Walters-WNSL; Don Partridge-WDAL-Sec.-Treas.-MBA; Bud Longnecker-Biloxi-Sheraton Hotel; Ken Bailey-WBKH-MBA President; Wayne Vowell-WVMI; Howard Cole-WHOC-MBA Parliamentarian; Jim Buffington-WAMY-Air Force Escort Officer [unidentified]; at the California Air National Guard Airlift Wing Base, Van Nuys, Calif., July, 1978.



F.M. Smith, Sr.-WLAU-Laurel-2nd Vice President, MBA, listens to air traffic transmission aboard Mississippi National Guard C-130 on MBA flight to California. [1978]



The Master-Control Room of WKOR-Starkville, 980 KC, 1 KW Day, Sept. 1978.



One of the last photos made of the late Joe Phillips-WSSO-Starkville, past president of MBA. Joe, who was Producer-Director of the broadcasts of the football game broadcasts for Mississippi State University, is at upper left.

Others in the photo are: seated, left to right, Larry Templeton-Business Manager, Mississippi State University Athletic Dept.; John Correro, Spotter; Jack Cristil-Veteran Sports Broadcaster for the "Bulldogs" - WELO-Tupelo; Newt Hamlin is shown at Phillips' right.



Bob McRaney, Sr., formerly Executive Secretary of The Mississippi Broadcasters Association, shown in his West Point office, begins the final preparations for printing of "The History of Radio in Mississippi".

In closing, the author wishes to call attention to three articles of merit, which deserve attention. The Foreword, found on the first pages of this book, is an impression of the early days of radio, as seen and heard through the eyes and ears of a six-year-old boy, who grew up in radio and eventually found a place of his own. It is written by Bob McRaney, Jr., now Executive Vice President and Managing Director of WWBT-TV Richmond, Virginia, who also served in several capacities in radio in Mississippi. Another article consists of remarks of F. M. Smith, Sr., WLAU-Laurel, who served as President of the Mississippi Broadcasters Association (1978-79), and who first obtained MBA Board action which approved this project, and who has been a solid supporter through the years. He gives an insight into the present position of radio in Mississippi.

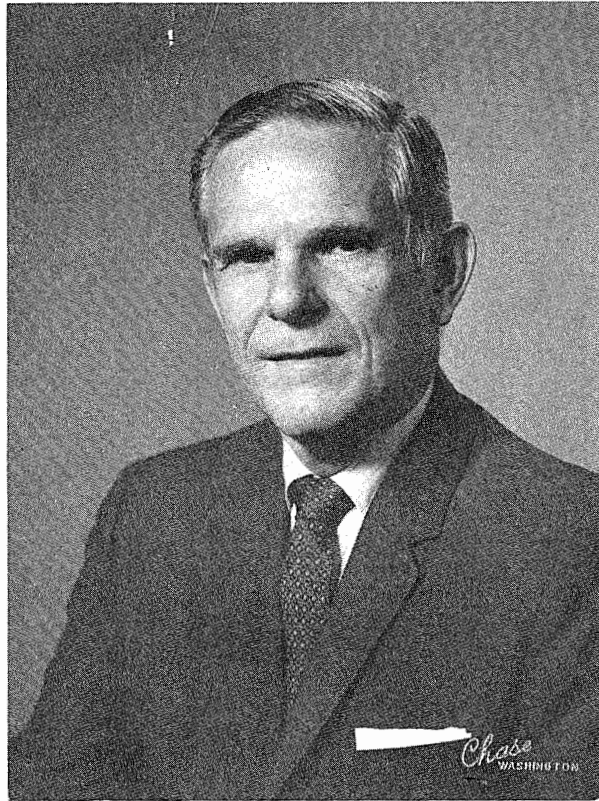
The third item is an article written at the author's request, by Sol Taishoff, "The Patriarch of Radio", who founded the "Bible of Broadcasting", Broadcasting Magazine, and served as Editor and publisher for 47 years from his headquarters in Washington, D.C. Mr. Taishoff dips into the future to give us a glimpse of "broadcasting in the years to come".

In the three articles mentioned, the reader will recognize an overall view of radio in Mississippi from the early days, to the present and with a peek at the future.

Researching, compiling, writing and editing this book has culminated the fifty years spent by the author in one of the most fascinating of businesses, an industry which serves millions all over the world with undreamed of speed and efficiency. It has been a rewarding experience.

Should this book serve the unborn generations and preserve for posterity the march of events in broadcasting, as well as serving as a source of authenticated material for researchers, students and scholars, then it will have served the purposes for which it was intended.

The Author



QUINTON S. PROCTOR

The author and the Mississippi Broadcasters Association are deeply grateful to Quinton S. Proctor, who served as Chief of the Broadcast License Division of The Federal Communications Commission from April 8, 1966, until his retirement in 1976.

Mr. Proctor, on his own spare time, searched the files of the Federal Radio Commission and The Federal Communications Commission, and made photostatic copies of original applications and licenses issued to the early day radio stations, up to 1976, for all AM and FM radio stations in Mississippi.

Mr. Proctor began his career as a messenger at the FCC, in 1943. He served as a seaman in the U.S. Merchant Marines.

He returned to the FCC in 1946 and served in several capacities in the License Branch, until being named Chief in 1966.

He is now retired and lives at Rose Haven On The Bay, 612 Walnut Avenue, North Beach, MD. [1978]

For his unselfish and valuable assistance in compiling official documents and information on Stations contained in this book, the author and The Mississippi Broadcasters Association express deepest thanks and gratitude to Mr. Proctor.



It is indeed a pleasure to see this book published during my term as your President. The Mississippi Broadcasters Association, which was established in 1941, has grown from a mere handful of members to one of the most active state associations in the entire nation. Chuck Wright, who was the first president, gave me my first job in radio in 1950 and since that time I have been very close to all of the officers and board members who have served your Association through the years and can honestly say that all of them have certainly been dedicated to the best efforts of serving radio and television in Mississippi.

Compiling this book was done by the only person who really knew more about radio in Mississippi than probably any other person, Bob McRaney, Sr., of West Point. "Mr. Bob", as he is affectionately known, has been in the business more than 50 years and has seen this industry develop from the beginning.

It is my hope that this book will be a welcome part of your libraries and book shelves and will be used by you and future generations as a ready reference to the history of radio in Mississippi.

*F. M. Smith, Sr.
President
Mississippi Broadcasters
1978-1979*

The Future of Mass Communications in the United States

By

SOL TAISHOFF

Chairman and Editor Broadcasting Magazine

If the ordinary pace of human progress continues, television broadcasting will still be the dominant medium in 1990. Pictures may be bigger and brighter and clearer. Programming may be offered in a wider range of taste and form and subject matter to compete with the pay-cable system that will have developed. But it will be programming that we would recognize today. And it will still command mass audiences in peak viewing periods. Television will still be a primary advertising vehicle.

By 1990 it must be assumed that pay cable will have found its affordable little black box to make per-program charges feasible. The box will give the medium a flexibility it lacks now while tied to the flat monthly payment. The cable plant will have grown large enough to compete with free television for box-office attractions. But it will have fallen far short of the wired nation vision that some pay promoters still entertain.

Radio, the personal medium, will have become even more ubiquitous than it is now. Assuming that the government permits broadcasters to make format changes, radio will be even more specialized and innovative than it is now. It is tempting to predict the wrist radio, complete with digital watch, that will turn itself on and off. We have the feeling, though, that listeners will want somewhat larger sets with better speakers in appreciation of their better sound on both AM and FM

Satellite transmission for networking in broadcast and cable will be standard, and program exchange with foreign countries will be commonplace. International rules, however, will give the receiving nation the right to accept or reject external originations. The satellite parking space will be apportioned by international conferences such as the one scheduled for Geneva in 1979.

Direct broadcasts from satellite to home may be technically and perhaps even economically feasible, in terms of the price of the home antenna. But they will be politically rejected as a danger to local television stations and their localized programming.

It would be nice to believe that President Ford's 1975 appeals for less government regulation will be heeded and that the Federal hand would weigh less heavily on broadcasting and cable by 1990. That is a forlorn hope. Indeed pay cable will eventually invite more regulation, especially of rates for pay services.

Despite all those predictions of things to come, history bodes well for all those who live by the printed or spoken word and their visual counterparts. In the half century during which I have covered what is now called telecommunications, no new medium has ever replaced an existing one.

Mr. Taishoff forecasts that "Television broadcasting will still be the dominant medium in 1990".

Television Executives' Opinions:

Strongly agree	68
Agree	144
Have no opinion	15
Disagree	16
Strongly disagree	2

Mr. Taishoff says that during the past half century, no new medium has ever replaced an existing one.

Television Executives' Opinions:

Strongly agree	21
Agree	122
Have no opinion	10
Disagree	83
Strongly disagree	10

MBA Past Presidents



C. J. "CHUCK" WRIGHT, SR.
WFOR—Hattiesburg
 1941-42



BOB McRANEY, SR.
WCBI—Columbus
 1943



HUGH JONES
WGCM—Gulfport
 1944



WILEY P. HARRIS
WJDX—Jackson
 1945



EMMETT McMURRAY
WJPR—Greenville
 1946



GENE TIBBETT
WMOX—Meridian
 1947



HUGH M. SMITH
WLAU—Laurel
 1948



BOB WRIGHT
WTOK—Meridian
 1949



GRANVILLE WALTERS
WNSL—Laurel
 1950



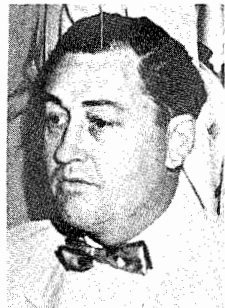
P. B. "BUCK" HINMAN
WROX—Clarksdale
 1951



L. M. "MAC" SEPAUGH
WSLI—Jackson
 1952



C. J. "CHUCK" WRIGHT, JR.
WFOR—Hattiesburg
 1953



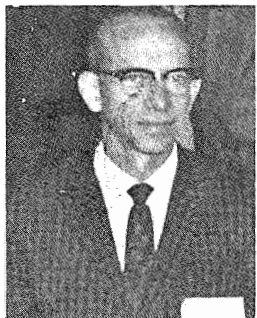
BOB EVANS
WELO—Tupelo
 1954



ED WILKERSON
WSLI—Jackson
 1955



RAY BUTTERFIELD
WLOX—Biloxi
 1955



HOWARD COLE
WHOC—Philadelphia
 1956



BILL GUEST
WPMP—Pascagoula
 1957



JOHN BELL
WCMA—Corinth
 1958



JOE CARSON
WOKK—Meridian
 1959



HAL McCARLEY
WBLE—Batesville
 1960



FRED L. BEARD
WJDX—Jackson
1961



JIM REESE
WGCM—Gulfport
1962



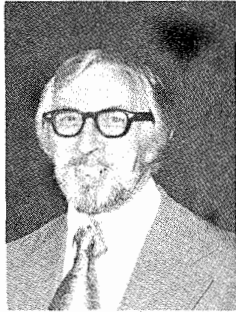
BILL JONES
WCHJ—Brookhaven
1963



MARVIN MATHIS
WSJC—Magee
1964



JOE PHILLIPS
WSSO—Starkville
1965



JACK KING
WROB—West Point
1966



ERNEST BOWEN
WELO—Tupelo
1967



FRANK SUMRALL
WAML—Laurel
1968



BOB McRANEY, JR.
WLBT-TV—Jackson
1969



WALTER SMITH
WPMP—Pascagoula
1970



JACK COCHRAN
WCBI—Columbus
1971



EDDIE FRITTS
WNLA—Indianola
1972



FANNY MAY COTRAN
WXTN—Lexington
1973



JIM BUFFINGTON
WMPA—Aberdeen
1974



KEN BAILEY
WBKH—Hattiesburg
1975



PHILIP BRADY
WAPF—McComb
1976



CHARLES "CHUCK" COOPER
WKOR—Starkville
1977



F. M. SMITH
WLAU—Laurel
1978

1941-1979

Names of Persons Mentioned

Abernathy, Thomas G.
 Abraham, John Miller
 Abraham, Kitty
 Abramson, Herb
 Adams, Felix, Jr.
 Adams, Jerry A.
 Addison, C.
 Adler, Ben
 Agnew, Spiro
 Aleman, Miguel
 Alexander, Charles C. "Charlie Mac"
 Alexander, Owens
 Aldridge, Mrs. Charlie
 Aldridge, Charles III
 Aldridge, Jay
 Alford, Louis
 Allen, Chuck
 Allen, Gaines
 Allen, Steve
 Allen, Tip
 Allen, W. G.
 Alis, Horace
 Anderson, C. B.
 Anderson, John A.
 Anderson, Sam
 Andre, Keith
 Andrew, Dr. Victor J.
 Andrews, Dana
 Armstrong, Major Edwin H.
 Arledge, Evelyn
 Armstrong, Frank
 Armstrong, Leroy
 Artman, Paul
 Arendale, James W., Sr.
 Ashley, Barbee
 Ashley, Leon
 Ashmore, Jim
 Assaf, Woody
 Atkinson, James H.
 Austin, Karl
 Autry, Gene
 Avery, Pat

- B -

Bahakel, Cy N.
 Bahahel, Dia
 Bailey, Jewel
 Bailey, Ken
 Bain, Buddy
 Baldwin, Frank W.
 Baldwin, Lt. Col. James W.
 Ballard, Paul
 Banks, Dave
 Barber, Robert
 Barber, Robert, Jr.
 Barclift, Frank
 Barclift, Paul
 Barclift, William
 Barnoun, Eric
 Barnett, Ross R.

Barrett, Bill
 Barrett, Jane
 Barrentine, Sadie
 Barrier, H. T.
 Barron, Dave "The Red Barron"
 Barron, Jim
 Barth, Henry King
 Baruth, Jack
 Bateman, Mrs. Douglas
 Bates, Ollie
 Bates, Raymond
 Batson, Mable
 Beach, Glenn
 Beard, Fred
 Beattie, Fred R.
 Bee, Alon
 Bee, Jerry
 Beck, Al
 Becker, Harry
 Behrendt, Bernard R.
 Bill, John
 Bellows, Henry
 Beneke, Ed
 Benson, G. B.
 Benson, Gail
 Benson, Hal
 Bennett, Hazel
 Berryhill, Kenneth
 Berryman, Joe
 Bettersworth, Dr. John K.
 Betmarik, Al
 Bevers, Jim
 Biar, L. E.
 Bickham, Ben
 Bie, E. W.
 Bigley, William
 Bilbo, Miss Catherine
 Bilbo, Theodore G.
 Bishop, George T.
 Bishop, J. D.
 Bishop, Marietta
 Billups, T. C.
 Bingham, Cliff
 Bird, Bud
 Birmingham, Dr. Russell
 Biven, Alice
 Black, Becky
 Black, Patty
 Blackledge, B. L.
 Blackledge, Mrs. Geraldine (B. L.)
 Blackstone, the Magician
 Blackwell, John
 Blair, W. A.
 Bley, Randy
 Blessey, Earl
 Blount, Shelly
 Blumenstock, George
 Blumenstock, Julia
 Blissman, David C.
 Bobb, Charles
 Bolton, Charles W.

Bommer, John
 Bonds, "Piggy"
 Boren, Charles C.
 Bosari, George
 Boswell, Johnny
 Boswell, Mims
 Boswell, Mims, Jr.
 Boutwell, Everett
 Bowen, Ernest
 Boyett, Ben & Nancy
 Boyette, Beatrice
 Brady, Philip Dean
 Brady, Tullious
 Bradshir, Earl
 Brakefield, Charles
 Brakefield, Mrs. Charles
 Brandon, C. N.
 Breland, John Edward
 Brewer, Claudia
 Bridges, Bill
 Bridges, Mrs. Ruth Frances
 Briggs, W. Taylor
 Brinn, Rev. John
 Brisbane, Yvonne
 Broome, Mrs. Emma
 Brophy, Jerry
 Brown, Dennis M.
 Brown, Dr. George
 Brown, Harry
 Brown, Vernon
 Bruce, W. F. ("Sonny")
 Brunson, Cindy
 Brunt, Billy
 Bryan, John
 Bryan, L. A.
 Bryant, Paul "Bear"
 Bucciancano, Pacito
 Buckley, Dr. George T.
 Buffington, Jim
 Burch, B. A.
 Burgard, Harry
 Burgess, Charles
 Burgin, David
 Burk, Alfred E.
 Burks, Steve
 Burns, Billy
 Burns, Steve
 Burns, L. E.
 Burrous, Jane
 Bush, George
 Butler, Ned
 Butterfield, Ray
 Butts, Wally
 Byars, Joel
 Byrd, Mollie

- C -

Caddy, Jerry
 Calandria, Andreas
 Caldwell, Bob, Jr.

Caldwell, Orestas
 Caldwell, Sara
 Campbell, Les
 Campbell, Len
 Campbell, Robert
 Carleton, Ken
 Carlier, J. W.
 Carlisle, Paul
 Carlson, Les
 Carmichael, Gil
 Carmichael, Glenn
 Carmichael, Les
 Carnera, Primo
 Carson, Jane
 Carson, Joe
 Carson, Kit
 Carson, Kainor
 Carson, Johnnie
 Carter, Brown
 Carter, President Jimmy
 Carter, Tony
 Carter, W. B.
 Carter, William Hodding
 Caruso, Enrico
 Cefalu, Mimi
 Ceuvas, Mel
 Chaffee, John H.
 Chambers, Miss Jane
 Chance, Clifford
 Chaney, Ansel
 Chapman, Gloria
 Chastain, E. E. "Doc"
 Cheek, Verson J.
 Chisholm, Bob
 Chisholm, Carol
 Chrestman, Mel
 Cirlot, Neil
 Cisler, S. A. "Steve"
 Clark, G. E.
 Clayton, James
 Cleary, Ed
 Cleave, Buddy Van
 Cleghorn, John H.
 Cleveland, L. D.
 Clinton, James Ernest
 Clower, Jerry
 Cochran, Thad (Congressman)
 Cockran, Jack
 Cochran, Mrs. Lester
 Cochrell, Charles
 Cohoon, Howard
 Colby, Horace
 Cole, Howard
 Cole, Jerry
 Cole, Marie L.
 Coleman, Bob
 Coleman, Judge J. P.
 Coleman, Ward
 Collins, Clancy
 Collins, Gary
 Collins, Mary Fain
 Collins, Major Thomas E.
 Collum, Howard Vance
 Colmer, Cong. William
 Colvin, Jerry
 Caudiff, Ed
 Connally, Mrs. L. A.
 Connell, Dennis E.
 Conner, Governor Mike
 Conway, Waverly
 Cook, Albert

Coolidge, President Calvin
 Cooper, Charles H. "Chuck"
 Cooper, Charles
 Cooper, Lamar
 Cooper, Owen
 Cooper, Wanda
 Cockren, George
 Corley, Guy
 Cornelious, Bill
 Cornell, John
 Corrigan, Douglas "Wrong Way"
 Cothran, Fannie Mae
 Coulter, Floyd
 Coulett, Armand Gilbert
 Covington, George
 Covington, Stuart
 Cox, Forrest
 Cox, Houston, Jr.
 Cox, Jennie Earl
 Cubley, Johnny
 Cullum, Earl
 Crabb, Billy Jo
 Craddock, Jack
 Crago, Dick
 Craigpen, Jim
 Cranford, Janice
 Crans, Dick
 Craven, E. H.
 Crawford, Frank
 Cresap, Paul
 Cristil, Jack
 Crockett, George
 Crooks, William B. "Billy"
 Crummy, Ray
 Cullen, Dr. Addy F.
 Cullom, Aubrey
 Cunningham, Dan
 Currie, Mrs. Alexander
 Currie, G. W.
 Currie, Morris
 Currie, B. W.
 Curry, Dan W.
 Custy, Jack

- D -

Deiler, Theodore G.
 Dale, Harold
 Dalton, Don
 Dalton, Jack
 D'Antonio, Paul
 Davenport, Mrs. J. W.
 Davenport, Steve
 Davis, Anna Dee
 Davis, Dr. Frank M.
 Davis, Harold
 Davis, Joe
 Davis, Kenny
 Davis, Mayor Russell
 Davidson, Edgar
 Davidson, Edgar N., Jr.
 Davison, C. W.
 Dawley, Dorothy
 Day, James
 Dean, J. H. "Dizzy"
 Dean, Mrs. Jerome Herman
 DeForest, Lee
 DeGruy, Reuben
 DeHority, W. C.
 Delaney, Chuck

Dennis, Bruce
 Denton, J. R.
 Denton, Morris
 Dempsey, Jack
 DePriest, Don
 Deremus, Frank M.
 Deschene, Mel
 Devine, J. J.
 Devrow, Billy
 Dickin, Juanita
 Dickson, M. L.
 Diehm, Vic
 Dilday, William, Jr.
 Dillon, Fred
 Dillon, John
 Dix, Jack
 Dixon, Ray
 Dodd, David L.
 Dodge, Frank M.
 Doherty, Cecil, W. C.
 Dollarhite, Bill
 Donovan, George III
 Dossett, Rudolph
 Douglas, Cal
 Douglas, Denna, "Ellie Mae"
 Douglas, Thomas
 Dowdy, Charles W.
 Dowdy, Jamie
 Drake, C. W.
 Drake, Eugene
 Drake, Mrs. Frank
 Drew, "Red"
 Droke, O. S. "Ossie"
 Dubard, Vassar
 Duhe, William
 Duncan, Ralph
 Dunne, Gov. Winfield
 Dunn, Mayor Pat
 duTreil, L.J.N.
 Dye, Spence
 Dyer, Carl
 Dyess, C. H. "Holt"

- E -

Eatherton, James W., Jr.
 Eatherton, Jim III
 Eatherton, Mrs. James W., Jr.
 Eastland, Senator James O.
 Ebsen, "Buddy"
 Edwards, Gene
 Egeditch, G. C.
 Egger, James
 Eisenhower, Gen. Dwight D.
 Einstein, Albert
 Ellis, Beatrice
 Ellis, J. B.
 Ellis, Lew
 Ellington, Murray
 Elliott, A. C., Jr.
 Emery, Walter B.
 England, John Hugh
 England, William R.
 Enloe, James
 Erwin, Kenwerk
 Essary, W. M.
 Estess, Tom
 Eubanks, Ronnie
 Eure, Otis P.
 Evans, Al
 Evans, Bob

Evans, Bob, Jr.
Evans, Dudley
Evans, James E.
Everett,, J. D. III
Evers, Charles
Everson, Chris
Ewing, Clay
Ewing, Diana
Ewing, F. C.
Ewing, M. M.
Ewing, P. K., Jr.
Ewing, P. K., Sr.
Ewing, Mrs. P. K., Sr.
Ewing, Tom

-F -

Falbo, Sara Ruth
Falter, Hal
Farber, Dr. Louis A.
Farr, E. C.
Farrar, William
Faulkner, L. E.
Feduccia, L. A.
Felder, Aubrey H.
Felker, Bill
Ferguson, Burt
Ferguson, Pate
Ferriday, B. F.
Fessendon, Reginald
Files, Augie
Finch, Gov. Cliff
Fincher, Byron
Fitzgerald, E. A.
Fleming, Mrs. Eugene
Fleming, Shelley
Fletcher, Charles
Flinspach, Don
Fogarty, Billie
Ford, President Gerald
Ford, Mrs. Gerald
Ford, Jean
Ford, Chuck
Foreman, Bill
Fortenberry, Dr. Jerry
Fashee, Jane Carol
Foster, Cedric
Foster, Hermes "Red"
Foster, Mrs. Rina T.
Fountain, Pete
Frantz, F. H.
Frantz, Janice
Fraser, Rayburn
Frazier, Jim
Freeman, Aubrey
Freeman, Paul
French, Charles V.
French, Elizabeth
Freid, Myron
Fritts, Eddie
Fritts, Martha Dale
Furlow, Bob
Furr, J. W. (Billy)

-G -

Garrett, A. R.
Gartin, Lt. Gov. Carroll
Garvey, John
Garvey, Michael
Gault, Miss Helen

Gavin, D. Withers
Gavin, R. S.
Gaylian, Arthur T.
Genung, J. A.
Germany, Cecil
Gerow, Louise
Gholson, Hunter
Giacone, Leonard
Gibbs, Lawrence
Gibbons, Jim
Gibbons, Carl
Gibson, Hoot
Gibson, John P.
Gilbert, Jay
Giles, Dr. William
Gilmore, A. L.
Gilmore, Bruce
Gilmore, James H.
Gilmore, John
Givens, Chuck
Glass, V. M.
Glatzer, Keith
Glaser, Mike
Glenn, Thomas E.
Glore, James N.
Godwin, Al
Godwin, Charles
Goforth, Edgar C.
"Golddiggers"
Golden, Mike
Golding, Thomas
Goldman, Paul
Goldsboro, Bobby
Gomillian, Charles
Goode, Marlin
Goodrean, Cecil
Goodman, Hiram
Goodrich, Bill
Goolsby, J. E.
Grady, Mayor Paul E.
Grant, Pinky
Gratz, Gene
Graves, Clyde
Graves, C. D.
Gray, Claude M.
Gray, Luther
Gray, W. E.
Green, Dr. B. E.
Green, Clifton
Green, Jimmy
Green, Leroy
Green, Reed
Greer, Ben
Gresham, Bruce
Gresham, John
Gresham, Stokes
Griffin, Al
Griffin, Charlie
Griffin, Dean
Griffin, Frank
Griffin, Hewitt
Griffin, Kathleen
Griffin, Mary Burns
Griffin, Mrs. William
Griffith, Andy
Griffith, Jack
Grimwood, Fred
Groller, John
Gulley, Phil (Gordon)

Guerieri, Dorothy
Guerra, Dr. David
Guest, William P. (Bill)
Gurney, Howard
Guss, Edward (Eddie)
Guthrie, Herb

-H-

Haddon, Daisy
Haddox, Lester
Hagler, Olga
Hague, Charlotte
Haise, Fred O., Jr.
Hairston, Mayor William
Hall, Jim
Hall, Nancy
Hall, Pat
Hamlin, Newt
Hamlin, Ruth
Hance, L. V.
Hancock, Dennis, Jr.
Hancock, S. E., Jr.
Hand, W. C., Jr. (Billy)
Hanna, Earl
Harbour, J. H. (Jerry)
Harbour, Mildred
Hardearth, Lu
Hardy, Ashton
Hardy, Bernice Taylor
Hardy, William E.
Hardy, W. H., Jr.
Hardwick, Rev. W. F.
Harmon, Miss Mary Stuart
Harper, H. H.
Harril, Sonny C.
Harris, Mr. & Mrs. E. G.
Harris, Miss Helen
Harris, Henry
Harris, June
Harris, Lloyd
Harris, Reed
Harris, Roy
Harris, Mayor T. W.
Harris, Wiley P.
Harris, Mrs. Wiley P. (Grace)
Hart, Earl
Hartman, L. H.
Hartness, James E.
Hartness, J. P.
Harvey, Dr. Thomas F.
Harwell, Art
Hearn, Tom
Hederman, T. M.
Hegwood, Winifred
Heilbroner, Lewis
Heidelberg, Roy
Hellums, Lyman
Hilton, Kenneth
Hemphill, James
Henderson, W.K.
Hendrix, Charles
Henning, Mr. and Mrs. Paul
Herbert, Victor
Herrin, Jones
Hedertz, Heinrich Rudolph
Hester, Jeff
Hickman, Herman
Hicks, Charles
Highbaugh, Donald P.

Hilburn, President Ben
Hilbun, Jimmy
Hilbun, Lloyd
Hill, C. H.
Hill, Harold
Hill, Susan
Hilliard, Dr. Elbert R.
Hines, Carroll
Hines, Catherine
Hinman, Channey T.
Hinman, Donald P.
Hinman, P. B. "Buck"
Hinnant, Eddie
Hobgood, Ed Wallace
Hodges, G. Lee
Hodges, Rev.
Hodges, Russ
Hogan, Marty
Holifield, Frank
Holifield, Tillie
Holland, Glynn F.
Holliday, Eddie
Holliday, Martha Louise
Hollingshead, C. C.
Hollingsworth, Dan
Hollingsworth, Joseph
Holtsford, C. E.
Holmes, B. H.
Holmes, B.H., Jr.
Holmes, D. W., Jr.
Holmes, P. E.
Holmes, Miller
Holoher, Dan
Holt, Charlie
Holt, Mrs. Connie
Homer & Jethro
Hook, Roth E.
Hoover, President Herbert
Hope, Bob
Hopper, Jim
Hopper, Lewis C.
Hopper, Louis
House, Gay
Hott, Wynn
Houseman, G. A.
Howard, Jim
Howard, Leydell
Howarth, Beckett
Howell, Gerald
Howell, John S.
Howell, Mac
Hoy, Wallace
Hubbard, E. Dean
Hudson, Dean
Hudson, Mrs. Mabel
Huggins, Hank
Hughes, Gary
Hughes, Henry W.
Hughes, Mitchell J.
Hulbert, John
Humphrey, Senator Hubert H.
Hunnicut, R. L.
Hunt, Gail
Hunter, Clifford E.
Huntley, E. H.
Hurst, Peggy
Hutchins, D. W.
Hyde, Rozell H.

- I -

Imes, Grady
Imes, Birney, Sr.
Imes, Birney, Jr.
Ingram, J. Boyd
Irby, Ken
Irving, George S.

- J -

Jackson, Rev. Carroll F.
Jackson, Dr. D. N.
Jackson, Judy
James, Fred
Jarvis, Jack
Jaye, Don
Jeffrey, George
Jenkins, Ed M.
Jenkins, John W.
Jennings, Frank
Jennings, Henry J.
Jansen, Val
Jetton, Walton
Joiner, Jery
Johnson, Lee
Johnson, Gov. Paul B.
Johnson, Robert
Johnson, Wiley
Johnston, Colon
Jones, Alfred L.
Jones, Mrs. Andrew Mac
Jones, Bill
Jones, George
Jones, Harvey
Jones, Henry
Jones, Houston
Jones, Hugh
Jones, Hugh O.
Jones, Mrs. Hugh O. (Sarah)
Jones, I. R.
Jones, Jack
Jones, Jack Evan
Jones, Jack V.
Jones, Mae E.
Jones, Malcolm
Jones, Mike
Jones, O. W.
Jones, Mrs. P. K.
Jones, Teck
Jones, T. R.
Jones, W. E.
Jones, Mrs. W. E.
Jones, W. M.
Joseph, Phillip
Joseph, Richard

- K -

Kalusche, Earle J.
Kane, David
Kassell, Dale
Kay, Charles
Keene, Walter
Kiersky, Pauline
Kiggins, Larry
Kilgore, Murle
Kilpatrick, Leroy E.
Kinard, Frank ("Bruiser")
King, Buddy

King, Bruce
King, Jack
King, Joe R.
King, John Paul
King, Karol
King, Miss Kathleen
King, Martha
King, Paul
King, Wayne
Kirby, Hal
Kirk, J. J.
Koen, Grace McCann
Kresel, Elwood
Kuhlen, Percy Lee
Kynerd, Dr. Berle

- L -

Lacy, C. A.
Lacy, C. A., Jr.
Ladner, "Red"
Laird, Melvin
Land, G. V.
Landrum, J. G.
Lanford, T. B.
Lang, Mayor A. W., Jr.
Langfitt, Howard
Lassiter, Chad
Latham, Mrs. Ruby
Lathrop, T. H.
Lavender, David
Lawrence, Norman
Leador, Robert
Learned, Les
LeBlanc, Tim
Ledbetter, Mark
Lee, Marjorie
Lee, Marvin
Lee, Melvin
Lee, R. L.
Leggett, C. H.
Leggett, Mrs. Norma
Lenkerd, John
Lentz, J. C.
Lott, Howard
Lewis, Dr. A. B.
Lewis, Hazel
Lewis, William
Lewis, W. A.
Lightsey, Stanley
Little, A. A.
Little, C. Edward
Linthicum, Buddy
Linville, Diane
Livingston, David
Loebe, Bernard
Loflin, Bob
Loflin, James
Lohnes, Horace L.
Long, Leon
Longnecker, Bud
Looney, Monroe
Lott, Ted
Love, Col. Ernest
Love, J. S., Jr. (Jimmy)
Lovett, Elliott C.
Lovett, Neil
Lowery, Bill
Lowery, Evelyn
Lowery, Leonard
Luke, Frances

Luke, Lila
Luman, Bob
Lumpkin, Lt. Gov. Sam
Lunsford, Ann
Lutken, P. K.
Lyon, John H.

- M -

Maddox, Ralph "Kelly"
Mack, Kimball
Maith, Len
Magee, Marshall
Majure, Thomas B. "Blue"
Malone, Calvert "Doc"
Mallory, Col. L. C.
Mann, Homer
Mann, Ralph B.
Manuel, Donald G.
Marconi, Guglielmo
Marley, Loren
Marshall, V. F.
Marston, J. Kenneth
Martin, Dave
Martin, Jimmy II
Martin, Mrs. Leo H.
Martin, Mary Ann Moore
Martin, W. J. (Bill), Sr.
Martin, W. J. (Bill), Jr.
Marvell, Ruth
Marx, Mrs. Margery
Massingale, Miss Amelia
Massengale, Bert
Massengale, B. F.
Massengale, L. E.
Mason, "Red"
Matison, Dave
Matison, D. A. (Arnold)
Matison, Harold M.
Mathews, William
Mathis, Mrs. B. L.
Mathis, Jeanette
Mathis, Marvin
Mathis, Rad
Mathis, Ralph C.
Mathis, Robin
Mauldin, J. C.
Maurins, Charles A.
Maxwell, James Clark
May, Robert E.
Mayfield, Charles L.
Mays, Dorothy
Mazzie, Jack
Macham, Paul
Meade, Linda Lee
Meador, Laws
Medders, Orbie
Meek, Edwin
Mehre, Harry
Malone, P. C.
Melvin, Dr. J. P.
Murchese, Robert A.
Metcalf, Miss
Metz, Miss Virginia
Metzger, Miles A.
Meyerhoff, Frank
Micheal, Jack
Michael, Mrs. Jack
Micker, David, Jr.

Miller, Estelle
Miller, Justin
Miller, Loren
Miller, Mac
Miller, R. D.
Miller, W. A.
Milner, J. K.
Milner, R. E. Dumas
Milstead, Claude
"Mississippi Slim"
Mix, Tom
Moats, Bill
Mobley, John
Mobley, Mary Ann
Mock, Rosie
Monaghan, Bill
Montgomery, David B.
Montgomery, Congressman G. V. "Sonny"
Montgomery, Robert
Mooney, George P.
Moore, Mrs. B. D.
Moore, Beri
Moore, Don
Moore, Luther
Moore, Madge
Moore, Mrs. Mat
Moore, Richard
Moore, Rick
Moorer, Admiral Thomas H.
Morgan, Dick III
Morgan, George Allen
Morgan, Sheldon
Morris, Forest C.
Morris, Hubert A.
Morris, Martha
Morris, Mel
Morton, Capt. John A.
Moseley, Robert L.
Moseley, Ron
Moss, Phil
Moulds, Doug
Mullaney, John
Mullens, Marriane
Muller, Ray
Murphy, Donovan
Murphy, Glenn
Murray, Joel

- Mc -

McAllily, Jim
McBride, Don
McCallister, B. D.
McCallum, Chalmers
McCarley, Harold B.
McCarty, William J.
McCharin, Mrs. Bessie
McClanahan, Mayor H. H.
McClanahan, W. H.
McClarty, Sharon
McClellan, Thompson
McClendon, John
McClintock, Miller
McClung, Henry
McClure, Doug
McConnell, General John P.
McCorkle, Antoinette
McCorkle, Lois

McCoy, Jack
McCullough, James A. (Jimmy)
McFerrin, Tom
McGee, W. E.
McGregor, R. D.
McHan, Bill
McIngvale, Wes
McInnis, Bobby
McIntosh, Robert J. (Bob)
McIntosh, Rev. W. H.
McIntyre, T. J., Jr.
McKee, Barney
McKee, James H.
McKeen, Allyn
McKinley, Ray
McKinnon, Mack
McLain, W. T.
McLean, Sara
McLemore, B. B.
McMillian, Sandy
McMurray, Emmett
McNair, Kendall
McNeil, Don
McPherson, Belle
McPherson, Clyde
McRaney, Ed
McRaney, Bob, Sr.
McRaney, Bob, Jr.
McRaney, Helen Perry
McRaney, Karen
McRaney, Lt. Col. Mike
McShane, Helen

- N -

Naugle, Mrs. A. K.
Nations, Bob
Neal, Bob
Neblett, Bob
Neblett, Katie
Neil, Don
Nelson, Ross
Nessen, Ron
Netherland, Joel
Newcomb, G. C.
Newman, Charles
Newman, Mrs. Charles
Newman, W. R.
Neville, William III
Nichols, Robert G.
Nichols, Wilna
Nicholaw, George
Nickey, Robert
Nixon, President Richard M.
Noble, Edward J.
Norris, B. W.
Norvall, Bud
Nourse, J. Taylor
Nutter, Diana Ewing

O -

Ogletree, B. F.
Okershausen, Andrew
Oldfield, Barney
O'Brian, Bob
O'Grady, James F., Jr.
Orr, J. T.
Overstreet, Patty

Ownby, Mrs. Elva I.
Ownby, James T.
Ownby, Roger Earl
Owens, Mrs. Herbert
Owens, Mrs. O. L.

- P -

Pack, Ernestine
Palmer, Travis L.
Parker, Leigh
Parker, Com. Walter A.
Parker, William R.
Parker, Col. Tom
Parkinson, President B. L.
Parks, Bill
Parks, Erwin
Parks, Sturle, Jr.
Parnell, Carter, Jr.
Parr, Jack
Parrish, B. J.
Partridge, Don
Passe, Noel
Patillo, Bob
Patterson, Pat
Patterson, Sharon
Patterson, Thomas W.
Pausch, Russell
Pearce, Houston
Pearson, Charlie
Peery, James R.
Pennington, E. O.
Pennington, Penny
Pepper, John R.
Perkins, Carl
Perkins, C. A.
Perkins, David
Perkins, Lee Dicks
Perkins, Marie (Mrs. Sam)
Perkins, Sam
Perkins, W. S.
Perry, Inez (Mrs. M. E.)
Perry, Rev. M. E. (Otis)
Perry, Millard
Peters, Howard M.
Peterson, Bill
Petrillo, James C.
Petro, "Little Joe"
Pharr, W. R.
Pharris, Tom
Phillips, Brack
Phillips, Joe
Phillips, Joe, Jr.
Phillips, Helen
Philp, George
Pickett, Roy
Pierce, Ed
Pinnix, Jimmy
Pittman, Paul
Poindexter, Roy
Polk, W. L.
Poole, Jim J.
Porter, John L.
Powe, Miss Ethel
Power, Van
Powers, Joseph Neely
Powers, Percy, Jr.
Prater, Jan
Pratt, Dana
Pratt, Mr. & Mrs. H. M.

Presley, Elvis
Price, J. Emory
Pride, Charlie
Priester, W. R.
Proctor, Quinton S.
Proffitt, Stan
Propst, Al
Pryor, Ainsle
Puckett, Martha
Purnell, Red
Purvis, Vic

- Q -

Quick, C. H.
Quillian, Charles M.
Quin, Kenneth Hinton

- R -

Raines, Mrs. Peggy
Rainey, Claude D.
Rainey, Kenneth R.
Rainey, Wilson
Rall, Bob
Rand, Fred
Ratliffe, Mrs. Laurie G.
Rawls, Charlie
Ray, George C.
Ray, Joe
Ray, William B.
Reardon, Thomas
Rebert, Lee
Resor, "Red"
Reese, Jack
Reese, James E. (Jim)
Reeve, James
Reuben, Marvin
Richardson, T. A.
Rice, John
Ridgeway, Boyd
Ridgeway, Charles
Rimmer, Allen
Ringold, E. B.
Ritter, Tex
Root, Percy G.
Roberts, Cramer
Roberts, Dr. Curtis D.
Robertson, Ed
Robinson, Aaron
Robinson, Al
Robinson, Bob
Robinson, C. R.
Robinson, Gene A.
Robinson, H. R.
Robinson, Mickey
Robinson, Odis E.
Robinson, Polly
Robinson, Rob
Robson, Roscoe
Rockett, Louis N.
Roden, E. O.
Roden, Zane
Rogers, Ben F.
Rogers, Emma
Rogers, Frank
Rogers, F. M.
Rogers, John B.
Rogers, Landis

Rohma, W. G.
Roosa, Stuart
Roosevelt, Pres. Franklin D.
Rosetti, Barbara
Ross, Barney
Ross, Jim Buck
Rowell, Jack
Royal, A. Lloyd
Royal, Darrell
Russell, Joe, Jr.
Ryan, Irene
Ryan, J. Harold

- S -

Sackheim, Mort
Saddler, Lew
Salmon, William T.
Sanders, Charles
Sanders, L. E.
Sanders, Pete
Sanders, Robert Louis
Sanderson, Elsie
Sandroni, Dan
Sanford, H. C.
Sansing, Dick
Sansing, Tom
Santana, Mrs. Charles
Sarnoff, David
Sartain, J. F.
Satchfield, Claude
Saunders, Charles D.
Saunders, Hardin
Saxon, Joe
Scales, W. W.
Scarborough, Mrs. Irene
Searce, Mary
Schilling, Paul
Scott, Charles
Scott, June
Scott, Malvina Mae
Scully, J. Pat
Seal, M. T.
Segal, Dave
Segars, Dr. Kelly
Self, D. P.
Self, Richard
Sells, Audylee
Senter, R. L., Jr.
Sepaugh, L. M. "Mac"
Letaro, Alfred L.
Shanks, T. D.
Shanks, Teddy
Shanks, W. T.
Shankle, Drew
Shankle, Hugh
Shannon, George
Shaw, H. B.
Shea, John F.
Shedd, Harold
Shelton, Dean
Shelton, Jim
Sheppard, Bob
Shield, Harold
Shiple, Bob
Shirra, Walter
Shoemake, Jack
Shows, Weldon
Shurden, George

Simmons, A. L.
 Simmons, Carl
 Simmons, Hal
 Simmons, Lamar
 Simons, P. C.
 Simpkins, Paul
 Simplan, Jack
 Simpson, William J.
 Sims, Wayne
 Singleton, Margie
 Sisk, Ivous T.
 Sisk, Olive E.
 Sistrunk, Mr. & Mrs. Shaw
 Skilton, Dan
 Slatter, Bill
 Slaton, Glenn
 Slaton, Tom
 Slaughter, Mr. & Mrs. J. O.
 Slavick, Hank
 Sledge, Percy
 Slimon, George J.
 Smathers, Robert R.
 Smith, Albert Mack
 Smith, B. K.
 Smith, Bruce
 Smith, Eddie
 Smith, Edward B.
 Smith, F. M., Sr.
 Smith, F. M., Jr.
 Smith, H. H. "Hank"
 Smith, Hugh M.
 Smith, Hugh W.
 Smith, Mrs. Joseph A.
 Smith, Lee
 Smith, Mack
 Smith, Margaret Chase
 Smith, Rayvon
 Smith, Miss Sara Lou
 Smith, Ted
 Smith, Vernon
 Smith, Walter
 Smith, Walter F., Jr.
 Smith, William
 Sneed, Bill
 Spain, Frank
 Sparks, Jim
 Spell, Bill
 Spicer, Dan
 Springer, C. R.
 Stallings, Willard
 Stanley, Steve
 Stanton, Ted
 Staple, E. L.
 Starling, John
 Statham, Roger L.
 Stein, Murle
 Stemme, Mrs. John
 Stenger, Frank
 Stennis, Senator John C.
 Stephens, Margo
 Stevens, Dr. Paul
 Stevens, Tom
 Stewart, Charles A.
 Stewart, Charles G.
 Stewart, Dan
 Stewart, Grover
 Stewart, Jack
 Stinson, Tom
 Stone, Clarence B.
 Stone, Wyllard G.

Storm, Percy
 Striebeck, Billy Ray
 Strothers, Fred
 Stroud, Bessie Mae
 Stroud, Charlotte
 Stroupe, Bill
 Strul, Gene -
 Stubblefield, Nathan B.
 Stucky, John
 Sturm, George
 Stuttus, Mrs. Kathleen
 Sudduth, Gene
 Sudduth, Homer
 Sugg, Helen
 Sullivan, Lt. Gov., Charles
 Sullivan, Mrs. Curran
 Sullivan, Elizabeth
 Summer, John
 Sumrall, Frank
 Sutter, M.
 Suttle, Spurgeon Frank "Strut"
 Sykes, Charles Scott
 Sykes, Judge Eugene Octave
 Sykes, Eugene Octavius
 Sykes, J. A.
 Sykes, Malvina Yerger
 Sykes, Octavia
 Swan, Jimmy
 Swofford, Gayle D.

- T -

Tabor, Larry S.
 Taishoff, Sol
 Talmade, Miss
 Tatum, John
 Tatum, Robert L.
 Tatum, W. O.
 Tavel, Gantley
 Taylor, "Fats"
 Taylor, Herbert
 Taylor, John
 Taylor, Joseph Clive, Jr.
 Taylor, Verna
 Temple, J. L. III
 Templeton, Larry
 Tennent, Lindsay
 Tew, Evelyn
 Thames, Miss Dorothy
 Thames, Emmett
 Thesmar, L. R.
 Thigpen, S. G.
 Thomas, Carla
 Thomas, Danny
 Thomas, John
 Thomas, Lowell
 Thomas, Tommy
 Thompson, Bob
 Thompson, Hagan
 Thompson, H. D.
 Thompson, Lee
 Thompson, Maurice
 Thompson, Mrs. Maurice
 Thompson, Mrs.
 Thompson, Minnie
 Thompson, Paul
 Thornton, Clotilde
 Thornton, Duke H.
 Thrower, Florence
 Tibbett, Gene

Tibbett, Mrs. Gene
 Tibbett, Ted
 Tiller, Tommy
 Tillman, J. A.
 Tillotson, George
 Tims, Larry
 Tolar, Ray
 Toler, Al
 Tompkins, Mrs. J. C.
 Torgerson, Stan
 Touehstone, A. A.
 Townsend, Harold
 Tousinaw, Jack E.
 Tracy, Billy
 Treppendahl, Carl
 Trigg, Miss Alya Blanche
 Trimble, Elliott
 Tucker, Carnell
 Tucker, Charlie B.
 Tucker, Lane
 Tugwell, Jimmy
 Turnbough, Holton
 Turner, Buck
 Turner, "Little Jack"
 Tyler, Helen
 Tyler, W. R.
 Tynes, Joe

- U -

Umstead, Harris
 Unger, Rev. J. K.
 Underwood, Waymond Eugene
 Upchurch, Carl

- V -

Vance, Jack
 Vance, Sue
 Vandevender, Billy
 Van Dyke, Joe
 Vallee, Rudy
 Vann, Eddie
 Vann, Thad "Pie"
 Vaughn, Bill
 Vaught, John
 Veith, William C.
 Virges, J. M.
 Vickery, Tiny
 Vickery, Vic
 Voorhis, Richard
 Vowell, David E.
 Vowell, Wayne

- W -

Waddell, Joe
 Wade, Margaret
 Wainwright, Happy
 Waite, Dave
 Walker, Glenn
 Walker, J. C.
 Walker, Johnny
 Walker, Coach Wade
 Walker, Wayne
 Wall, W. J. "Bill"
 Wall, Woodson
 Wallace, Bill

Wallace, Gov. George
 Waller, Gov. Bill
 Walters, C. H.
 Walters, Granville
 Walters, Mrs. Granville
 Walters, Kirsh
 Walters, Phil
 Walters, P.G.
 Walters, Stanley
 Waltman, Burgess
 Waple, Col. Ben C.
 Ward, Beverley
 Ward, Jim
 Ware, Bill
 Warren, Robert
 Warren, Mrs. Robert
 Warmath, Murray
 Wasilewski, Vince
 Watkins, J. N.
 Watson, Ernest
 Watson, Theresa
 Watts, Lt. Robert
 Weaver, Rick
 Weaver, Robin
 Weaver, Tom
 Webb, F. E. "Ed"
 Webb, Pete
 Webb, Roger
 Webber, Fred
 Weeks, Eddie Sue
 Weems, F. Carrington
 Weems, Willie
 Weiner, Charles
 Welch, Carl
 Weldon, Jim
 Wells, Chet
 Wells, Jim
 Wells, Rainey T.
 Welty, Eudora
 Welty, C. W.
 West, James A.
 West, Oakley
 Wharton, C. W.
 Wharton, J. E.
 Wharton, W. E.
 Wheeler, General Earle G.
 Whirley, W. R. "Reeves"
 White, Charles
 White, Margita
 Whiteman, Paul
 Whiteside, Duncan
 Whitfield, W. W. "Billy"
 Whiteley, Bob
 Whitney, Don
 Whitten, Cong. Jamie W.
 Wignall, Frank
 Wiley, E. Richard
 Wilkerson, F. E.
 Wilkerson, Thomas L. (Tommy)
 Wilkinson, Bud
 Wilkinson, Jim
 Willson, Jimmy
 Wilson, Cullie
 Wilson, David
 Wilson, George, Jr.
 Wilson, Jimmy
 Wilson, Mr. & Mrs. John
 Wilson, Paul
 Williams, Bill

Williams, Helen
 Williams, Rev. Howard S.
 Williams, H. F.
 Williams, Jim
 Williams, Jim L.
 Williams, Gov. John Bell
 Williams, Josephine
 Williams, Lester
 Williams, Mrs. Lester
 Williams, Louisa
 Williams, Max
 Williams, Maxell
 Williams, Norvell
 Williams, Ralph O.
 Williams, Thomas
 Williams, Tom
 Williams, W. E.
 Williamson, Bobby
 Williamson, Charles
 Winchell, Walter
 Windham, Col. & Mrs. Joe
 Wingo, Lamar
 Winter, William
 Withers, Russ
 Witthauer, Herb
 Witty, Bill
 Wolfe, Charles
 Woodall, Henry
 Woodall, Sam
 Woodfin, Mrs. Paul
 Woodring, Dean
 Woodruff, A. T.
 Woodruff, Allen T., Jr.
 Wooley, Susan
 Wooten, E. E.
 Wooten, Hoyt
 Wooten, S. D., Sr.
 Wooten, S. D., Jr.
 Wray, Maurice
 Wright, Bob
 Wright, C. J., Sr. (Chuck)
 Wright, Mrs. C. J., Sr. (Bert)
 Wright, C. J., Jr.
 Wright, Gov. Fielding
 Wright, T. E.
 Wright, T. M.
 Wright, T. W.
 Wright, Wycliff
 Wroten, Rev. J. D.
 Wroten, W. Keith

- Y -

Yarbrough, Ben
 Young, Al
 Young, A. R.
 Young, Almos S.
 Young, Charles
 Young, R. A.

- Z -

Zalnoski, Frank B.
 Zuccaro, Anthony E.

Addendum

Page 118—picture upper right - man in the middle - Harley Knight - President of Lamar Life Broadcasting Company.

Helen Sugg Adderholt served as sales representative for WROX - Clarksdale, Miss., 1947.

Early Wright served as disc-jockey at WROX - Clarksdale, 1949.

Page 66 (lower photo) - Wiley P. Harris, also pictured, attended the Annual Convention of the Mississippi Broadcasters Association on April 5, 1945.

Page 71. Wiley P. Harris pictured with a group attending the meeting for the Mississippi Broadcasters Association in Vicksburg, MS, 1946.

Page 77. Mrs. Hugh Smith at the head table for the meeting of the Mississippi Broadcasters Association in Buena Vista Hotel, Biloxi, MS, 1948.