

The Queen City Gazette

A hometown newspaper dedicated to perpetuation of Charlotte's own ideals and traditions.

founded 1888

Charlotte, N. C., Monday, April 10, 1922

Price—5 cents daily, 7 cents Sunday

Wad Of Gum Is Mark Of Real Identity

When E. B. H. Clanton took a notion to smoke while bouncing along with his Ford coupe towards Concord one day, and taking the wad of chewing gum out of his mouth and sticking it under the instrument board, he didn't know that that same little piece of Fleers would return him his car six months later, but it did.

Someone took the car off the streets here several months ago, drove it to Danville, and there put it through the usual re-painting, renumbering and wheels-changing stunts until the poor little Ford didn't know itself and had lost its identity.

All but the wad of chewing gum was changed. This was left sticking where it had been stuck, to these many months, and remembering that wad because of pleasant recollections, Clanton took one look under the board and said:

"There she am, the Ford are mine!"

Flying Machine Here Saturday

Due to popular demand, Albert Johnson will again take passengers to ride in his aeroplane this Saturday afternoon. Citizens who are daring and foolhardy may soar above the ground for five minutes and see Charlotte from the height of several hundred feet.

Mr. Johnson advises this reporter that the exciting ride will cost one dollar per person, and he refuses to take any passenger with a rapid heart beat. Last Sunday, little Scott Lett wanted to fly, but Mr. Johnson said no babies were allowed, due to the fact that they often spit up, losing their milk, soiling onlookers below.

The Johnson plane will take off from the field at East Boulevard and Queens Road on the edge of the city.

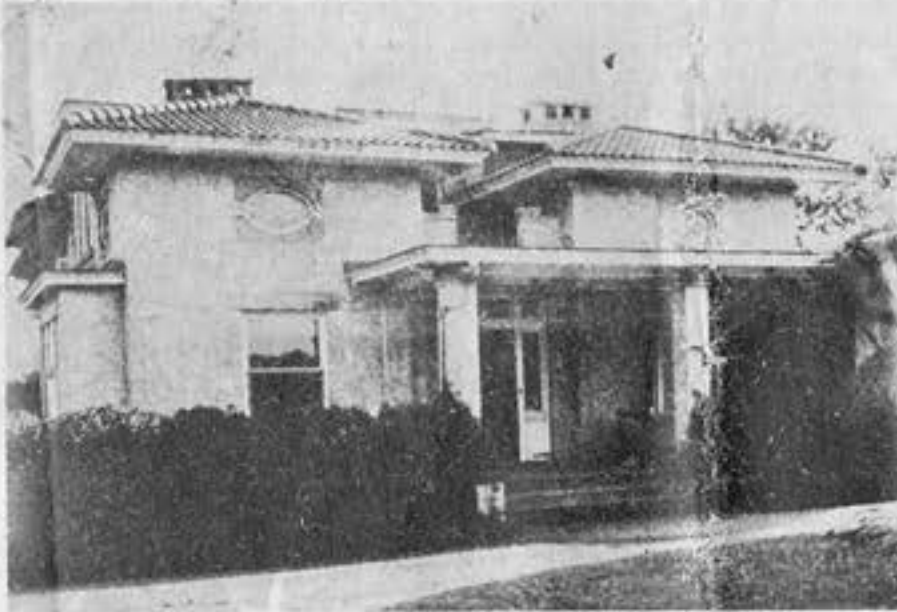
Jo Jo Says



Fair and warmer Monday and probably Tuesday.

Radio Station WBT Goes On The Air Today

100 Watts Of Power



Laxton Home



Station 4 XD

The first commercially licensed broadcasting station in the Southeast went on the air this morning in Charlotte, and around the city people listened to WBT broadcasting with 100 watts of power from its transmitter atop the Independence Building.

Messrs. Fred Laxton, Fred Bunker and Earle Gluck were seen walking up and down Tryon and Trade Streets in the vicinity of Independence Square shouting, "We are on the air! Come listen to a real live broadcast!" Most pedestrians downtown were skeptical. A few passersby, however, hurried to Efrids or Andrews Music Company, to put on earphones and listen to a real radio broadcast. "It's a late April Fool's joke," many said, after listening to music as it squeaked from the radiophones. "Where is the sound really coming from?" they asked. Mr. Laxton, founder of the broadcasting station, tried to convince listeners that the radio broadcast was authentic. He would ask the listener to give his name, and then

expand his hobby, and he persuaded Messrs. Bunker and Gluck to assist him. They moved the transmitter to the Independence Building in January of this year.

The present studio, located on the fourteenth floor of the Independence Building, resembles a room full of glass fruit jars and nonsensical wires and gadgets. An announcer, named Louis G. Rogers, talks into a microphone and also plays gramophone records. A favorite recording seems to be "Parade of the Wooden Soldiers," and it was aired three times this morning.

Public reaction to the radio broadcasts was mixed. Many citizens have rung up the newspaper office, complaining that the new radio waves are fouling the air and poisoning the birds. One irate lady screamed, "Call the police! My clothes line is playing music!"

There was no panic in downtown Charlotte, but mothers were heard screaming at their children not to get near anyone listening to radio phones in downtown stores.

cate a phonograph recording to him. The voice, sounding as though it came from within a tin can, announced: "And this selection of 'On The Alamo' by Gus Kahn is dedicated to Joe Patterson who is listening to our broadcast at Andrews Music Company." Mr. Patterson would listen intently for a minute, remove the earphones, walk away muttering, "Damn fool trick to play on a clean-living man!"

WBT began as a 4 XD transmitter almost two years ago at the home of Fred Laxton at the corner of Mecklenburg and Matheson Avenues. Mr. Laxton decided to

am not afraid of all those rectifiers!" he commented. "I would read the news on the air if they wanted me to." "And get electrocuted!" one passerby shouted at young Cole.

The police department answered the telephone calls they received with a statement that unless WBT proved to be a public menace that no arrests could be made.

Mr. Laxton, when interviewed, stated that he hoped WBT would become a permanent broadcasting station and that he planned to be back on the air tomorrow for another hour or two.

WBT To Broadcast Weather

The invention of the radio telephone has opened a new field for broadcasting weather information, and as the cost of installing a receiving instrument is relatively low and its operation easy, farmers will no longer remain ignorant of coming weather changes or destructive frosts. By tuning up his instrument and "listening in," the Mecklenburg County farmer can now hear what the weather will be like as well as get market prices.

WBT Radio will begin broadcasting weather bureau reports today. The message will be transmitted on the special wavelength of 485 meters and will include state forecast and local forecast, and when appropriate, warnings. Farmers will have to learn certain stated hours when they can "listen in," because, of course, as busy as they are this time of year with plantings, etc., they cannot wear earphones all day.

Obscene Statue To Be Moved From NY Park

Shortly after Frederick MacMonnies' fountain was unveiled on April 3, in City Hall Park, New Yorkers, especially women, marched on City Hall demanding the statue be removed.

The statue represents a nude, robust, club-carrying male called "Virtue" standing with one foot on the neck of a prostrate female "Vice."

City Hall officials have promised that the fountain statue will be moved to Queens Borough Hall on Long Island, saying, "We wish to hear no further about fallen women on our lawn."

WASHINGTON—The date for the dedication of the Lincoln Memorial has been set as May 30. The \$2,940,000 white marble edifice is very near completion, and provided good weather holds for the rest of the spring, everything should be ready for the May 30 ceremony.

Throngs Crowd Square At Noon

Hundreds Come To Shop And Watch Automobiles

Spring sales brought hundreds of people crowding Independence Square yesterday as they shopped for bargains. Many shoppers arrived downtown via trolley car, but a record number of automobiles crowded Trade and Tryon Streets. (In the above photograph, our quick-fingered photographer snapped five automobiles at one time standing at the Independence Square intersection.)

Young Randy Borough was but one of dozens of small children who were carried downtown by their parents so they could see real automobiles. The children were amusing as they argued about the various makes as horseless carriages rolled past. Randy kept yelling, "That's a Lincoln." Another young man, Cecil Glover,



argued, "My Daddy says it is a Chevrolet!" Little Betty McCowan insisted, "It's a Leslie." The children had much fun watching the modern automo-

biles, and their parents enjoyed finding bargains at Tate-Brown and other department stores like Belk Brothers and J. B. Ivey & Company.



SINCE WBT moved into its new studios at Charlotte, N. C., a full studio orchestra has been maintained which, as a unit or in parts furnishes the sustaining programs. The station is under the management of Earl Gluck, with Donnell O'Connor as program director and Fritz R. Hirsch as chief announcer.

Dedicate Studios of Station WBT

DEDICATION of the new studios of Radio station WBT, located in Charlotte, N. C., was made recently when installations were completed in the Wilder building a new and modern office structure centrally located. The 5,000-watt transmitter operates near Pineville, eight miles from the city.

Until recently the station was owned by the former C. C. Coddington, a motor car distributor of national repute. Mr. Coddington's death made the transfer of the station to new interests essential, and it was recently reorganized as station WBT, incorporated. The studios were housed in the Coddington building,

the taking over of which by the Buick Motor company made necessary the removal to new quarters.

Officials of the station state that equipment and facilities have been so rounded out that it is second to none of comparable size in the country.

WBT is a member of the National Broadcasting company network and has been evolved from one of the pioneer stations of the world. A full studio orchestra is maintained which furnishes the sustaining programs. The station is managed by Earl Gluck, with Donnell O'Connor as program director and Fritz R. Hirsch, chief announcer.

* * *

Pauline Haggard, NBC soprano, has her own "mike" technique when she sings sentimental songs. She pretends the mike is "him" and flirts with it.

Among Members Of Staff Of Greenville's Radio Station

SUNDAY, MAY 19, 1935

GREENVILLE NEWS, GREENVILLE, SOUTH CAROLINA

ful Station. To Observe 2nd Birthday Today



B. H. PEACE, Jr.
Studios at The Imperial

Station WFBC's studios and offices, declared by New York engineers to be one of the finest layouts for this type station in the entire country will be located on the second floor of the Hotel Imperial in the spacious quarters used in other years as a banquet hall.

The 250-watt transmitter and the antenna will be located on East Paris road, just off the Augusta road, on a site that was chosen because of its favorable coverage possibilities.

At the Imperial will be grouped a large reception room, three studios of the most modern design, two offices and a control room.

At the transmitter will be a building to house the transmission equipment and living quarters for the engineers.

WFBC will broadcast a minimum of 12 hours daily on a schedule yet to be announced. Full details in regard to these and other plans will be made known shortly.

Contest May Be Held

A contest to obtain a slogan to fit the call letters is in contemplation and announcement concerning this will also be made soon.

Equipment to be used by the station will be of the finest, most up-to-date design and calculated to produce the best results. Throughout it will be of R. C. A.-Victor make, declared by engineers to be the most efficient available. Much expense could have been saved by the owners of WFBC in choosing cheaper equipment or in constructing their own but they desired to do the job right for the sake of the community, for the sake of the newspapers and for the sake of the outstanding radio station they believe WFBC is to become.

WFBC will be devoted to the up-building of Greenville and the Piedmont section and the same constructive policies by which the newspapers have been developed will be employed in its operation.

Personnel of Station

The staff of the station, with two or three appointments yet to be announced, is virtually complete.

B. H. Peace, Jr., who has been connected with the News-Pied-



MRS. RUPERT BOYD
Hostess

News-Piedmont Radio To Test Early Tuesday

CONTINUED FROM PAGE ONE

mont company for six years, will be the manager.

Charles H. Crutchfield, who has been connected with the Augusta, Charleston and Greensboro stations, will be program director.

Robert H. Lingle, Jr., who has had eight years engineering experience, five of them with the Radio Corporation of America, will be the chief engineer.

Mrs. Rupert Boyd, widely known Greenville musician, will be assistant program director and hostess.

A. L. Robinson, formerly of WIS, Columbia, and other stations, will be chief announcer.

P. A. Greer, whose home is in Wellford, will be assistant engineer.

J. E. Adams will be control operator.

Mr. Lingle is completing work on the equipment now and the transmitter is expected to be ready for the air tonight. Mr. Crutchfield is ready for auditions, arrangements for which may be made by appointment. The studios telephone numbers are 362 and 363 and those interested in putting on programs may call Mr. Crutchfield there.

The office of the manager, Mr. Peace, is located at the Imperial and he may be reached over the same telephones. Information in regard to advertising contracts or any other matters in connection with the station, may be obtained from him.



ROBT. H. LINGLE, Jr.
Chief Engineer



CHAS. H. CRUTCHFIELD
Program Director

Regular Broadcasts Will Start Shortly With Great Program

Plant Is One Of The Most Modern In The Entire Country; Lauded By Big Engineers From East

"Station WFBC, The Greenville News and The Greenville Piedmont, South Carolina's leading newspapers in South Carolina's leading city. From Hotel Imperial."

That announcement soon will become a familiar one in countless homes because Greenville's long-sought radio broadcasting station, the fruit of three years of effort and representative of heavy investment, will go on the air regularly about the middle of May, the exact date to be made known within a few days.

On The Air Tonight

Formal opening, with a mammoth inaugural program of 24 or 48 hours, will be held at that time and many celebrities and outstanding citizens will figure in it but the first actual broadcasting from the station, for broadcasting purposes, will go on between the hours of 1 and 6 o'clock tomorrow morning.

These wee sma' hours are reserved by the Federal Radio commission for tests and WFBC plans to use them in this way every night—or rather every morning—this week.

There will be no regular programs during the tests but those who stay up late and who wish to hear Greenville's new station on the air may do so by tuning in on the frequency of 1200 kilocycles any time after 1 o'clock.

1940

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GREETINGS FROM THE BRIARHOPPERS AND THE CARTER FAMILY. Top Picture: Announcer, Dad, Hank and Zeb Briarhopper, Tex Martin, Curley, Bill Briarhopper, Montana Jack, Horsethief Harry, Elmer Briarhopper (Piano), Mildred and Floyd. At Bottom, Top Row: A. P. Carter, Janette, Brother Bill, Sara, Maybelle. Children: Helen, Aneta, June.

1940

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Zymole Trokeys

Fast, Quick Relief for Coughs Due to Colds,
Smokers' Throat, Huskiness and Similar
Throat Irritations

AT ALL
DRUG
STORES



10c and
25c SIZE
BOXES

Charles Crutchfield, WBT, Charlotte, N. C., announcer, went to Spartanburg, S. C., for a three-day vacation.

Pig, Nuts, Candy Are Gifts Sent To Announcer

Listeners continually play Santa Claus to their favorite announcers at WBT, 50,000 watt southern key station at Charlotte, N. C.

The gifts that the fellows receive make an interesting collection—those that can be left in one place, or collected.

Offering that have come to the WBT pluggers in recent months include the following:

A live pig for Clair Shadwell, which perhaps takes first prize.

A box of nuts for Chuck Crutchfield, and he asks that the wisecracks be withheld.

And Lee Everett, perhaps because he has a "hungering for something" quality in his voice, leads the entire staff in contributions of food. He has scored most often with candy and oranges.

THIS WEEK AT WBT

Lee Everett, WBT program director, has resigned to assume the same position with WJSV, the Washington D. C. outlet for CBS. He is being replaced at WBT by Charles Crutchfield who has been named acting program director.

Cosmopolitan Staff Prevails At WBT

The staff of Station WBT, Charlotte, North Carolina, 50,000 watt southern key station for the Columbia Broadcasting System, is as cosmopolitan as the audience that the station serves. A recent check revealed that only four on the staff are native North Carolinians and that birthplaces of the others spot the globe.

Al Garr, for instance, was born in Shanghai, China; Ted Doolittle in Massachusetts; Charles Crutchfield in Arkansas; Clair Shadwell and Jack Phipps in Ohio. Bo Buford and Bill Elliott, in West Virginia.

WBT Announcers Find Alarm Clocks Handy

Several announcers at WBT, Charlotte, N. C., have safeguarded themselves against missing the early morning "sign on." Charles Crutchfield and Clair Shadwell purchased three alarm clocks apiece. Before retiring at night they set each alarm clock five minutes ahead of the other and then set the alarm for 5:00 a.m. Result, three alarm clocks sound the cheery morning greeting one after another.

Announcers figure if they don't hear the first there is a pretty good chance of the next two awakening them.

WBT Chatter

WBT's Charles Crutchfield, announcer, is startling all Charlotte with his vividly colored shirts.

Street Corner Heckler
Charlotte, N. C.

Chuck Crutchfield, who assists Grady Cole on the weekly 'Man on the Street' program from WBT, had to solve an emergency with emergency tactics recently. An intoxicated spectator insisted that he would shout 'Hello Mamma' into the street mike.

In attempting to approach Grady and Chuck and the mike he trampled the toes of those that were being interviewed on pertinent questions of the day.

Chuck threw the offender back twice and on the third advance laid a none to gentle fist on his jaw. The program went on without further interruption.

March 21.

Southern Dairies, Charlotte, N. C., has a room adjoining its plant, seating 500, that Cole Kiddies Club program. They are going to have to enlarge into another location to accommodate the crowds of youngsters.

Announcers for WBT compared gifts from listeners recently. Clair Shadwell's pig was the best offering ever to come his way—and the greatest problem. W. A. Schudt, jr., liked a box of toys that came from Porto Rico. Chuck Crutchfield enjoyed most a box of nuts. Lee Everett, who claims a 'hungering' quality in his voice, gets more food gifts than all the rest combined.

Charles Crutchfield, acting program director at WBT, Charlotte, N. C. is back from a vacation trip to Folly Beach near Charleston, S. C.

The wife of Charles Crutchfield, WBT announcer, Charlotte, N. C., was seriously ill last week, causing the announcer to have to turn some of his regular programs over to fellow announcers.

FCC APPROVAL OF APPLICATION AMONG FIRST

Project to Require \$500,000
For Installation, and \$500,-
000 Annually For Operation;
Will Serve Half Million.

BY HAZEL M. TROTTER
Observer Staff Writer.

The Federal Communications commission yesterday granted to Jefferson Standard Broadcasting company, owner of Radio Station WBT, permit for construction of a television station which, according to Charles H. Crutchfield, general manager of WBT and vice president of the broadcasting company, would require \$500,000 for installation cost and approximately \$500,000 a year operating cost.

Mr. Crutchfield said this is the first such grant made by the Commission in the Carolinas and that it comes with remarkable speed, the application having been filed on December 2.

FOR HUGE AUDIENCE.

He explained that in accordance with the FCC grant, Channel No. 3, which is the 60-66 megacycle band, will be used in the Jefferson Standard Broadcasting company's pro-