

# CHARLOTTE'S OWN STATION





WSOE

1925

Charlotte



## **EARLE J. GLUCK**

**President and General Manager**

Mr. Gluck is one of the pioneer radio men in the nation. He built and operated the first commercial broadcasting station in the South; having been interested in radio ever since it has been invented. The new WSOC is largely a result of his direction and planning. During the last World War, he served on a sub-chaser and remained in the Naval Reserve after the Armistice. He was called again to active duty just five days before the formal opening of the new WSOC building last April. As a Lieutenant Commander in the United States Navy, Mr. Gluck is in charge of all communications at the Charleston Navy Yard. While living in Charlotte he was extremely active in both civic and religious affairs. Married, he is the father of three very charming daughters.

## **R. S. MORRIS**

**Secretary Treasurer**

"Bob" has been with WSOC longer than any other person. He was part owner of the station when it was located at Gastonia, North Carolina and was the only member of the staff to come with the station when it moved to Charlotte in 1933. Mr. Morris possesses a keen, analytical mind and is a demon with figures. Having been interested in radio since it started, he entered the field as a 'ham' operator, and still maintains his operating license. Married, he hobbies in photography and fishing.





## **WILLIAM C. IRWIN**

**Vice President**

### **in Charge of Sales**

Entering radio because of the fascination it held, and because it is so everlastingly different and changeable, Bill Irwin has carved for himself a niche at WSOC which would be difficult to refill. He was first employed at the Charlotte station in 1933. His first ambition was to be a lawyer; but he found radio and the selling field so interesting that law was forced to take a back seat. Bill hobbies in all forms of athletics; but enjoys fishing best.

## **PAUL W. NORRIS**

**Traffic Manager and  
Sales Promotion Manager**

Entering radio via the musical route, caused when the organ business folded, Paul Norris has been employed at WSOC since 1933. From 1927 until 1933 Paul was organist and salesman for the Wurlitzer Organ Company, going to Radio Station WENR as organist and pianist in 1930. Besides being an accomplished musician, he is an excellent photographer . . . the picture on the front cover of this book being an example of his art. He enjoys playing Badminton and tennis and is heard over WSOC on football and baseball broadcasts. He also conducts occasional organ and piano programs.





**CHARLES G. HICKS, JR., Program Director** . . . Love of artistic achievement, acquired no doubt from his interest in painting and writing, led Charles Hicks into radio. In the season of 1929-1930 he appeared with the Workshop Players; later going to Station WPTF where he acquired his radio background as an announcer. He received his degree from Duke University and the University of North Carolina, being active in athletics while matriculating at Duke. His present ambition is to be a gentleman farmer, although he still thinks radio the most fascinating industry with which he has come in contact.

**L. L. CAUDLE, JR., Chief Engineer** . . . Coming to WSOC in 1933, Caudle has equipped himself with a fine background of varied experience to carry out his duties at the Charlotte station. From 1926 until 1931 he was employed with the Radio Service Company, leaving in 1931 for radio engineering school. He attended school until 1933, when he came to WSOC. Heard on the 'Early Riser's Club' in addition to his regular engineering duties, Caudle enjoys fishing, boating, swimming and photography.





## "Mike Men"

**W. E. ROWENS, JR., Announcer . . .** One of the oldest radio men at WSOC from the standpoint of service in radio is Bill Rowens. Previous to 1940, when he came to WSOC, Bill enjoyed employment at KSTA, San Antonio, KRMD, Shreveport, KTBS, Shreveport, and WTCN, Minneapolis. This fine background, garnered from extreme portions of the country, has aided Bill in making him WSOC's Senior Announcer. Hunting, boating and all outdoor activities employ Bill's interest when he is not on the air with some special feature for the station, a wrestling match, or regular commercial program. Before he entered radio, Bill conducted his own orchestra throughout Texas and Oklahoma.

**BOB GREGORY, Announcer and Publicity Director . . .** Entering radio because the prospect interested him and maintaining his interest by keeping him still prospecting, Bob Gregory is heard on the 'Man On the Street' program, News Programs and 'Dance Hour'. With a background of two years on the professional stage, in addition to radio experience acquired at WDSU, WBT and WCBS, Bob has well equipped himself to carry on his present duties at WSOC. He is actively interested in Junior Chamber of Commerce, being Vice-President of the Springfield, Illinois Chapter while associated with WCBS. He was interested in track and baseball in school and hobbies in collecting phonograph records and golf. Married — one gorgeous daughter.

**CLYDE LEE CLEM, JR., Announcer . . .** From the ambition to enter the surgical field to radio is the career of Clyde Clem. The youngest member of the WSOC Announcing Staff, Clyde always thought surgery a very fascinating art. But during high school he studied under the Director of the Little Theatre in Asheville, North Carolina, and became interested in dramatics and radio. Clyde came to WSOC with a fine background acquired at WISE and WORD. He has always been fond of athletics and during high school played football and basketball. Listeners to WSOC hear him on the 'Dance Hour' and News Broadcasts in addition to his regular announcing duties.





**BYRON J. SMITH, Salesman . . .** Coming to WSOC in 1936 from a position as special agent for the Pyramid Life Insurance Company, Byron Smith enjoys radio work because it aids him in getting a 'bang' out of life. Married and the father of an 11-year-old son, Byron has written the score for two musical shows and many other songs . . . both music and lyrics.



**DEWEY L. DRUM, Salesman . . .** Three fine sons form the nucleus of Dewey's existence. He was employed at WSOC in May of 1934, after leaving a position as Display Manager with the Ed Mellon Company. He enjoys cooking as a hobby, and a broiled steak and pineapple up-side-down cake are his 'pieces de resistance'. Listeners enjoy Dewey's musical ability on the 'Early Riser's Club', of which he has been emcee for seven years.

## Sales Representatives

**JOHN S. WARD, Salesman . . .** From semi-pro and professional baseball John Ward entered radio. He went overseas in 1917 with the A.E.F. and upon his return joined the Charlotte baseball club. John's present ambition is to be able to retire at the age of 55 or 60 with nothing to do but fish and hunt. At the present time he is serving his second term as a member of the Charlotte City Council.

**STUART STANDISH, Salesman . . .** Standish entered radio because he believed it to be the top industry as a medium of selling goods and services. He has made quite a success of selling radio time due to his belief in himself and his belief that it can be sold. A Bachelor's Degree was acquired in 1922 by Standish from the University of Michigan. The father of four children, his present ambition is to do a good job of bringing them up.



# To the Ladies

Fashions, Society and Home Economics play an important part in the everyday life of the average listener. WSOC presents programs designed for the housewife . . . programs containing helpful hints on home planning, latest fashions, and activities in society. The charming ladies pictured on this page conduct a varied series of programs touching on every phase of the problems facing the modern woman. Shop with them . . . plan with them . . . you'll enjoy and benefit by these programs.



Above — **LUCRETIA DAVIDSON** interviewed visiting celebrity Toby Reed, Emcee of the Fitch Bandwagon on his recent visit to Charlotte.



Right — We are happy to have you meet Miss Lucretia Davidson . . . the charming young lady who keeps you informed on the various civic activities in and around Charlotte. Miss Davidson also interviews any celebrity that might be visiting or passing through Charlotte. If you have any questions you might like to ask her . . . I'm sure Lucretia would be glad to oblige.

Below — Aunt Sally calls on one of Charlotte's new arrivals and presents them with a welcoming gift of her sponsor's product. Her aim is to make these new residents feel as though Charlotte is really their home.

Below — This is Aunt Sally . . . the friendly lady who welcomes new arrivals to Charlotte and makes them feel at home. Aunt Sally conducts her programs over WSOC each week-day afternoon . . . programs of definite interest to housewives. Recipes are given . . . and helpful hints on housekeeping. Aunt Sally would be more than glad to answer any of your inquiries concerning her broadcasts.





# Religion

Through the facilities of WSOC, listeners throughout the entire broadcasting area are offered the very finest in inspirational programs. Representatives of all denominations appear before our microphones to assure the widest possible expression of religious thought. The facilities of WSOC are available at all times to any religious gathering, no matter how large or how small, for the purpose of presenting its ideas and beliefs to the listening public.

Left — Each day a different pastor in the community appears before our microphones with a prayer for peace. In the above picture, the Reverend Thos. E. Morton, president of the Charlotte Ministerial Union, leads today's 'Prayer For Peace'.

From the pulpit of the First Baptist Church of Charlotte each Sunday morning services are broadcast under the able direction of the Reverend Dr. Luther Little, pastor.

Mrs. A. G. Garr presents a daily broadcast either from our studios or from the Garr Tabernacle.



Of fine inspirational value is the program presented by J. A. Dobbins. For each broadcast a fine studio audience is in attendance.





Everett Mitchell, National Farm and Home Hour announcer for WSOC-NBC, is a favorite with millions of farm-homers.



Bob Gregory announces one of the new series of programs from historic Fort Jackson. Boys in uniform are interviewed and their messages go to interested friends, relatives and listeners.

## Public Service

WSOC stands ready at all times to bring its listeners programs of public interest. In the past, this station has brought you representative programs from many civic-minded organizations. Schools, the American Legion, medical services, churches, clubs, lodges and professional organizations are welcome at all times to use the facilities of WSOC. We have done this in the past, and we stand ready to follow through in the future the idea that our station is for the primary purpose of serving you, our listeners.



Above — On a recent visit to Charlotte, Miss Ann Rutherford, Hollywood starlet, gave her impressions of the town and her reception. P.S.: She liked us.  
Below — From the new Army Air Base in Charlotte, Bob Gregory conducts a program. Seated here on the wing of one of the new pursuit ships, Bob interviews the pilot.



The Annual Mecklenberg Declaration of Independence celebration starts with a parade. WSOC microphones were on hand.





Bob Gregory, at the teletype machine, removes the latest news in preparation for a broadcast.



On the air with another up-to-the-minute news broadcast is Clyde Clem.



From Vichy important developments come to WSOC via the NBC short-wave hook-up through the person of Paul Archinaud.

## On The

Unusual and extreme occurrences in all parts of the world make it imperative that we keep abreast of all the latest developments in the day's news. WSOC, realizing this necessity, has equipped itself to bring you up-to-the-minute news reports on local, national and international events. Through the medium of a far-reaching press service with correspondents in all corners of the world and through the magic that is radio, listeners are able to get first hand glimpses of the news as it occurs.

The great NBC network maintains correspondents in each of the belligerent



Another NBC European representative is Max Jordan.



To Charles Lanius falls the difficult task of reporting the news from Berlin.



H. V. Kaltenborn is only one of WSOC's many distinguished commentators who interpret the news and inform the listeners as to what its occurrence might imply.



The voice of Martin Agronsky is heard reporting the news direct from the Turkish capitol.

## News Front

capitols. These men are constantly on the alert for any slight change in the order of things. These changes, however small they may be, form the integral parts of the whole great conflict overseas.

Radio has carved for itself a niche in the accurate, prompt disbursement of important news developments. The speed with which these occurrences are brought to you can only come through the medium that is modern radio. WSOC is proud of its ability to bring you the news as it occurs.



Another WSOC-NBC correspondent in London is John McVane. The helmet is an important part of everyday apparel in the British capitol.



Fred Bate reports the news for WSOC-NBC from London.



David M. Anderson is another NBC roving correspondent who is equipped to handle the news in any part of the belligerent continent.

# In the World



Whenever the Charlotte baseball team moves out of town, Lee Kirby brings the play-by-play broadcast by means of a 'wire'. Signals are flashed over this wire from the playing field and Kirby reads these flashes and formulates from them his broadcast.

In sports coverage, as well as in news duty is to bring not only outstanding events, but a complete picture of the event with this ideal in mind that Bomar and Paul Norris prepare broadcasts of all sports for listeners in and around Charlotte. Through their sports, and their combined knowledge, the WSOC Sports Department conscientiously fulfills the desire to bring the listeners on to the sports activity.

Through the facilities of the National Broadcasting Company, outstanding national sporting events are brought to the sports fans. Nothing is left undone in the effort to satisfy the listener's desire for news and broadcasts of sporting events.



In the broadcast booth Paul Norris follows each play of a Charlotte game.



Bill Rowens is on hand at the ringside to bring you a grunt-by-grunt account of the wrestling matches.

# World of Sports

news, WSOC believes that its  
ing national events to its listen-  
e local program as well. It is  
Lowrance, Lee Kirby and Paul  
sporting events of interest to  
. Each of these men knows  
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ne . . . no stone unturned . .  
er's desire for news of sports



h at the stadium,  
h and every pitch



Bomar Lowrance takes over the WSOC microphone to bring you the latest news from the world of sports.



Bill Stern is the ace sports announcer of NBC who levels knowing eyes the country over on every field of sports.



Wide awake (?) Dewey Drum begins roll call on the EARLY RISERS program. He's already getting a trifle confused trying to carry on a telephone conversation with his wife . . . explaining that he forgot to turn off the gas under the coffee pot . . . announcing a number on the turn-table . . . and thinking up a good comeback to a bit of heckling from the engineer. If all goes well, he'll wind up telling his wife (on the telephone) the title of the next musical number, handing the transcription platter to the engineer through the window, and telling the listeners to turn off the gas under the coffee.



Here's the program . . . only a few minutes old. . . and Dewey's already going wacky. Maybe he'll calm down in a few minutes, though . . . we doubt.

## Early Riser's Club

**Comes around 'that' time of the morning when even Chaunticler is ashamed to show his head . . . Dewey Drum pulls out his razor and nonchalantly begins his morning toilet. If he cuts himself in between commercial announcements . . . that's due to the ribbing from any number of engineers on duty . . . that is, as many as can shake themselves out of bed at that hour of the morning. Music and fun is the keynote on this program . . . and we do mean fun. It is nothing for an impromptu quartette to appear from out of nowhere and make the microphones literally rattle with vibrations of close harmony. Finally, when things get going too fast for Dewey's morning benumbed brain to follow . . . he very quietly goes daffy and starts slinging transcription records all over Studio B. Why don't you drop in some morning and watch the show . . . that is if you can get up at such an hour?**

I guess the music appealed to Dewey's mote sensitive nature . . . because here he is acquiring a more or less sartorial elegance . . . and at only twenty minutes past five in the morning, too. Ah, well . . . some people are super-human.

Yep . . . Dewey calmed down all right. But it took the combined efforts of the engineering staff to do it. A little soothing music can do wonders, they say . . . even in the early morning.





How's your luck? Just listen in to WSOC each Friday and find out. At that time Bill Rowens and his LADY LUCK staff conduct a program of music, fun, entertainment and perhaps a cash prize for you, too. It all works by the simple process of spinning a wheel. Each time the wheel is spun a reference is made into the Directory to determine what page, what column and what name shall be called to determine just who the lucky winner is going to be. If your telephone rings and you happen to be home to answer it.....you can be sure of a cash prize . . . plus a most interesting conversation with Bill Rowens. Why don't you tune in? I'm sure you'll enjoy 'Lady Luck'.



Bill Rowens points out the number on the wheel, while Brownie looks it up in the directory.



The page and column are found. Now all that matters is to decide which name to call. This also is guided by the spinning of the wheel.

We've got it. Rowens picks up the telephone in preparation to calling the lucky person who might be the winner of the cash prize.

Yes, she was at home, and while Bill Rowens carries on an interesting conversation, Dick Brown sits happily by, content in the knowledge that another 'Lady Luck' program was carried to a successful conclusion.







That very popular comedian Jack Benny seems a bit frustrated in the act of looking for new gags . . . or maybe he's trying to remember just where he misplaced Joe Miller's book.



Comedian Eddie Cantor, heard on the TIME TO SMILE show, propells his charm in the general direction of two of his very charming proteges.



Left — The KOLLEGE OF MUSICAL KNOWLEDGE joins forces with Uncle Sam as Kay Kyser and Ginny Simms receive honorary memberships in the Marine Corps.



Right — The GREAT PROFILE and the CONNECTICUT YANKEE glower at each other . . . matching grimaces. John Barrymore and Rudy Vallee continue to panic WSOC-NBC listeners on their regular Thursday night show.



Snooks, otherwise known as Fannie Brice, is thinking up new devilment for her Daddy on the GOOD NEWS program.



This lovely girl plays the featured role on the popular daytime serial, 'Bachelor's Children'.



A great favorite with every radio fan is the WSOC-NBC feature INFORMATION PLEASE. John Keiran seems to know the answer to this question interrogated by Clifton Fadiman.

In a decidedly informal manner, Phil Spitalny conducts rehearsals for the HOUR OF CHARM. Spitalny and his all-girl orchestra are headliners on this program heard over WSOC-NBC each Sunday evening.





Crooner Bing Crosby lends his sparkling talents to the KRAFT MUSIC HALL, heard over WSOC each Thursday evening.

Vivian della Chiesa, soprano star of NBC's AMERICAN ALBUM OF FAMILIAR MUSIC, was an opera prima donna a year after she made her professional debut.



Left — Molly prepares to foil the fable Fibber is foisting this time. Marian and Jim Jordan, otherwise known as Fibber McGee and Molly, are still going strong in their series over the NBC network each Tuesday evening.



Right — That irrepressible Hope is continually gagging his way to radio stardom. Bob Hope's program comes to WSOC listeners through the facilities of the NBC network.





Dr. Walter Damrosch conducts the MUSIC APPRECIATION HOUR. This program, for adults as well as the younger music lovers, is an educational feature in the appreciation of finer music.



Lawrence Tibbett is one of the famous stars heard on the Metropolitan Opera broadcasts. Here, Tibbett is made-up for his role of IAGO in Verdi's OTHELLO.

## Serious Music

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

With these hand signals NBC Production Man Herb Livingside tips off the control engineer on what's coming next in the WSOC-NBC series of broadcasts from the Metropolitan Opera House.

Lovely Lucille Manners is the Soprano star heard on the CITIES' SERVICE CONCERT series . . . another serious music feature heard over WSOC.



Music  
for



It was a great day for followers of Dean Hudson when he and his orchestra broadcast from the Charlotte Armory on the FITCH BANDWAGON. Emcee Toby Reed is seen second from left in the first row.



Fred Waring and his orchestra are a regular feature over WSOC-NBC on the CHESTERFIELD program. The entire cast and glee club are assembled here taking a curtain call after a broadcast.



Trombonist Tommy Dorsey and his orchestra bring their smooth rhythm to WSOC audiences often through the facilities of the NBC network.



It's a well-known fact that if you give Johnny Scott Trotter a good line on the KRAFT MUSIC HALL he's sure to muff it. For one of the performances Bing imported veteran Hollywood actor Donald Crisp to educate Trotter in the fine art of reading lines.

# ic Jun

In rehearsal for his weekly program, **TREASURE CHEST**, Horace Heidt and his orchestra check over a new arrangement.



Another popular maestro heard over NBC-WSOC is **JERRY SEARS** and his orchestra.



**SWING** and **SWAY** with **SAMMY KAYE** has become a familiar phrase to **WSOC** listeners. Kaye's orchestra gives regular performances over the Charlotte station.



Clarinetist **Benny Goodman** often brings his band before **NBC** microphones and entertains music lovers of the Charlotte station.

# Administration

Left —  
Helen Redies, Bookkeeper

Right —  
Mildred Robinson, Secretary

Left —  
Nancy Jane Alexander, Receptionist  
and Secretary

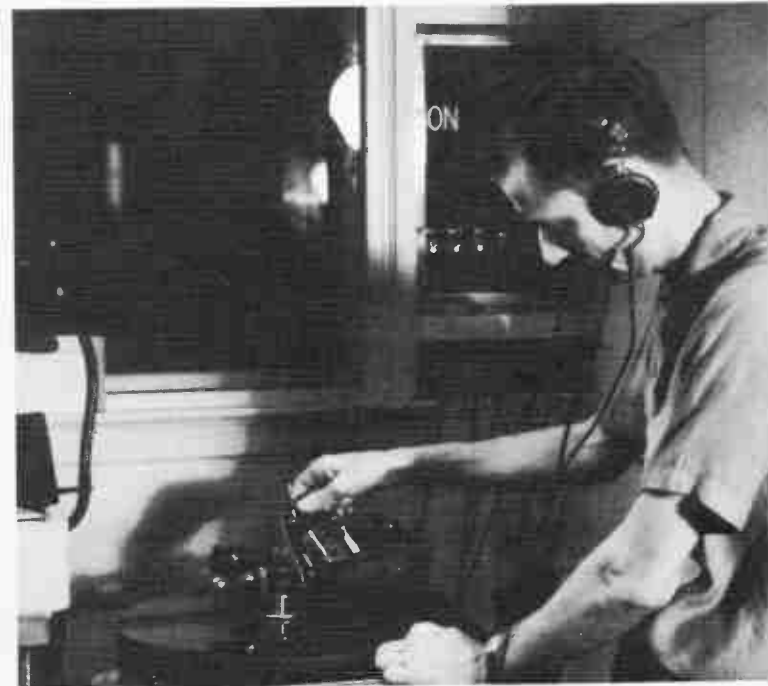
Right —  
Stuart Shannanhouse, Night Receptionist



# Engineers

**E. P. Mallard, Engineer.** To be a consulting engineer is the ambition of E. P. Mallard. Knowing that he would like radio best is what led him into the field way back in 1927. He has been with WSOC since 1937. Although his first ambition was to be an aviator, radio forced its hand and flying had to take a back seat.

**Tom Brandon, Engineer.** Tom came to WSOC last year from a position as Radio Operator with the Charlotte Police Department. He has hobbyed for several years in 'ham' radio, owning his own set and maintaining broadcasting on his private license. Married and the father of one child, he enjoys nothing better than a bit of hunting or fishing in season.



Whenever something special is coming off in Charlotte or the near vicinity, you'll find WSOC's fine, modern remote unit on hand to bring you a word picture of the event. This mobile unit is equipped to broadcast on four short wave frequencies and can be set in motion quickly and with little effort.

**Jack Boyer, Engineer.** Coming to WSOC in October of 1940, Jack Boyer has equipped himself with a fine background for radio. His first radio job was with Station WRAM in Wilmington. From there he went to WSJS in Winston-Salem. Jack enjoys all his hobbies . . . foremost among them being music, photography and radio.

**Albert 'Zeke' Young, Maintenance Man** at WSOC, is often called into duty to bear the pack transmitter on broadcasts.







Photographs by Haviland Smith, Commercial Photographer, Charlotte.

This book compiled and edited by Paul Norris, WSOC, and S. Keith Jameson, Editor, National Radio Personalities, Inc.



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