



# MIKES & DOLLIES



JEFFERSON STANDARD BROADCASTING COMPANY

ISSUE NO. 1

JANUARY 1955

## DREAM - - - INTO REALITY



## WE MOVE! - - ER - - SOON

### FLORENCE ON THE GO

The Florence WBTW staff, which has done a fine job under trying conditions, erased one of those conditions Wednesday, December 29, when they moved into recently finished office quarters in the new channel 8 building and consolidating operations for the first time.

The WBTW building, comprising 10,000 square feet of floor space, now houses all functions of the new station. Included are fourteen offices, a transmitter and control room with latest electronic equipment, a photographic darkroom and an employees' lunchroom. Also, a 30 x 45 foot studio with a 20 foot ceiling, two dressing rooms and a large prop storage area.

The tower is 823 feet high.

Administrative, Program, Sales and Promotion Departments of the station formerly were located in three rooms in Florence six miles from the building.

In spite of this handicap, WBTW signed on at 5:55 p.m., October 18, 1954 and has missed only a few seconds air time since.

(Continued next page)

### TENTATIVE DATE SET

From dream into reality is the new million-and-a-quarter-dollar home of the Jefferson Standard Broadcasting Company which will be ready for occupancy around February 15th.

Overlooking Bryant Park at 1901 West Morehead, the two-story structure is an architect's ideal and a TV floor crewman's delight. Fifty-three separate offices are situated in the 182' x 142' building. Each office is partitioned by removable walls so that additional office space may be created later.

In the very center of the building are two mammoth television studios, (40' x 60' and 40' x 40') and three radio studios (30' x 27', 30' x 19' and 11' x 13').

Radio and TV control boards are separated by a narrow hall between radio and TV studios and are positioned to give the engineer sitting at one board a clear view into all studios. This arrangement facilitates getting from one control room to the other in an emergency.

Every type of latest equipment and innovation has been installed in the tan brick

(Continued next page)

## MIKES & DOLLIES

Published by the Personnel Dept.  
of  
The Jefferson Standard Broadcasting Company

### COLUMNISTS

Jeanne Alexander, J. B. Clark  
and Bill Sizemore

### REPORTERS

Charles Mills William Hicklin

Our thanks to the above kind hearts who generously contributed their time and talents to gathering the latest scoop. Accolades also to Gene Thornton, Bob Carroll, Hal Powell, Florence publicity man Whitefoord Smith, our photographers and others for their contributions to this issue.

"Mikes and Dollies" is *your* newspaper. Keep it alive! Keep your department represented by digging up news, interesting features and turning them in now!

Congratulations to J. B. Clark for suggesting the winning name for the company newspaper. J. B.'s "Mikes and Dollies" was awarded \$50 for being the best of those submitted in the "Name-This-Newspaper" contest.

### NEW BLDG. (Continued)

station. A modern cafeteria, staffed by a leading Charlotte restaurateur and incorporating an outdoor luncheon terrace, is one of the featured conveniences. It will serve three meals daily on schedule and side orders. One of its chief attractions is a five-cent cup of coffee—this alone should endear it to caffeine-loving hearts.

Each TV studio has two glass-paneled booths, one for producer and engineer and the other for clients watching the show. Glass panels in the studio-side walls on the second floor enable those touring through the halls to look in on a TV show without disturbing the production.

Collapsible bleachers for seating studio audiences up to 250 may be rolled into either studio and set up.

A special recording console and studio will be available for handling all taped shows—a job now being sandwiched in on the regular radio control board.

On the east side of the station the 160-foot broadcasting tower gives a line-of-sight beam to Spencer Mountain and is microwave connected.

The building has two front entrances. The main door, facing West Morehead, opens

# WBTW FLORENCE



J. William Quinn  
Managing Director



Melvin H. Purvis  
Manager



Robert L. Rierson  
Program Director



Gail B. Thompson  
Engineer



Paul A. Townsend  
Engineer



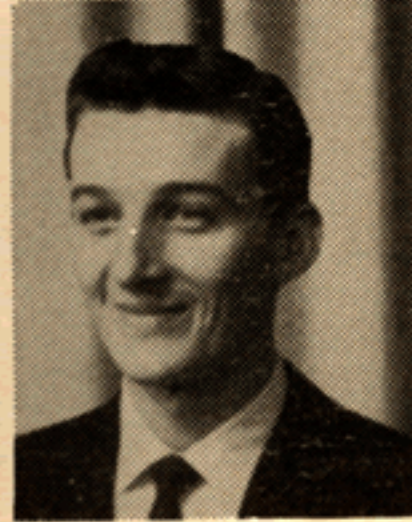
Bernhard W. Zschock  
Engineer



Clifford F. LaMere  
Production



Howard R. Monroe  
Production



George L. Sansbury  
Production

into a luxuriously-styled reception hall enclosing the telephone switchboard and receptionist's desk. The employes' entrance faces the 100-car-capacity parking lot.



Janet S. Fyne  
Program Assistant

Beautifully landscaped, wonderfully designed, the new Jefferson Standard Broadcasting station is an inspiration to the radio and television industry—an important link between two states—and a building worthy of representing the "Colossus of the Carolinas"!

### FLORENCE BLDG. (Continued)

First shows consisted of film, kinescope, or network off-the-air relays from channel 3.

Thanksgiving Day WBTW began local live

# PERSONNEL



**Emil A. Sellars**  
Chief Engineer



**Clegg W. Helms**  
Engineer



**Mack J. Herring**  
Engineer



**John E. Kitson**  
Engineer



**Bernard E. Moore**  
Engineer



**William A. Pritchett**  
Engineer



**John H. Brock**  
Sales Manager



**Clarence W. Hogan**  
Sales Rep.



**Marilyn E. Martin**  
Sales Sec.



**Louis E. Abbott**  
Producer-Director



**George B. Burnette**  
Producer-Director



**James B. Cochran**  
Production



**Charles R. Mitchell**  
Announcer



**James C. Player**  
Announcer



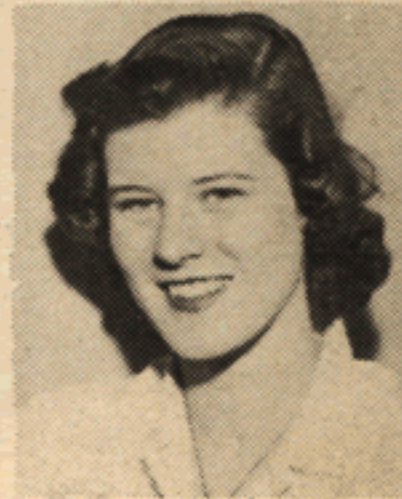
**Richard H. Taylor**  
Announcer



**Jo Ann Hodge**  
Woman's Editor



**Chas. G. Newton, Jr.**  
Farm Editor



**Patricia Hurst**  
Continuity Writer



**Harry B. Hughes**  
Film Editor



**Arthur M. Strickland**  
Photographer



**Edgar D. Wade, Jr.**  
Art Director



**Martha L. Harris**  
Secretary



**Crystal A. Gregory**  
Receptionist



**Whiteford Smith, Jr.**  
Publicity Director

operations with two live spots featuring Dick Taylor and Jo Ann Hodge.

First local live program was a 15-minute shoppers' guide, "Belk's Buyway," on Friday, December 3. The second commercial show, "Southeast Almanac," followed on December 24. A third, "Weathervane," began on December 27.

Two public service local live shows were telecast in December. On the ninth, coaches and special guests of the Florence Tobacco Bowl all-star high school football game were interviewed by Jim Player. Then on December 23, a half-hour of Christmas music was

presented on "Christmas Chorale," a show featuring the mixed chorus of Florence's McClenaghan High School. The program was produced by George Burnette and received favorable comment from throughout the area.

Christmas Eve, channel 8 was interconnected with microwave, bringing new network shows to Florence viewers not previously available through WBTW.

According to *Television Magazine*, WBTW's set count was up to 106,706 on December 1, 1954, and now has jumped to better than 111,000. Encouraging news from our Florence Jefferson Standard "cousins"!

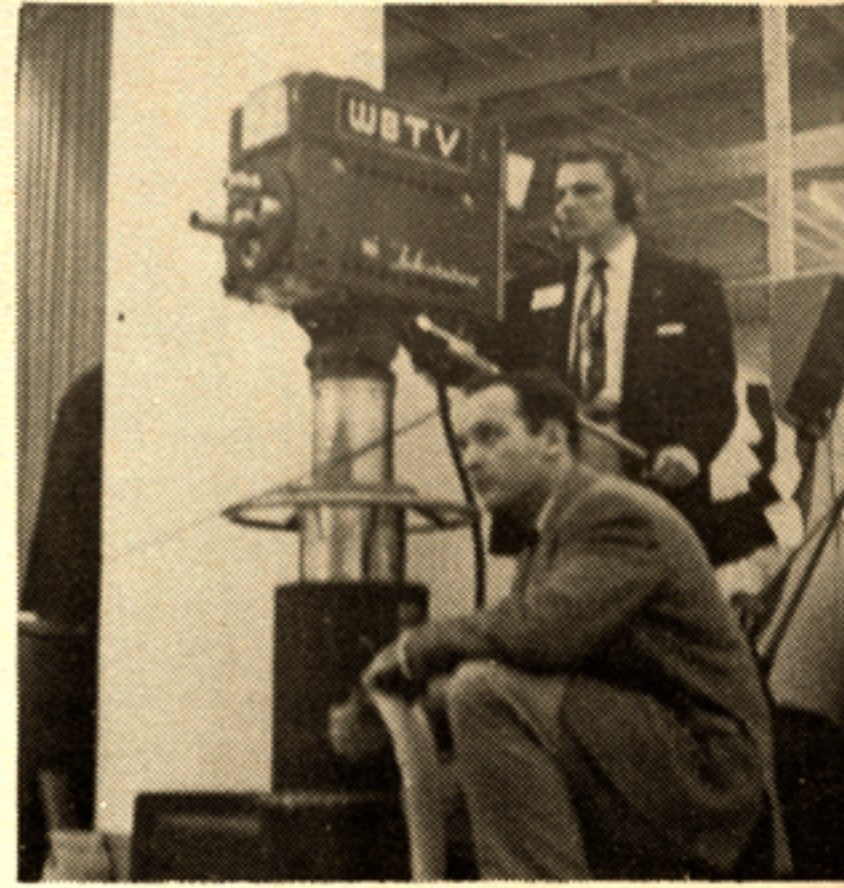
# TELETHON TIZZY - - -



10 p.m.—Joy reigned.  
We were all—ready?



10:30 p.m.—A crackerjack  
opening and hoopla—until—



5 a.m.—Things began to blur.



**BILL SIZEMORE**

## TV ITIS

Telethon—Man, the song is ended but the memory lingers on! Things the cameras didn't catch: The dust that turned everyone into asthmatics . . . Charlie Lineberger and Gene Birke scurrying between cameras on hands and knees to avoid blocking Zoomar lens shots (Did *they* have sore backs!) . . . Sam Zurich and Ken Tredwell, culminating an exhausting week's preparatory work on the Telethon with a 30-hour sleepless stretch Saturday and Sunday—with Sam practically losing his voice by show time . . . and seasoned trouper, Monica Lewis, unable to hold back the tears as she watched the blind girl sing . . . Telethon—sweat and tears, but mission accomplished . . . Say, have you heard the sextet, "The Spicy Six," under the direction of Tom Cookerly? WAYS is clamoring for them—they say . . . Ask Bob Carroll about Bubbles . . . Anyone interested in placing bets on the moving day into the new building, please contact Norman Prevatte or Glenn Johnson . . . Hold your breath and by the time you exhale, I'm sure Gil Caldwell will have traded cars again . . . Anytime you need a lift in spirits go by Mary Kinney's office and get her to imitate a Seal, you know—Oink, Oink . . . Yeah—if you see a

large form moving around the building, it'll either be "Duffy" Suttle or our returned hero, Max Davis . . . I wouldn't want to start rumors, but is Dolo in love AGAIN? . . . Well, no matter, this bit is over . . . HAPPY NEUROSIS TO ALL!!

## CHEAPER BY THE DOZEN—?

One of the cleverest bits of writing seen lately, is this cute birth announcement from Florence Announcer Dick Taylor and his wife:

"The Taylor Production Company of Florence, S. C., takes pleasure in announcing the unveiling of its new 1954 'Baby Model.'

"R. H. (Dick) Taylor, Designer and Chief Engineer.

"Rae Payne Taylor, Production Manager.

"Dr. R. F. Zeigler, Jr., Technical Assistant.

"Model released December 13, 1954. To be called Robert Scott. Weighing in at 6 lbs. 8 ozs. This new beauty has Two Lung Power . . . Free Squealing . . . Scream Line Body . . . Double Bawl Bearing . . . Water Cooler Exhaust . . . with Changeable Seat Covers . . .

"The Management says this will definitely be the only new model released during the remainder of this year. Stop in at 1316-A Edgewood Ave. and see this new beauty for yourself.

"For those of you outside the City of Florence, it is well worth the trip."

# - - - IN SIX REELS



No, No, Horace! The stage is behind you!



2 p.m., Sun.—Everyone enjoyed it.



—Then There was Mahoney . . .



**CHARLIE LINEBERGER**

## THE WEEKLY SPASM or STAGING "WEE-TV"

WEE-TV? It's a tough show to do, but we think it is the best country music show on television anywhere.

The floor crew, the engineers, the producer and the talent invest approximately 50 man-hours in a show which lasts twenty-nine and one-half minutes.

It takes eleven people in tightly coordinated action behind the scenes to keep the show on the air. The producer, man with the heaviest responsibility, must get the show on the air, give all cues, keep track of commercials, time the show and get it off the air on time. His aides are the audio and video engineers. They maintain the quality of sound and picture.

Sets, props and other physical ingredients of the show are the responsibility of the floor crew.

In the studio there are two cameramen, one floor manager, a mike man and two utility men. The floor manager relays directions and cues from the producer to the talent on camera and the utility men stand by to move props for a change-of-scene during the show. The cameramen receive their directions from the producer by way of inter-communication head phones. The mike man's job is to keep

his mike out of camera view at all times, but close enough to the person speaking to insure top quality sound pick-up.

The Tuesday evening hassle actually begins a half an hour before show time. Scenery has to be brought in. Pianos, deep-freeze units, mike booms, dollies, stoves, and tables must be juggled to give the crew, cameras and talent enough room to work.

(Ed. note: Oh, for the wide-open spaces of the new building.)

(Continued next page)



That hustling group, the TV floor crew, in typical action. L. to R., George Solada, Gil Caldwell, Jim Mahoney (behind Caldwell), Gene Birke, and Don McDaniel (behind Birke). Crew members not present are Horace Golightly, Max Davis, Bill Sizemore, Charlie Lineberger, and Bob Suttle.

## NEW PERSONNEL-TITIES

---



**THOMAS F. ASHCRAFT**  
Radio Salesman

Tom joins us from WNAO in Raleigh, where he did promotion production, as well as sales work. A graduate of UNC in Radio, he has a varied background in selling.



**CAROLYN G. KESTER**  
Secretary—Personnel

A cutie with ability also, (Chase kept this one for himself) Carolyn has been a bank teller and stenographer. She is a capable replacement for Shirley White, who forsook us for matrimony.



**JENNELLE BRANNON**  
Sec.—Sales

Personable Jennelle combines sparkle with ability. She has had experience as a PBX operator, secretary and receptionist. She attended Furman University and is from Great Falls, S. C.



**MARY KINNEY**  
Art Assistant—TV

Mary majored in art in college and has worked with several commercial artists before coming here. Friendly and cooperative, she is experienced in lettering as well as freehand art.



**MAX DAVIS, JR.**  
Utility Man—TV

Though new to some of us, Max is an old hand in TV Production. He was floor crewman here before entering the Army. Since his return, he has already been commended for his work on the floor.



**JANICE F. KIRBY**  
Secretary—Sales

Bubbling over with energy, irrepressible Janice is a girl who believes in getting things done. She condensed a four-year secretarial course into one at Woman's College before joining us. Cute too, huh?



**LLOYD E. ETTERS**  
Photo Lab Assistant

Lloyd learned photography as a Leatherneck in service. Proof that he knows his work well is evidenced by the new-employee photos which he took. He's a native Charlottean.



**FLORENCE L. RIGG**  
Traffic—TV Program

A transplanted New Yorker, Flossie majored in Radio at UNC. She also was Music Librarian for WUNC and worked in Traffic for the university radio station while in college.

---

### WEE-TV (Continued)

Cameramen Bill Sizemore and Don McDaniel busily re-adjust lights and "bridge" circuits to get the necessary lighting effects.

Floor manager Gene Birke drags in cans, packages and posters needed for the all-important commercial. He also answers a barrage of questions concerning the how, when and where of the show.

Bob Suttle and George Solada clamp the

numerous flats into place and set up any special back drops.

When the show hits the air all individuals become machine-like parts of a team. Each man does his job with an eye open for any hitches that might come up. Working with the Crackerjacks is an experience in itself. They make WEE-TV an interesting (to say the least) show to work.



**ALICE LORENE PELZER**  
**Secretary—Radio**

Lorene is certainly qualified to be Music Director Clarence Etter's assistant. She was in a glee club, plays the flute and is now taking piano lessons. From Alabama. She's also an expert stenographer. Married.



**ROBERT A. SMITH**  
**Mail Clerk**

Bob was in bank work until a communications assignment in the Air National Guard aroused his interest in radio. He's alert and should go far in this field.



**C. WADE ST. CLAIR**  
**Production Asst.—Radio**

Likeable Wade joined us as an Apprentice Trainee after his discharge from the Air Force. His work in Radio Programing promoted him from the training program to his present job.



**CAROLINE M. TILLETT**  
**Secretary**

Caroline has worked for McCall's magazine, CBS and other top companies in New York and Charlotte. Her pleasant disposition and training make her the perfect secretary for Grady Cole.



**JULIUS P. TORRENCE**  
**General Maintenance**

"Jay" is another well-qualified for the job. He owned his own cabinet shop and has years of experience in property maintenance. Good-natured and always willing to help out, he's an asset to the station. Married.

## FALL OF HOUSER

The last bachelor on the Engineering staff at Spencer Mountain joined the ranks of the other engineers on October 3, 1954.

Theron D. Houser, featured in our last issue as the only bachelor on the mountain, succumbed to the lure of wedded bliss and was married to Miss Margaret Redmond of Gastonia at 9:00 a.m. in the Loray Baptist Church.

The couple now reside in their new home on New Hope Road in Gastonia.

## POLICE PRECINCT

For those of you who haven't yet been caught, we print the following, courtesy of Capt. Lloyd Henkel of the Traffic Division.

METER VIOLATIONS cost \$1.00 and must be paid within 24 hours or warrant for arrest). Old policy was \$1.00 within 24 hours and \$2.00 thereafter. Now they supplant the extra dollar with a warrant.

PARKING IN NO-PARKING ZONES or on a sidewalk draws a fine of \$3.00. Old policy of \$1.00 discount if paid within 24 hours no longer applies.

PARKING IN DRIVEWAYS and double parking brings \$4.00 fine. No longer will you save a dollar for 24 hour payment. Warrant here too.

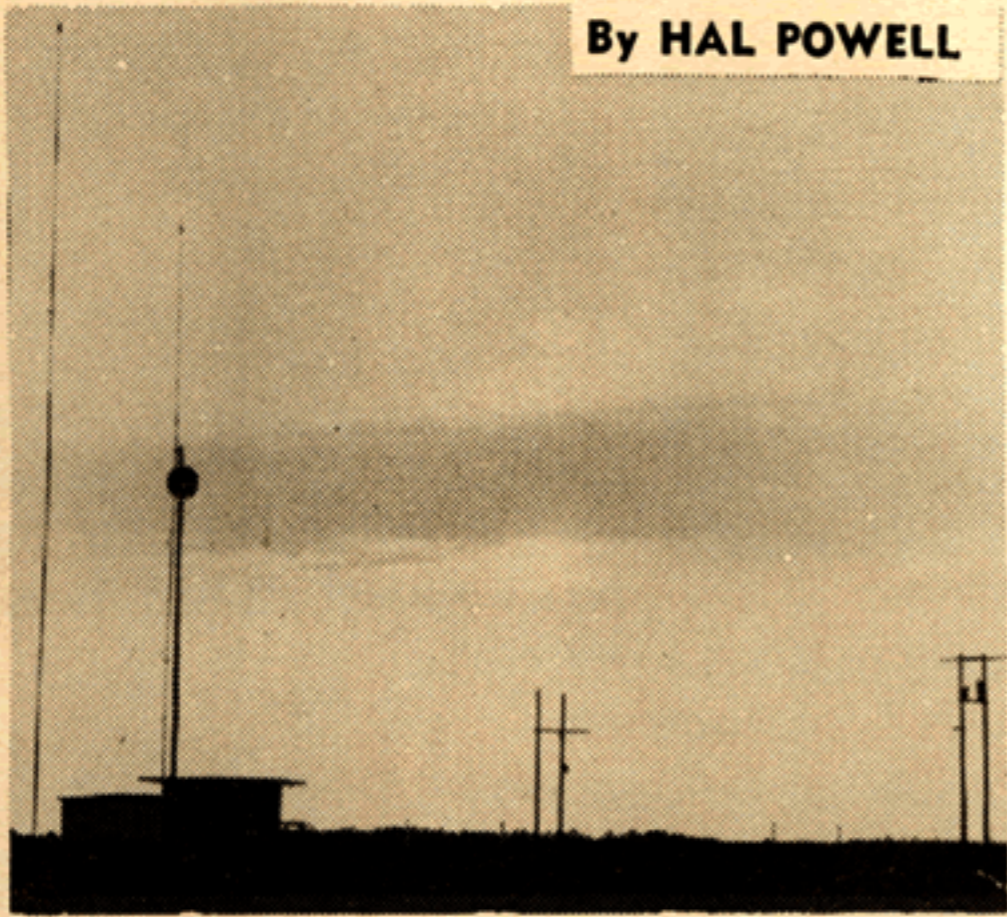
It is not necessary to pay fines in person, says Capt. Henkel. Mail payment within 24 hours to Traffic Violation Division, Charlotte Police Department, 625 East 4th St.

As soon as the show goes off the air, we begin the job of taking down the set. We hurry because we have very little time to get set up for the next show. Within minutes all evidence of the WEE-TV show is gone—except the feeling of satisfaction that comes from working the show—plus the hope that the viewers enjoyed it.

And so it goes . . . around the clock . . .

# SHELBY SATELLITE UNIQUE IN THE NATION

By HAL POWELL



The WBT Satellite Station at Shelby represents an outstanding home-made engineering accomplishment. This small automaton sheds a boosting radiation in 25 mile radius over a vital North and South Carolina industrial area.

The idea of a microwave-linked satellite station was conceived and delivered by M. J. Minor and staff in 1947. To this day it is unique in the nation. WBZ-WBZA, Boston-Springfield, Mass., also maintains simultaneous broadcast at 51,000 watts, but WBZA is linked by telephone cable.

Minor, John Carey, Ralph Painter and others faced complex problems when they built the satellite.

The handling of the microwave link is unbelievably delicate. At the main transmitter the 1110 Kc. signal has to be reduced in five steps to the 18.5 Kc. frequency needed to modulate the link transmitters.

A parabolic dish on top of the WBT Transmitter building beams the microwave signal to Spencer Mountain over transmitter KID 99. At Spencer the beam is received by a

At the Shelby booster the signal from Spencer Mountain (KID 98) is received by another dish on a 60 foot wooden pole. The 18.5 Kc. frequency is multiplied there in five steps to the 1110 Kc. transmitter frequency.

Since the signal has to be multiplied 60 times (18.5 to 1110 Kc.) any errors in the microwave transmission are amplified to the same degree. Yet variation in the link signal is kept almost infinitesimal.

At the Catawba River, where the Shelby and Charlotte signals (both at 1110 Kc.) meet, a cancellation occurs. The degree of perfection in the booster's synchronization is shown in the fact that this region of cancellation remains stationary. Such a movement in space of the cancellation region would cause a wide variation in program strength for home receivers over a great area.

Another hazard of the system is the possibility of subharmonics (unwanted auxiliary frequencies) which inevitably crop up when a signal is divided and then multiplied. The situation is almost as difficult as trying to whisper in the Luray Caverns.

Maybe an example of how well the satellite works is represented in the fact that when the Charlotte and Shelby signals meet over Gastonia they are within 1/72,000,000 second of each other.

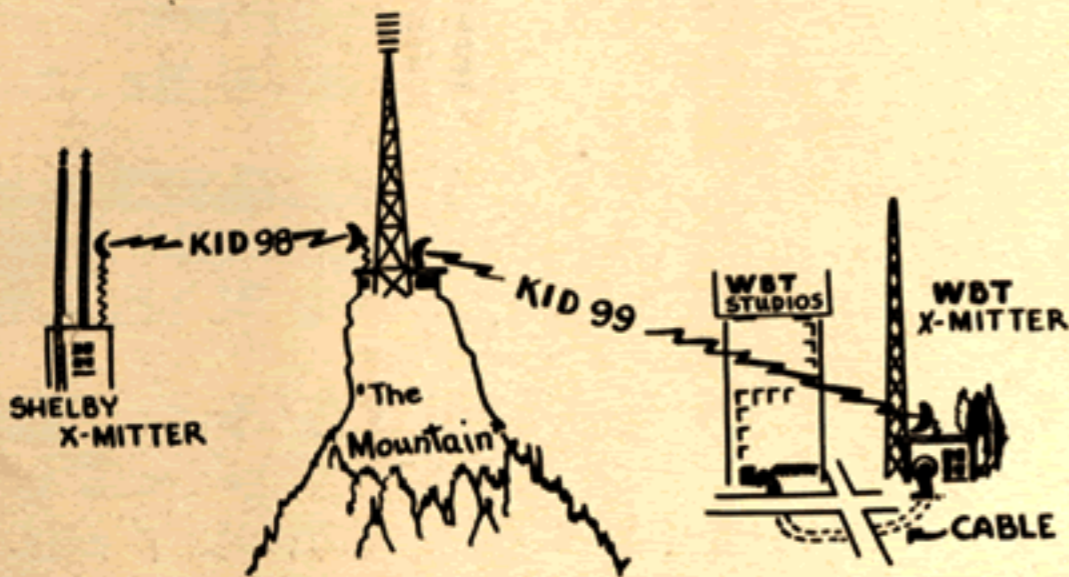


## JACK MATHIS

J. E. "Jack" Mathis, Satellite Engineer, has more years in communications than any other single WBT employe. At the age of six, he learned the Morse telegraphers' code along with the alphabet.

He received the news of McKinley's assassination for the Union, S. C., newspaper in 1901 as a professional telegrapher. He was then 13 years of age. At 16 he was earning \$100.00 per month, even though the mayor of Union made only \$75. This was the year after the Russo-Japanese War.

He became a ham operator in 1920 as W44JS. This was only seven years after Langmuir invented the multi-grid electronic tube; to Jack first operated with a weird assortment of coils, magnetos and rotary sparking wheels. Often he sat up long into the night to catch the signal from another ham transmitter some-



parabolic on top of the transmitter building and is re-broadcast by another parabolic dish to Shelby.



where in North or South Carolina.

Today his powerful transmitter with letters W4FMT (Famous Mule Trainers) calls in all corners of the world. He plays chess regularly by radio with a ham in South Carolina. Jack claims that ham operators with their universal language symbols (i.e. QRA—Where do you live, YL—Young Lady, XYL—Wife, QSL—Send me a card) should be a great aid to world unity.

Mathis' father began telegraphy for the Southern Railway in Union, S. C., in 1875. Together, Jack and his father hold 79 continuous years in communications, 1875-1954.

Jack has two daughters and one son. One daughter, Mrs. Lavenia McLaughlin, and her daughter, Sandra, live with Jack and his wife in Shelby. The son is paratroop Captain Jack Mathis, Jr., at Ft. Bragg. The other daughter, Mrs. Catherine Rutherford, lives at Ft. Benning, Ga.

## OUTING REMINISCENCES

Tom Jefferson's chillun shed inhibitions and "frustrated desires" and also picked up some fabulous prizes at the two fine holiday outings pitched by the company this past year.

We shed inhibitions at the summer outing (did you see that skit?) and frustrated desires at the fall dinner-party (just ask Fletcher Austin and several pie-eye-ed individuals).

Cabarrus Country Club, with its rolling greens, lighted pool, spiraled stairs and wonderful cuisine was taken over lock, stock and beer barrel by the company for personnel pleasure. Staff members were so appreciative of this gesture, that everyone showed up for work the next day.

December 1st, we trooped out to the Red Fez Club for delicious steaks and prizes. Two hundred and forty-one T-bone steaks (including an extra one for Chase Idol) were served in two shifts at 6:30 and 8:30 p.m.

Responsibility for the success of these outings goes first, to this company, for footing the bill (a breath-taking one it was) for both affairs—and next, to the outing committees for planning them so well.

The summer outing committee consisted of Jeanne Alexander, Bob Bean, Edna Davenport, Cliff Livingston, Nadine Nanney, Harold Powell, Bill Sizemore, Tom Stutts, Bill Ward, Shirley White and Sylvia Wiseman.

On the winter committee were Ethne Sheridan, Gene Birke, Jane Baucom, Fletcher Austin, Jud Gregory, Virginia James, Al Munn and Fred Blackwelder.

## OH, MARSHA—REMEMBER?



—It was August—



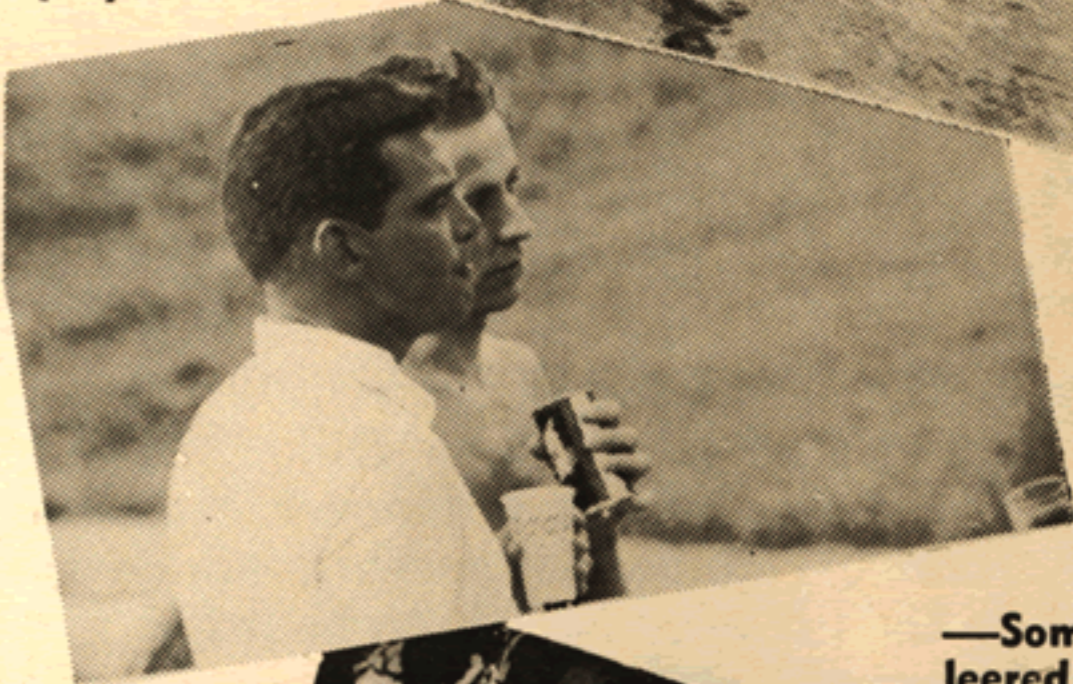
Everyone was there—



—Dignity prevailed.



Some played—



—Some leered.



Man, it was the Most!



**JEANNE ALEXANDER**

## **DOODLE-DE- POOP**

"Duffy," known formally to WBT-ians as Bob Suttle, ace TV floor crew member, unbeknownst to him played cupid last summer. Seems he took a comely brownette to a house party at the beach . . . and alas, who is marrying her? Not our "Duffy." No siree . . . it's fellow crew member and house party associate, Horace (who didn't) Golightly! Say, Suttle, what are you doing with your spare time these days . . . being subtle?

Also interesting to note: a choice morsel (other than the steaks served at the Red Fez party), Tom Ashcraft's date, took the long walk down the aisle a week and a half later. Our salesmen can really sell something when they put their minds to it! Did you get a commission from the groom, Tom?

The Wally Jorgensons received a glamour package early for Christmas. It wasn't wrapped . . . but then it wasn't a surprise either. A baby girl arrived adding one more to the family total of four. The name is the loveliest we've heard in a long time . . . Lisa Solveig.

A girl with her head in the clouds is Dot McDonald. She'll make the step sometime in the spring—provided the film room can operate without her chuckles.

Parks Reinhardt, the Mail Room's "cool" music representative, settles down in March. He'll marry pretty Linda Garmon. No matter what, don't let her throw out your "cat" records, Parks!

Promotion has been doing a little promoting on the side lately. John Dillon, the eligiblest of bachelors, is no longer available. And, Nadine Nanney has recently added her name to the list of those "not to be disturbed." If our memory serves us well, a number of folks from this department have "plunged." Babs Hamby Richardson, Rosemary Ford Blanton and Nancy Thompson Bookman . . . as well as Ned Burgess. Is there something in the air down there? If so, there are a good many of us who would like to transfer to that department!

Everything that happened at the Telethon didn't make the TV screen. Jennelle Brannon

managed a breakfast date with a handsome National Guardsman. Dolo Henson maneuvered a private conference with Bill Hayes in his dressing room . . . and Janice Kirby made off with Billy Knauff's prize saxophone player!

Another stork note: Barbara Dunn is collecting all kinds of names for the little one due in February. We're setting up a suggestion box in the Radio Program Department. So drop yours in on the way by sometime. She may give awards!

Novelty note in new styles: If there's a little blonde' around the station you don't recognize . . . it's Fuzzy Prevatte a la Audrey Hepburn. At several Christmas drop-ins, even old timers didn't know who she was. Nothing incognito involved. She just got up early one morning and, without daring to consider the matter, clipped her crowning glory. It made a new . . . well . . . different woman out of her. Frankly, we like it. Lends a cosmopolitan air to our sometimes conservative tendencies.

By all means be up-to-date: Have you heard the newest expression resounding the 'BT halls? Instead of cautioning someone not to get "looped" or "stewed", co-workers are recommending to one another that they not get "Storched" over the weekend! Until next time, our advice is: Have fun! Then, tell us about it. We'll share it with everyone via this column.

## **SOLON OF THE SUNRISE**

The records of years shows that almost everybody who is anybody—and a lot of those who are not—listen to Grady Cole two-to-one . . . and have been doing so for a long time.

Those who think about figures all day like Jack Burney say—it's Grady Cole 51.3% at 6 a.m., 45.3% at 7 a.m., and 47.0% from 8 to 9.

Grady falls out of the sack at 4:30 a.m., 43 minutes before official sunrise. From 5:30 to 6 his voice is being heard by 49,500 listeners. By 7 a.m., he has 84,000 listeners. His audience grows to about 116,000 by 8 a.m.

Thus, throughout the early morning, of those listening to radio, about half are tuned to WBT—a remarkable tribute to the popularity of "Mr. Dixie."



J. B. CLARK

## *Just* **BETWEEN US**

Don't let Bailey Hobgood's solemn-as-an-owl expression fool you. The kid has a wit that can leave you limp . . . Isn't it wonderful to be able to relax like Grady Cole, who always acts and talks like he didn't have a care in the world . . . Lon Chaney, whose name is the same as the old silent screen boogeyman, is as gentle as a lamb with his brand new baby daughter . . .

The Bryan Yandles, who were married only last Fall, have discovered the secret of a successful marriage. They're still on their honeymoon . . . A real Southern gentleman, quiet-spoken, mild-mannered, ever-courteous, Doug Mayes . . .

If WBTV ever dramatized Washington Irving's "The Legend of Sleepy Hollow," Alan Newcomb could play Ichabod Crane . . . Nobody seems to enjoy a joke quite as much as a control room engineer . . . Nat Tucker doesn't look as adventurous as "Casey, Crime Photographer," but he comes up with some swell shots . . . If they gave out prizes for looking cute, Janice Kirby would win the Grand Award . . . Best-looking guy behind the TV scenes is Dan Givan . . . What caused the television fellows to shave off their chin whiskers after the bush had begun to bloom?

Appropriate name for the hero of a syrupy Southern novel: Wade St. Clair . . . Sam Zurich has one of the best voices I've ever heard . . . Judson Gregory reminds me of the type of friend all of us would like to be . . .

Wonder if Clyde McLean ever talks about the weather when he's off duty? . . . Do the Smith Brothers hand out cough drops on their personal appearances? . . . Mark Rascovich always seems lost in thought . . . Buddy Evans looks like he could be cheerful even if he were going down for the third time.

## **LIVES HIS WORK**

W. B. "Buck" Taylor of Knoxville, Tenn., through whom we buy Raytheon Electronics equipment, has the right initials—W.B.T.

## **BILL HICKLIN**

## **AM TRANSMITTER— THEN AND NOW**

The station that was to become WBT began operation as an experimental station known as 4XD in December of 1920, in the home of Mr. Fred Laxton, just across from the entrance to the Charlotte Country Club. The house is still in existence. Pioneers and originators were Mr. Laxton, Mr. Frank Bunker (both deceased) and Mr. Earl Gluck (at present the very alive chief executive of WSOC).

On April 10, 1922, the station was granted a commercial broadcast license. Mr. Laxton retired and the station was moved to the top floor of the Independence Building. They used the 13 wire fan type antenna supported by two poles on the roof. The only two tubes in the station were the 2 type 203's which gave an output of 100 watts. Later the power was increased by substituting type 204 tubes.

For the information of the technicians, these two tubes were the oscillator-power output stage which fed the antenna and were modulated by a transformer whose secondary was connected from the tube's cathode to ground. The primary of the transformer was in series with the microphone.

This was called "Magnetic Modulation." The maximum amount of modulation possible was estimated to be not more than 20%. The rectifier for the plate voltage consisted of about 30 or 40 quart fruit jars filled with borax and water in which were emersed lead and aluminum electrodes for rectifier action. All of this apparatus was home made except the tubes and the transformer, which were RCA products. Our present transmitter cost around \$100,000 and has 30 tubes, with an estimated 1,000 or more tubes used in auxiliary equipment and at the AM studio in the control room.

In 1925 the station was bought by Mr. C. C. Coddington who was the local Buick dealer. (WBT, Watch Buick Travel). A used transmitter, Western Electric type WE6A, and antenna towers were purchased from a firm that had gone broke in the land boom, at Boca Raton, Fla. They were installed atop the Coddington Building, 500 W. Trade Street. The power was 500 watts and was later increased to 1,000 watts. The station was on the air from noon until 1 p.m., and from about 7 p.m. until 10 p.m. on weekdays, with special hours for church service on Sunday.

(Continued next page)

There were 6 employes of the station in 1928. Mr. Hank Burwell was the manager, program department and salesman. He had one secretary and four engineers who were Mr. Earl Gluck, Mr. Paul Rosecrans, Mr. Ralph Reid and Mr. T. G. Callahan.

Late in 1928 a new building was finished in a cotton field and a new transmitter installed on the present site of the AM transmitter. The transmitter, built by General Electric and sold by RCA, was a type 5A, 5,000 watts. It was the second broadcast transmitter ever sold by RCA with that much power. The first one had gone to Canada.

The first antenna on the present transmitter site was supported by a cable stretched between two towers.

In 1929 the station was purchased by CBS and in 1932 the transmitter building was almost tripled in size. A 50B transmitter unit was added to the 5A transmitter and the power increased to 25,000 watts.

In 1934 the power was increased to 50,000 watts, using the same transmitter and a new tower was put into use as the antenna. This tower sat on an insulator, the tower itself being the antenna.

On December 1, 1942, a cyclone broke 168 feet from the top of this 435 foot high structure. The wires carrying the power to the antenna burned in two, but the transmitter was off the air for only an hour and a half. The next day an extra long wooden pole was put up and a wire strung from this pole to what was left of the tower for an emergency antenna until the toppled section of the tower could be replaced.

In September of 1945, the station was sold by CBS to the Jefferson Standard Life Insurance Co. and the construction of the directional antenna system was begun and finished in 1946. The antenna tower previously used is the one nearest the road. The other two similar towers were added to give us a directional system that would keep us from interfering with KFAB in Omaha, Nebraska, who had just been granted permission to move to our frequency.

In 1947 a small transmitter licensed as KIA-55 was installed to send programs to the mountain for WBT-FM, which was housed in a rough wooden shack—the only building on Spencer Mountain. No telephone lines were available to the mountain. Later in 1947 this transmitter was also used to send programs and synchronization signals to the new WBT Satellite in Shelby, N. C. This KIA-55 has now been replaced by a smaller transmitter licensed as KID-99 which, with its twin KID-98 on Spencer Mountain, gets our signals

over to Shelby.

In the fall of 1951, another addition to the transmitter building was begun, this time on the South side. It housed the new RCA type BTA 50F1 transmitter which was put into use early in the summer of 1952. The old 5A transmitter installed in 1928 and its big helper, the 50B, installed in 1932 (referred to as Old Betsy) have become obsolete, been remodeled and brought up to date and become obsolete again. Still, other than requiring a little more power, more spare parts, etc., they can do almost as good a job as this young whipper snapper, the RCA BTA 50F1.

Old Betsy still gets to flex her muscles in the wee hours of the night, 5 nights a week. She is tuned to 1240 Kilocycles, the Conelrad (National Defense) frequency, to keep the public informed in event of an air raid. But she can be put on 1110 Kilocycles in a few minutes if the need arises.

## BUSY LITTLE BEES

If you ever wonder what they do down in the mail room, it's this—they're up to their eyebrows in printed matter.

Each week the mail room produces from ten to fifteen thousand pieces of printed material and mails out approximately 5,700 units, which range from movie film to post cards. Each day they receive about 5,000 pieces of mail.

The "syndicate" has one man—Bobby Smith—making seven pick-up and delivery trips through the building every day. He delivers around 500 letters and cards.

## WBTrading Post

FOR SALE—Hallicrafters SX-42 Communications Receiver. .54 m.c. to 110 m.c. tuning. Modified for recording directly off input, plus pre-amp. \$95.00. Call Jack Burney.

FOR SALE—G.E. Portable Radio. Self-charging. Cast Aluminum case. Call Dot McDonald.

SERVICE—Photographs tinted. Reasonable rates. See Phyl Safrit.

WANTED—Tips for Radio Sales. \$25.00 bonus given for legitimate tips that culminate in a sale. Contact Buddy Evans.

WANTED—Used baby crib in good condition. See Chase Idol.