

SCRAPBOOK

RADIO STATION WGNC

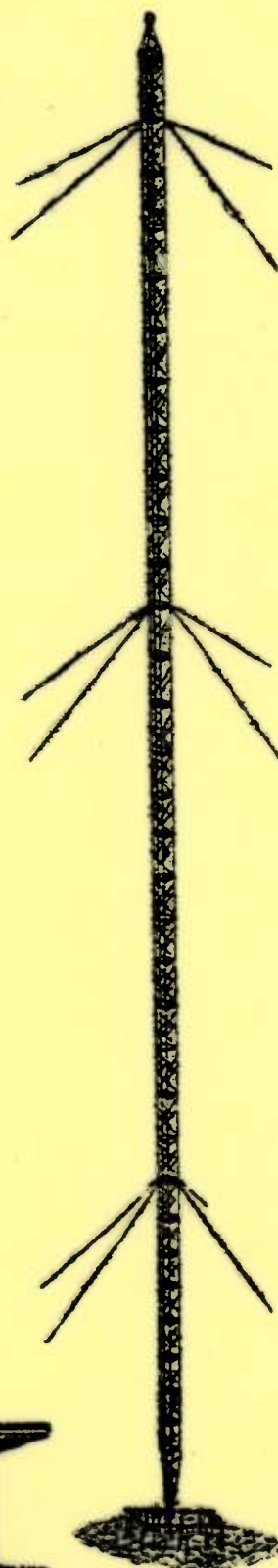
GASTONIA, NORTH CAROLINA



**FM ANTENNA
ON TOP OF CROWDERS MOUNTAIN
ALTITUDE 1000 FEET
DIAL 101.9**



OFFICES AND STUDIOS — DALLAS HIGHWAY



**AM ANTENNA
DALLAS HIGHWAY
DIAL 1450**

In 1952 Carl Rhyne began working for WGNC as a salesman. He immediately became the self-appointed "Keeper Of The Scrapbook". Before he died in 1998, Carl had a copy of the scrapbook made which was used to make this book. Although the quality of some items are poor, I'm sure that this scrapbook will bring back a lot of memories to anyone who was associated with WGNC over the years, as it has for the three of us.

Pat McSwain
Jerry McSwain
Doug McSwain
June, 2002



Carl Rhyne



**1939 Entrance Door On Top Floor of National Bank Of Commerce Building
168 West Main Street, Gastonia, North Carolina**

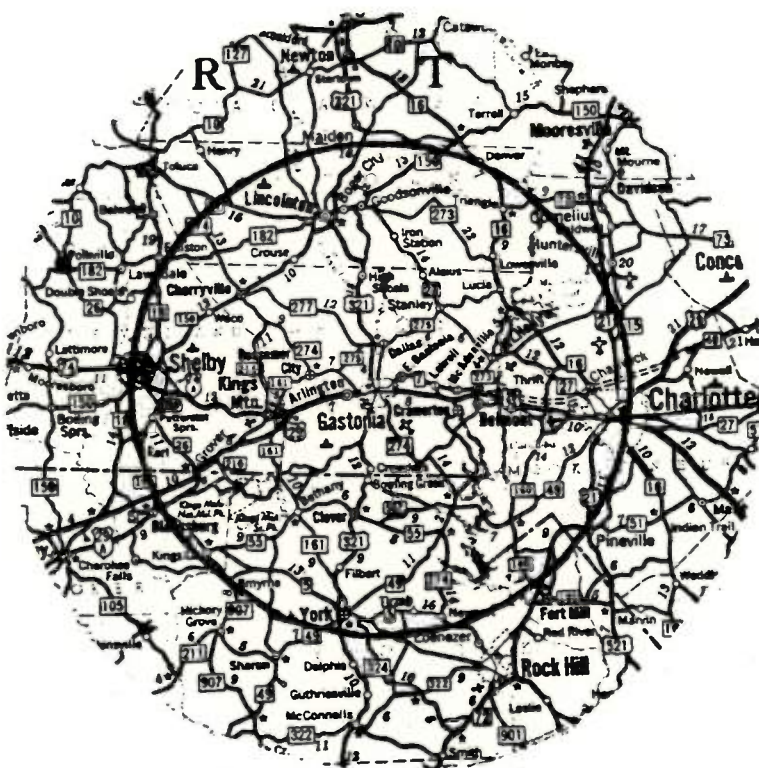
WGNC

WGNC . . . WGNC-FM

1450 KC - 250 WATTS - 101.5 MC - 11,100 WATTS
 AFFILIATE - AMERICAN BROADCASTING COMPANY
 PAT MC SWAIN, MANAGER

GASTONIA, NORTH CAROLINA
 "THE COMBED YARN CENTER OF THE SOUTH"

Gaston County's Oldest Radio Station
 by 10 years - established 1939
 Gastonia's only full-time radio station - 5 AM till midnight -
 Gaston County's only F M station
 Gastonia's only network radio station - American Broadcasting Company



Gastonia's Sports Station -- ACC College Football -- Lenoir Rhyne College Football - High School Football -- Professional Baseball High School & American Legion Baseball -- ACC College Basketball & High School Basketball -- Darlington Stock Car Races -- Plus other Sports Features -

Variety & Entertainment Radio For Gastonia * For the entire family - Music of all kinds - Popular - Standards - Religious - Hillbilly - News and Commentary, local and network -

INTERESTING DATES IN LOCAL HISTORY

- 1764 . . . Oldest church in Gaston County organized. (Goshen Presbyterian).
- 1780 . . . October 7. Battle of Kings Mountain fought.
- 1846 . . . Gaston County carved out of Lincoln.
- 1848 . . . First cotton mill in Gaston County began operation.
- 1873 . . . September 28. First train through Gastonia on A & CAL. (now Southern).
- 1877 . . . January 26. Gastonia incorporated.
- 1880 . . . First newspaper published in Gastonia.
- 1887 . . . First bank in Gastonia organized.
- 1900 . . . October 10. First electric light in Gastonia.
- 1907 . . . February 20. Electric power first delivered into Gaston County.
- 1911 . . . County seat moved from Dallas to Gastonia.
- 1912 . . . May 20. First train into Gastonia on P. & N. Railway Co.
- 1918 . . . October 18. Gastonia Chamber of Commerce organized.
- 1921 . . . N. C. Orthopedic Hospital began operation.
- 1923 . . . Senior High School building erected.

Carl Setzer Rhyne, 2601 Club Drive in Thomas Acres

Commercial Manager of Radio Station W G N C

Married to former Eleanore Lois Council of Lowell

Children: two boys, David-7; Scott-2.

Born September, 1923 in Gastonia

Parents: R. L. Rhyne & Katie Setzer Rhyne of Gastonia

Attended local schools - graduated Ashley High School in 1940.

Served in Naval Air Corp during Second World War from May, 1943 - March, 1946.

Flight engineer on twin-engined PBM Patrol Bombers on anti-submarine and
convoy duty in Caribbean Sea. Stationed at Guantanamo Bay, Cuba; San Juan, Puerto
Rica; and in the Bahama Islands. Later transferred to Corpus Christi, Texas
as flight instructor.

Worked as clothing salesman at Schneider's Dept. Store and Affords. Helped
organize and establish the Valet Men's Shop in 1946. Sold interest in Valet
Men's Shop in 1952 and went with Radio Station WGNC as time salesman.

Member of Bethesda Methodist Church; serving on Building Committee; Sunday
School teacher, and other church affairs.

Second Vice-President of the Gastonia Noon Optimist Club. Active in all
phases of the club's activities.



CARL S. RHYNE

Chamber Could Use A Few More Men Like Carl Rhyne

The chamber of commerce would like to have more men like Carl S. Rhyne.

Rhyne, advertising salesman for Radio Station WGNC, has been "born and bred" in the Spindie City. It would take nothing less than earth-shaking conditions to make him move.

Now living within two and a half miles from where he was born (he lives on the New Hope road), Rhyne is a Gastonian from head to toe. "People come and people go," said he, "but I'll stay here forever."

TOPS WITH HIM

He said that some people "knock the city, but they haven't gotten to know it very well. If you've lived here all your life, then you know what to expect. You can't expect to come to a town and like it as though it were your home place. On the other hand, I believe I could move into Gastonia and like it

right away. It's tops in my book."

Carl is the son of Mr. and Mrs. Robert L. Rhyne of Gastonia. He was schooled at East and West schools and then graduated from Gastonia High School in 1940.

He entered the Naval Air Corps in 1943 and served in the Caribbean area as a flight engineer on a patrol bomber. He served three years in the Air Corps, the last year as an instructor at Corpus Christi, Tex. He received his discharge in Texas in March, 1946.

Returning to Gastonia, Rhyne worked at Ebird's Department Store for several months before he and Nelson Parks opened the Valet Men's Shop. He remained there until the middle of last summer when he accepted the job with WGNC.

Selling is something that comes natural to Rhyne. He has been a salesman ever since coming from the Navy Air Corps. "Even so," said he, "some of these merchants are pretty difficult at times. Sometimes you have to ask them to buy air time (then he laughed)."

Rhyne is married to the former Lois Council of Lowell. They live on the New Hope road and are members of the West Avenue Presbyterian Church. He is a member of the Gastonia Optimist Club.

TUNE IN ELECTION RETURNS

and

STEREOPHONIC MUSIC

WGNC AM—1450
FM—101.9

TONIGHT — 7:15 P. M.

Courtesy of

**STROUP HI-FI CENTER
WATSON INSURANCE AGENCY**

Radio Station To Carry Returns From Selection

Residents of the New Hope Fire Protection District were voting today in a special tax election.

If it carries, the issue will authorize the county commissioners to levy a tax not exceeding 10 cents on the \$100 property valuation. The money will go for the support of the New Hope Volunteer Fire Department.

Radio station WGNC will broadcast the returns starting about 7:15 tonight.

TUNE IN ELECTION RETURNS

TONIGHT 7:30 P. M.

WGNC AM & FM

Sponsored By

FRED LYTLE BUICK CO.

TUNE IN ELECTION RETURNS

TONIGHT 7:30 P. M.

WGNC AM & FM

Sponsored By

FRED LYTLE BUICK CO.

TUNE IN ELECTION RETURNS

TONIGHT 8:00 P. M.

WGNC - AM & FM

Sponsored by
WATSON INSURANCE

WGNC TO CARRY ELECTION DATA

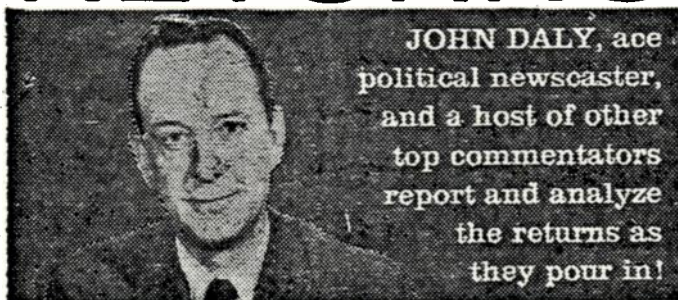
Station To Broadcast Returns As Soon As First Precinct Totals Are In.

Radio Station WGNC will broadcast the election returns tonight, starting as soon as the first precinct totals are telephoned into election headquarters at the courthouse. The station will also give reports on the statewide election.

Fred Gray, program director and chief announcer, said that WGNC will stay on the air until all the important contests have been decided, and pass the news on to listeners as soon as it is received.

In addition, the station will give complete coverage on the Lincoln County primary election. This is through an arrangement with Earl Holder, manager of Lincoln's Radio Station WLON.

ELECTION RETURNS



JOHN DALY, ace political newscaster, and a host of other top commentators report and analyze the returns as they pour in!

7:30 PM | **a**

WGNC 1450 on your dial

Sponsored by

LYTLE BUICK COMPANY

242 E. Franklin Ave.

Dial UN 5-2389

RADIO STATION WGNC

GASTONIA, NORTH CAROLINA

TOBACCO SPORTS NETWORK
1953 FOOTBALL SCHEDULE
WGNC AM -- WGNC FM
Gastonia, N. C.

DATE	GAME	POINT OF ORIGINATION
Sept. 19	Wake Forest-William & Mary	Richmond, Va.
Sept. 26	State-Carolina	Chapel Hill, N. C.
Oct. 3	Carolina-Washington & Lee	Chapel Hill, N. C.
Oct. 10	Wake Forest-Carolina	Wake Forest, N. C.
Oct. 17	Carolina-Maryland	Chapel Hill, N. C.
Oct. 24	Carolina-Georgia	Athens, Ga.
Oct. 31	Carolina-Tennessee	Chapel Hill, N. C.
Nov. 7	Carolina-South Carolina	Columbia, S. C.
Nov. 14	Carolina-Notre Dame	Chapel Hill, N. C.
Nov. 21	Carolina-Virginia	Charlottesville, Va.
Nov. 28	Wake Forest-South Carolina	Charlotte, N. C.
Nov. 28	Duke-Carolina	Durham, N. C.

ON TOP OF CROWDERS MOUNTAIN
ALTITUDE 1000 FEET
DIAL 101.9

RADIO STATION WGNC

OFFICES AND STUDIOS -- DALLAS HIGHWAY

AM ANTENNA
DALLAS HIGHWAY
DIAL 1450



Presents



Hopalong Cassidy

ON RADIO STATION

W G N C

Monday Night at 7 O'Clock

**2 Thrilling Hopalong Episodes a week on each
Monday and Thursday night thereafter**

at 7 O'Clock

BE SURE TO TUNE IN . . .

"FOR THE BEST IN DAIRY PRODUCTS"

SUNRISE DAIRY

500 West Franklin Avenue

Phone 6354

Hi, Fellows And Girls!!

I'LL HAVE A PERSONAL MESSAGE OVER RADIO STATION

WGNC

EVERY MONDAY AND THURSDAY NIGHT 7 O'CLOCK
ABOUT MY FAVORITE MILK AND ICE CREAM...

SUNRISE DAIRY'S

SURE TO TUNE IN, AND ALSO EVERY MONDAY AND THURSDAY
NIGHT AT 7:00 FOR A THRILLING EPISODE OF ADVENTURES WITH
CALIFORNIA AND I....I HAVE LEARNED THIS TOO...

"For The Best In Dairy Products"

SUNRISE DAIRY

West Franklin Avenue

Phone UN 7-6354

Something Extra Special Comes Your Way —
A PERSONAL MESSAGE FROM HOPPY HIMSELF OVER

WGNC

AT 7 O'CLOCK MONDAY NIGHT—DON'T FORGET TO TUNE IN

SUNRISE DAIRY





HOWDY FELLOWS & GALS

I'll be on the radio pretty soon. Yes sir Sunrise Dairy will have a

HOPALONG CASSIDY PROGRAM OVER RADIO STATION WGNC

Twice a week from 7 till 7:30. Keep your eyes peeled for the exact starting day. —HOPPY



STARTING MONDAY NIGHT — 7 O'CLOCK — A THRILLING

HOPALONG CASSIDY

RADIO SHOW
OVER WGNC

And Each Monday & Thursday Night Thereafter — Same Time

SUNRISE DAIRY



The Hopalong Cassidy Radio Show is over

WGNC

Every Monday and Thursday Night
at 7 o'clock

Be sure to tune in

SUNRISE DAIRY

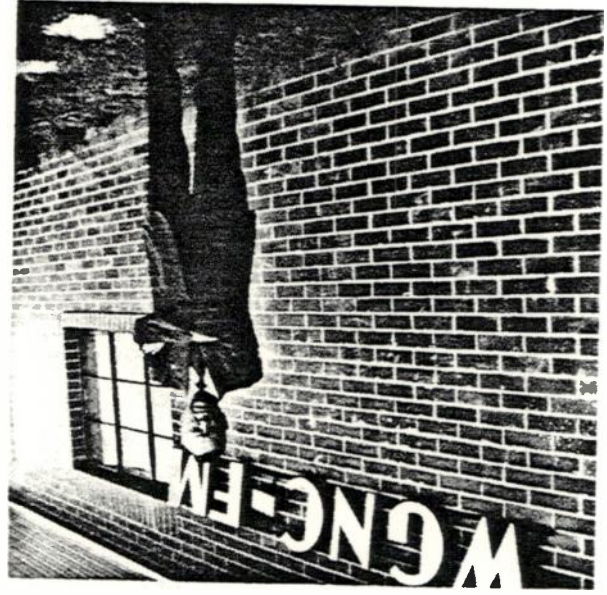
... and don't forget to tune in over WGNC every Monday and Thursday night at 7 o'clock for a thrilling Hopalong Cassidy radio show.



Ray Martin
 Home 865-5105
 Music Time
 WGNC :: AM & FM
 7 pm - 12 pm
 Country & Western



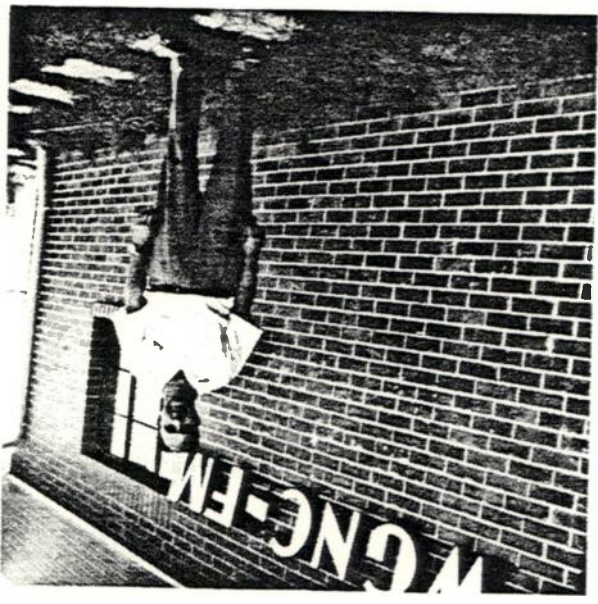
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Somebody Stole My Calf—Pat

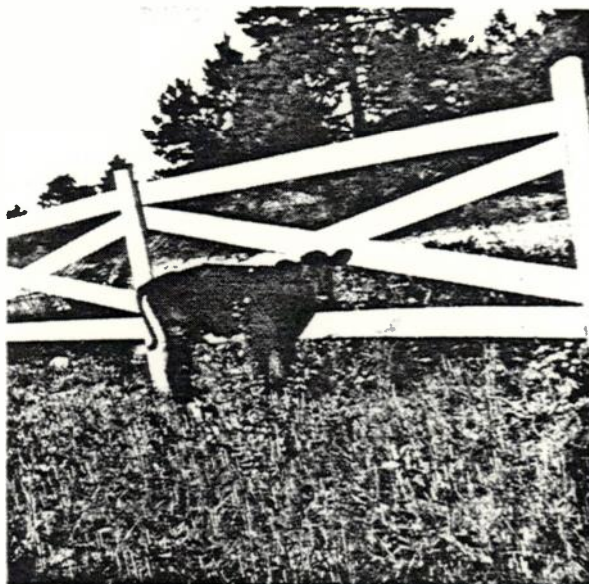
Cattle rustlers struck in the still of the night and stole the entire herd owned by Pat McSwain, local radio station executive. The loss: one bull calf.

The loss was discovered this morning when McSwain reached Radio Station WGNC on the Dallas highway. The calf was there Wednesday night, eating grass and playing in the fenced-in pasture. Now it was gone.

"I didn't even have time to brand it," complained McSwain, who had planned to use the calf as a lawn mower this summer.

The calf is a brown one about three months old.

JUN • 54



Station's Calf Is Returned To The Old Corral

Pat McSwain telephoned in this morning to say that his bull calf wasn't stolen Wednesday night after all. The ornery critter broke out of the corral of the WGNC Ranch and went grazing in the lawn of the Atlantic Refining Company on the Gastonia-Dallas highway.

The three-months-old calf was found late yesterday and returned to the radio station pasture.

"No, the calf wasn't stolen," said McSwain, "and I apologize to all would-be rustlers."

JUL • 54



A BULL WHO'S OIL RIGHT—
The other night when Pat McSwain's bull calf broke out of the pasture at Radio Station WGNC, it rambled around, enjoying freedom and life in general.

Heading south, it made it's way down toward Merchants Oil Company, a short distance away.

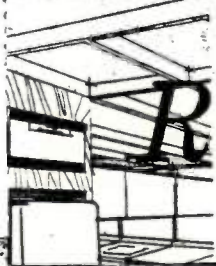
There, with darkness all around, it was the author of an act that possibly could have landed it in jail. The calf made off with some oil.

It seems that there was a barrel of oil sitting outside a building, and Old Calf, quite a nosy individual, just reached right in and drank 'til its heart's content.

Maybe that's why the little devil had trouble staggering back home.

Anyhow, Pat called a veterinarian and asked him what to do. He was told just to get back out of the way and let nature take its course.

Well, it did. It was a rough course, no doubt about it, but the calf these days has just about figured that life is worth living after all.



Recess Time

Fourth Of A Series

Farmer Gray Soothes Irate Overseas With Recorded Music

—BY BILL WILLIAMS—

Farmer Gray, the man who broods the radio program, "Recess Time" on Station WGNC, has more talents than ordinarily meet the eye. Besides being program director, disc jockey, and announcer, and congenial in about-town, there are several other traits that identify him with his radio work.

Not only is he an excellent match-maker for young lovers, but sometimes he is called upon to re-tie the knot of love that he at first was instrumental in looping. The fact is that his cohorts at WGNC, owing his propensity for getting youngsters together, have come to call him "Dad" (short for Dan O'Connell).

HURRIED REQUEST

A rather unusual request was recently asked of Farmer (Fred) Gray recently. The excited young lady wanted a record played immediately for her husband. She, obviously, told Fred that she and her husband had been going at it with both hands and that he was checking his things, going back home. Mom. She said:

"If you play a record for him and say that I asked that it be played for him, he won't leave me."

Well, Farmer Gray quickly transferred the requested record to the turn table, and, within minutes, the couple were in each other's arms again—just like they used to be when Fred was playing records for them 12 months before that back when they were still in high school.

"I guess the music must have warmed them," admitted Farmer Gray a bit meekly.

"They're still married, and, incidentally, have a little youngster running around the house."

Letters from all over the country eventually sweep into Farmer Gray's office in the studio. Letters from Canada are frequent. Some time ago he received a letter from a girl named Leona Kimbeng in Montreal who wanted him to read her letter over the radio. She asked for several paragraphs in this section with whom she could correspond.

WANTED: PEN PALS

Sure enough, not long ago Gray received a letter from the young lassie. She was corresponding regularly with Libby Stephens and Gaynel Anderson of this section.

Men overseas are not forgotten when Gray's at the mike. Through relatives and friends near here, he plays requests for the men in uniform. Too, they write to him and ask that their requests be dedicated to loved ones at home.

Farmer Gray began his career in radio before he had finished high school at Lowell. In the afternoons and during the summers, he "foolled around" WGNC, learning the rudiments of announcing. Then, when he graduated from high school in 1941, he stepped right into the role of an announcer for Senior Pat McSwain at WGNC.

The war interrupted and Uncle Sam beckoned him into the Army Air Force. During the 31 months in service, he spent 13 months in England flying with the Eighth Air Force as a radio operator-gunner on a B-17. He made 35 missions over enemy territory, and, each time came back safe but not always sound. Hardly a mission was completed without an engine being knocked out or the plane being hit at various places. For his role, he received the DFC and the Air Medal with three clusters.

After completing his combat missions, he remained in England as the radio operator of the private plane of General Hugh Knerr. It was this plane, with Gray aboard, that took Harry Hopkins, then presidential advisor, from Paris to Naples on the way to the historic Yalta meeting.

In 1945, he was discharged and came back to the States. He resumed his activity at the radio station that fall.

In 1947, he left WGNC and went to Asheville to work for WGWR, a new station. He remained there only one year and returned to WGNC in March of 1948 as program director. He has been there since.

Gray's main program is "Recess Time," a hillbilly, record-playing program on the air from 1:35 to 2:30 p. m. It's on this program that he's known as "Farmer Gray." He has other programs as well.

He is married to the former Sara McAllister of Lowell. They have two daughters, Johnnie, 14, and Pamela, two. They are members of the Methodist Church at Randle and reside at 1315 Poplar Circle. He is the son of Mr. and Mrs. R. W. Gray of Lowell.



FARMER GRAY



JUN 54



LISTENING TO PAUL—Eager ears hear the words of Radio Commentator Paul Harvey at Abernethy school. These boys and girls are members of Mrs. Juanita Phillips Sumner's fifth grade at that school and listen daily to the commentator. On a broadcast Wednesday, he mentioned this fact. The youngsters, reading clockwise from lower left corner, are: Kenneth Denton, Becky Douglas, Russell Fox, Joe Hughes, April Nolen, and Steve Horton.

School Program Will Be Put On Over WGNC Here

"Doorway to the Future," a dramatic series currently being carried by the American Broadcasting Company over Gastonia radio station WGNC, is a dramatic account of problems currently confronting the public schools of the nation.

The program is carried each Monday night from 8:30 to 9 p. m. EST.

The schedule of programs yet to come includes, school buildings, reorganization, curriculum, finance, goals of our schools, and how to organize a citizens' committee.

The program, which is sponsored by the National commission for the Public Schools, appeals to the parent and layman as well as to the school official.

'Voice' Programs

THE VOICE of Firestone is heard on radio over WGNC, 1450 kc, Gastonia, and WAYS, 610 kc, Charlotte; and on television from WLOS, Channel 13, Asheville, Monday evenings, 8:30-9, Eastern Standard time.

Gastonia Fifth-Grade Class Mentioned On Harvey Program

—BY BILL WILLIAMS—

Variety, according to somebody, the spice of life. Paul Harvey, radio commentator, knows it. His listeners know too.

Harvey has accumulated millions of daily listeners when he talks to people over the ABC network (GNC) daily at 1 p. m. He is a commentator with a flair for speed-up reporting. He tells the news as he sees it, adding his own voice here and there. That's why folks like him. That's why the fifth grade class of Mrs. Manita Phillips Sumner at Abernethy School have taken a shine to him.

LIKE HIS STYLE

Every day, after they have returned from lunch, the youngsters sit around quietly and listen to the commentator as he reports current events. They like his dynamic style, his ability to present involved news stories in such a manner that even they can understand. And, they like his anecdotes, his humor. This is part of the spice that makes his program interesting.

As the youngsters were sitting around Wednesday at noon listening to Mr. Harvey, he started talking about the book that he recently wrote.

In fact, he dwelt at length about the book, "Autumn of Liberty," saying that he was mighty proud of the fine remarks being made about it.

Then he mentioned something about a fifth-grade class that only recently had written him a letter, telling him how much they admired his program, how they listened every day, and that the class was soon to begin using his book as a textbook.

When he closed his broadcast, he identified the class as one taught by a "Miss Phillips" in Gastonia, N. C.

Now, our youngsters had no difficulty knowing whom he was talking about, for "Miss Phillips" only recently has been married and is now Mrs. Sumner.

When they heard Mr. Harvey call the class's name, they whooped with joy.

Any week-day visit to the fifth grade at Abernethy will find teacher and youngsters alike listening intently to Mr. Harvey. They have found that this is as much of their schedule as arithmetic or spelling. And, they enjoy it much more.

COMMENTS

Here are some comments right from the students:

"I like Mr. Harvey because he

tells the news in such a way that we can understand it."

"We hear it from him and then the same day we read it in The Gazette."

Mrs. Sumner interjected here that the youngsters are continually bringing in clippings that pertain to something they heard over Mr. Harvey's broadcast.

Another lad said he liked the jokes that Harvey tells, and another said he liked to hear him say "Paul Harvey . . . good day," at the end. Still another said she liked it because he often talked about little boys and girls—just like them. That's when a smiling little freckled-faced boy said he liked what Mr. Harvey had to say about them.

Why all this interest in Mr. Harvey?

Well, at one time during the year, the students had been talking about news in general and news reporters in particular. Someone brought a radio to listen to several reporters as they presented the news. Then, another had heard Mr. Harvey several times and, since he was on the air at an appropriate time, it was agreed to follow him for a couple of days. That soon became an established practice.

After listening to the commentator for awhile, a letter was sent to him telling him how much they enjoyed his presentations. And, that's why he took time out to tell about the fifth-grade class in Gastonia.

Ted Malone, Vet At Broadcasting, Is 41 Years Old

Ted Malone at 41 is one of the youngest "oldtimers" presently on the air, with 31 years of radio experience behind him.

Gifted with a masterful human approach in relating a story or telling a tall tale, Malone stars on the TED MALONE SHOW Mondays through Fridays from 1:15 to 1:30 p. m., EST, over WGNC.

Ted was only 14 when he made his first broadcast. The event was a football game between two high schools in Kansas City, and, incidentally, one of the first sportscasts ever made.

Because of the meager equipment, common in radio's early days, Ted had to hook up his microphone wire to a country telephone line—a party line. During the broadcast, radio listeners heard not only a play-by-play account of the game, but were accidentally entertained by the frequent arguments between the youthful sportscaster and people who said the football game could go to blazes—they wanted to gossip.

Malone, whose real name is Frank Alden Russell, was born and raised in Colorado Springs, Colorado. His family later moved to Independence, Mo., where Ted attended high school and began this radio career.

LISTEN TO

PAUL HARVEY

FAMOUS NEWSCASTER
OVER

WGNC

1:00 P. M. Monday through Friday

SPONSORED BY

RAINBOW PAINT STORE

CRISP FURNITURE CO.

WGNC
ABC NETWORK FM 101.3 MC
STUDIOS NEW DALLAS ROAD
PHONE 5-3501

THURSDAY

2:30-Dorsey Bell.
2:30-Giants at Milwaukee (FM).
2:35-Martin Block Show.
3:15-Roy Acuff, News.
3:30-Martin Block Show.
4:00-World News.
4:05-Local News.
4:15-Matinee Melodies.
4:25-Dorsey Bell.
4:30-West End Variety Hour.
5:00-U. S. Navy Band.
5:15-The What Four.
5:30-Guy Lombardo Orchestra.
5:45-Vincent Lopez Interlude.
6:00-Supper Serenade.
6:20-State News and Weather.
6:25-World News.
6:30-Sports Today with Bill Stern.
6:45-Glen Miller Orchestra.
7:00-Legislative Report.
7:15-Quincy Howe Commentary.
7:30-Saga.
7:55-Evening News.
8:00-Just Easy.
8:25-RR Strike Facts.
8:30-Just Easy.
8:35-ABC Late News.
9:00-Sammy Kaye.
9:25-ABC Late News.
9:30-Rhythm on Parade.
9:55-Personality in the News.
10:00-Let There Be Light.
10:15-How To Fix It.
10:25-ABC Late News.
10:30-Front and Center.
11:00-World News.
11:05-State News and Weather.
11:10-Sports Final.
11:15-Sign Off.

6:55-7:00

WORLD NEWS & WEATHER

FRIDAY

8:30-Sign On-News.
8:35-Sunrise Roundup.
8:45-News and Weather.
8:50-Sunrise Roundup.
8:55-News and Weather.
9:00-Sunrise Roundup.
9:05-Gastonia Weather Report.
9:10-Cathedral Chimes.
9:15-Sunrise Roundup.
9:20-State and Local News.
9:25-Martin Agronsky.
9:30-Morning Sports Review.
9:35-Morning Devotions.
9:45-Hymn Time.
9:55-Betty Crocker.
10:00-Breakfast Club.
10:05-News and Weather.
10:10-Morning Musical.
10:15-Whispering Streets.
10:20-When a Girl Marries.
11:00-Companion, Dr. Mac.
11:15-Paging the New.
11:30-Stork Club.
11:45-News of General Assembly.
11:55-World News.
12:00-Tunes at Noon.
12:05-RR Strike Facts.
12:10-Tues at Noon.
12:15-Community Chapel.
12:25-Prodence Market.
12:30-Gaston Farm Program.
12:45-Chuck Wagon Gang.
1:00-Paul Harvey.
1:15-Ted Malone.
1:30-News and Weather.
1:35-Farmer Gray.
2:25-News and Weather.
2:30-Betty Crocker.
2:35-Martin Block Show.

BILLY & WESTERN SONGS
S - WEATHER

DATE:

WRITTEN:

ABC NETWORK
AM 1450 KC FM 101.3 MC
STUDIOS NEW DALLAS ROAD
PHONE 5-3501

SATURDAY AFTERNOON

2:00-Weekend News.
2:05-Matinee Melodies.
2:15-Town and Country Times.
2:30-N. Y. at Milwaukee (FM).
2:30-Billy May Orch.
2:45-Dorsey Bros. Orch.
3:00-Weekend News.
3:05-The World Tourist.
3:15-Shelvin Stakes Race.
3:30-Saturday Matinee.
4:00-Weekend News.
4:05-Dinner at the Green Room.
5:00-Weekend News.
5:05-The Navy Hour.
5:30-Les Paul-Mary Ford.
5:45-Saturday Matinee.
6:00-Weekend News.
6:05-Sunday School Lesson.
6:20-Supper Serenade.
6:30-News.
6:35-State News and Weather.
6:40-Sports Digest.
6:45-Glen Miller Orch.
7:00-Weekend News.
7:05-At Ease.
7:15-Overseas Assignment.
7:30-Church World News.
7:45-V. A. Bulletin Board.
8:00-Shelby at GAST. GREENS (AM).
8:00-Dodgers at St. Louis (FM).
10:00-Weekend News.
10:05-Henry Jerome Orchestra.
10:30-Lawrence Walk Orchestra.

SUNDAY AFTERNOON

12:00-News and Weather.
12:15-Your Community Chapel.
12:25-Sunday Strings.
12:30-Serenade in Blue.
12:45-Gospel of the Cross.
1:15-You Were Here-Red Cross.
1:30-Layman's Church of the Air.
2:00-Oral Roberts Broadcast.
2:30-Rev. J. H. Puckett.
2:45-The Heart of America.
3:00-Carolina Cathedral Chimes.
3:30-Billy Graham.
4:00-News and Ball Scores.
4:05-Marines in Review.
4:30-Sunday Melodies.
4:45-Danny Thomas.
5:00-News and Weather.
5:05-Disaster!
5:30-Proudly We Hall.
6:00-Monday Morning Headlines.
6:15-Paul Harvey, News.
6:30-State News and Ball Scores.
6:35-Evening Melodies.
6:45-U. S. Navy Band.
7:00-Weekend News.
7:05-Showtime Review.
7:15-Bob Crosby Marine Show.
7:30-Songs by Valentino.
7:45-Evening Melodies.
8:00-Union Church Service.
9:00-Walter Winchell.
9:15-Quincy Howe, commentary.
9:30-Sammy Kaye Sun. Serenade.
9:55-Weekend News.
10:00-Paul Harvey, News.



HARVEY LAUGHTER

1954-55 BASKETBALL SCHEDULE

Wed.	Dec. 1—Wm. & Mary at N. C. State	Sat.	Dec. 11—E. Kentucky at N. C. State
Thurs.	Dec. 2—Belmont at Wake Forest	Tues.	Dec. 14—N. C. State at Clemson
Fri.	Dec. 3—Clemson at Duke	Wed.	Dec. 15—N. C. State at S. Carolina
Sat.	Dec. 4—Temple at N. C. State	Fri.	Dec. 17—Maryland at Duke
Tues.	Dec. 7—State at Wake Forest	Sat.	Dec. 18—Texas Tech at N. C. State
Thurs.	Dec. 9—Penn State at N. C. State	Mon.	Dec. 20—Duke at Pittsburgh
Fri.	Dec. 10—South Carolina at Duke	Tues.	Dec. 21—State at St. Johns

MON., TUES. & WED. - DEC. 27, 28 & 29

DIXIE CLASSIC AT RALEIGH - 12 GAMES

Sat.	Jan. 1—State at Villanova	Wed.	Feb. 2—Virginia at Wake Forest
Mon.	Jan. 3—Florida State at Duke	Fri.	Feb. 4—Duke at UNC
Wed.	Jan. 5—Temple at Duke	Sat.	Feb. 5—Clemson at N. C. State
Sat.	Jan. 8—N. C. State at Duke	Tues.	Feb. 8—N. C. State at Virginia
Tues.	Jan. 11—Furman at N. C. State	Wed.	Feb. 9—N. C. State at Wm. & Mary
Wed.	Jan. 12—Duke at South Carolina	Fri.	Feb. 11—S. Carolina at Wake Forest
Thurs.	Jan. 13—N. C. State at Maryland	Sat.	Feb. 12—S. Carolina at N. C. State
Fri.	Jan. 14—UNC at South Carolina	Tues.	Feb. 15—Duke at N. C. State
Sat.	Jan. 15—Wake Forest at N. C. State	Wed.	Feb. 16—UNC at Wake Forest
Tues.	Jan. 18—UNC at N. C. State	Sat.	Feb. 19—Maryland at N. C. State
Sat.	Jan. 22—LaSalle at N. C. State	Mon.	Feb. 21—Maryland at Wake Forest
Sat.	Jan. 29—Villanova at N. C. State	Tues.	Feb. 22—N. C. State at UNC
Mon.	Jan. 31—Duke at Geo. Washington	Fri.	Feb. 25—UNC at Duke
Tues.	Feb. 1—Virginia at N. C. State	Sat.	Feb. 26—Geo. Wash. at N. C. State

THURS., FRI. & SAT. - MARCH 3, 4 & 5

ATLANTIC COAST CONFERENCE TOURNAMENT

At Raleigh 7 Games



HEAR ALL
GAMES
OVER

WGNC

AM & FM
1450 K. C. 101.9 M. C.

Broadcasts Sponsored By

CITY LUMBER COMPANY
CRAIG MOTOR COMPANY
GASTONIA APPLIANCE CO.
M. & J. FINANCE CORP.
MATTHEWS-BELK COMPANY

ORANGE CRUSH-DOUBLE COLA
SMITH TEXTILE APRON CO., Inc.
SPENCER-RHYNE COMPANY
SUNRISE DAIRY
WATSON INSURANCE AGENCY

GAMES START AT 8 P. M.

Tennessee Ernie Will Appear On Station WGNC

A full-time singer and part-time "globe-trotter" named Tennessee Ernie begins a new quarter-hour radio show on Station WGNC AM & FM at 7:15 a. m. beginning Monday, June 13, with the youthful Southern gentleman playing host to his listeners in behalf of the New Way and Quick Laundry and Cleaners every Monday through Friday thereafter at the same time.

The current wave of Tennessee Ernie's popularity which is sweeping the nation is carrying the 34-year-old singer at a rapid pace from coast to coast and back again, as he fulfills engagements at the top night clubs and on the top-flight radio and television shows. But come time for his WGNC program, Ernie promises that he will be within "shoutin' distance" of a microphone. And in addition to the singing of Tennessee Ernie himself there will be the band of Cliffie Stone and vocals by such attractive Hollywoodites as Sue Thompson, Helen O'Connell, Dan Dinning, and many others.

Hear the all-new "Tennessee Ernie Show" beginning Monday at 7:15 a. m. on WGNC AM.



It isn't surprising that Tennessee Ernie Ford looks happy while kibitzing with Billy Strange. After all, his version of "Ballad of Davy Crockett" is high on hit charts.

**LISTEN TO
TENNESSEE
ERNIE
WGNC**

Mon. thru Fri.
7:15 A. M.

Tennessee Ernie
WGNC
7:15 A. M.
Mon. thru Fri.
for a
brighter day!

"the TENNESSEE ERNIE SHOW"

the Show that SPARKLES

SONGS ★ MUSIC ★ COMEDY ★ VARIETY ★ GUESTS

MONDAY THROUGH FRIDAY - 7:15 A. M.

WGNC — AM & FM

Sponsored by

Quick & New Way Laundry

**Listen
to
Tennessee
Ernie**

Monday
thru
Friday
WGNC
7:15 A. M.

Tennessee Ernie
Each Morning
Mon. thru
Friday
**7:15 A. M.
WGNC**

Quick Sta-Nu
AS LIGHTNING
LAUNDRY-DRY CLEANING

• AWARD FOR FORD

Tennessee Ernie Ford recently received the Ralph Peet award for the outstanding contribution by an artist to country music in 1954. The presentation was made by Gov. Frank Clement of Tennessee over a special radio show carried by both the CBS and WGNC networks.

Tennessee Ernie
WGNC — 7:15 A. M.
Mondays through Fridays

Quick Sta-Nu
AS LIGHTNING
LAUNDRY-DRY CLEANING

RADIO IN 1955: GRASS ROOTS GIANT

IT'S THE TOP LOCAL MEDIUM—AND STILL GROWING

Let's Elect
Pat McSwain
Mayor

NEWS **NEWS** NEWS

KEEP UP WITH FAST BREAKING NEWS

— OVER —



WGNC

AM — 1450

FM — 101.9

YOUR NETWORK NEWS STATION IN GASTONIA!

- ABC NETWORK BULLETINS ANYTIME!
- ABC RADIO NETWORK NEWS EACH HOUR AT 55
- HEADLINE NEWS EACH HOUR ON THE HALF HOUR
- PAUL HARVEY NEWS — 8:50 A.M. 12 Noon 6 P.M.
- LOCAL NEWS ITEMS — ANYTIME
- NEWS AROUND THE WORLD — 7:55-8:10 A.M. Daily
- REGIONAL NEWS —
8:10 A.M., 10 A.M., 1 P.M., 3 P.M., 6:05 P.M., 11 P.M.

TUNE IN

RHYNE DRUG STORE'S

"SUNDAY MORNING MELODIES"

A program of your favorite music

TOMORROW

WGNC — FM

8 to 9 A.M.

Another Example of Variety Radio for Gastonia

WATSON INSURANCE AGENCY

— AND —

CITIZENS NATIONAL BANK

INVITE YOU TO LISTEN TO THE

ELECTION RETURNS

WGNC

AM — 1450

FM — 101.9

7:15 P. M. — TONIGHT

● **Variety** ● **Entertainment** ● **Full Time Radio for Gastonia**



TUNE IN

THE SCHEDULED ORBITAL

SHOT

ON

WGNC AM 1450
FM 101.9

Courtesy of

JIM WILSON

YOUR RAMBLER DEALER

"More Variety for More People More of the Time"

Compliments Of

Radio Station WGNC

"Voice of the Spindles"

Carl Rhyne, Opt.

Station WGNC In Gastonia Will Broadcast Fight

Radio Station WGNC will broadcast the Marciano-Charles fight tonight from New York City, starting at 9:30. There will be a pre-fight program at 9:15 at which time the two boxers will be introduced and their records told.

The fight will not be televised except to movie houses. WGNC is the only radio station in this section to carry the championship bout. It will be on both AM and FM, announcer Fred Gray.

Radio Talent Show Will Push Extinguisher Sale

The Gastonia Optimist Club is lining up talent for a 4 1/2 hour radio show next Monday night.

With WGNC as home base, the club will put on a campaign to sell 500 fire extinguishers that are handy for homes, cars, boats, workshops, etc. These push-button extinguishers are popularly priced.

The club has already sold 1,500 extinguishers in Greater Gastonia. Profits went into the boys work program.

"This will be a wrap-up of our fire extinguisher sale," said Hugh McArver, project chairman, who

will host the show with Ed Stowe and Carl Rhyne.

Tune to WGNC and hear local singers, speakers, and performers you personally know.

The club will be host to several hundred civic leaders at the radio station that night. Refreshments will be served.

During the appeal, you can ask for your favorite song to be played on-air. This will be done if you make a contribution to the Optimist Club.

Fire extinguishers will be sent to your house on request.

FRIDAY, FEBRUARY 18, 1955.

Hot Record Not So Cool To WGNC Jock Who'll Break It

"Shtiggy Boom" has three minutes to live. The record will be played at 8 o'clock tonight over WGNC. Then Disc Jockey Fred Gray will throw it out the window—and let it go-boom for the last time!

"We got the record in today and played it," said Gray. "It's terrible. But since this record has been so widely publicized, we think we ought to play it at least once for the public. We'll do that at 8 o'clock tonight. Then we'll throw it away."

"Shtiggy Boom" is the record which caused a storm in New Orleans, La. Two radio announcers barricaded themselves in the transmitter room of their station and kept playing it for two days. They wore out a dozen platters. Finally the mayor got a court order and forced them to stop.

Fred Gray isn't planning anything like that here. He says he doesn't dig that kind of music.

WGNC Will Air Election Returns

Fred Gray, program director of Radio Station WGNC, announces that election returns will be broadcast over this station tonight, beginning at 7:30 o'clock.

Results of the Gastonia city election will be reported over AM only, since the Gastonia-High Point baseball game will be on WGNC-FM at that hour.

Mr. Gray said the election returns will be given until the winners of the political offices are determined.



"I'D RATHER FIGHT THAN PLAY THE BEATLES!"

WGNC DeeJay Fred Gray strikes a familiar pose to show his defiance of the English musical group, "The Beatles." (Photo by Johnny Kampe)

FRED GRAY, THE DEEJAY: NO TIME FOR BEATLES

Genial Fred Gray, the friendly, early morning voice of bassy WGNC says he isn't really "agin" the Beatles, England's contribution to the frantic-paced reverberation set.

"I'm just not in favor of listening to music (?) that knocks your ears out of whack so early in the morning," the man with patent leather hair said. "Actually I play such distinguished American artists as Elvis Presley and Brenda Lee and on occasion the 'British Plague,' but rarely anything in the loud, rumbling line."

Fred hosts the sign-on show, "Sunrise Roundup," from 6 to 8 a.m. each morning over Gastonia's senior air wave and as such likes to keep the roar to a minimum.

"I want to wake up our listeners, but not frighten them to death," he laughed.

Fred admits it's chic to play the songs of The Beatles about 40 times a day, but in actuality they're not that good.

"If you just take the time

to listen carefully," he said, "you'll discover they aren't as good as some of our loudest groups. There are a couple of local aggregations that I would rank a little higher than The Beatles as far as playing and vocalizing."

Fred said he would even venture to say that someone could take four Australian Sheep Dogs and teach them to play and bark on cue and no one would know the difference between the dogs and The Beatles.

"Actually, I'm just jealous of their money," Fred hee-hawed.

If you want to hear The Beatles exclaiming, "I Want To Hold Your Hand," as you set the down to your bacon and eggs just give Fred a ring at WGNC and say so.



ON AIR FIVE EVENINGS A WEEK—Bill Stern goes to five evenings a week at 6:30 p. m. on Station WGNC, with latest news, the game, and comment around country. "Stern Today With Bill Stern" is Monday through Friday featuring the ABC Sports Program of Station WGNC.

EFIRD'S

INVITES YOU TO LISTEN TO THE
BROOKLYN DODGERS

—VS.—

CINCINNATI REDS

TIME 8:00 P. M. TONIGHT
STATION WGNC — FM ONLY
10.9 ON YOUR FM

Silver Shower Of Rustin Goes On Air Monday

Rustin's Silver Shower, a radio program with a jackpot prize, returns to the air over WGNC next week. This program will be heard at 1 p. m. on Mondays, Wednesdays, Thursdays and Fridays.

The broadcast will emanate from the window of Rustin Furniture Store on West Main avenue. Frank Fish and Carl Dills of Mt. Holly will be the attraction in the window, singing and playing their string instruments.

Anybody 18 or older may register at Rustin's and become a potential jackpot winner. When a person puts his name and address on the card, it is dropped into a wire barrel at Rustin's. As each broadcast starts, a child will pull out a card and the name will be read over the radio.

The person whose name is drawn has five minutes to get down to the store to claim the money.

The jackpot starts at \$25 Monday. It will build up \$5 each day unless there is a winner.

Bill Stern At Bat Nightly On Sports Program Of Station WGNC

When Bill Stern steps to the plate, it's like a home run. Stepping to the plate—you are sure of a great performance. Bill brings you the color, comment and follow-through game. Every Monday Friday at 6:30 p. m. on WGNC Bill Stern of complete baseball news complete with final well as a look-see into ball as to what might that always unpredictable spot—the baseball diamond.

Bill offers complete coverage of all major sports, and tops off the program with a famous anecdote taken from the lives of the greats and the near-greats in the world of sports.

It seems ironical now, after some two decades of sportscasting, that Bill Stern's first time up at bat in real life found him striking out! No, he had no ideas of becoming another DiMaggio, Durocher or Mays, even though he did win three letters at Penn. Military College in Chester, Pa. Bill "struck out" after he left Penn. Military College and headed west with hopes of becoming a film star. After many a disappointment, Bill found himself with a job digging post holes for a fence.

chance at bat. This time he connected. When he returned to New York he was offered a job as stage manager for the RKO Theater. He topped this by dropping one over the fence—for next he was stage manager at both the Center Theater and Radio City Music Hall.

The theater still interested him but the world of sports came out when Bill blended luck and perseverance to get the chance to assist the late Graham McNamee on a play-by-play football broadcast. Bill was a immediate success at the phone and since then Bill's commentary at most every important sports event is synonymous with sports themselves.

That's the All-American story of Bill Stern, whose Monday through Friday program is heard nation-wide over the ABC Radio Network.

Bill Stern has become a byword in sports broadcasting—and he's covered such spectacles at the Rose Bowl Game, Army-Navy gridiron classics, baseball, tennis, track and basketball.

Bill's favorite "team" consists of Mrs. Stern, the former Harriet May, and their three children—Peter, Mary and Patricia. The Sterns live at Port Washington, Long Island, close to the Polo Grounds, the Yacht Club and the Polo Grounds.

1955 TOBACCO SPORTS NETWORK FOOTBALL SCHEDULE RAY REEVE

Saturday Afternoon Games

Sept. 17	Virginia Tech at Wake Forest	(AM only)
Sept. 24	Oklahoma at North Carolina	(AM only)
Oct. 1	Carolina at N. C. State	
Oct. 8	Carolina at Georgia	
Oct. 15	Maryland at Carolina	
Oct. 22	Carolina at Wake Forest	
Oct. 29	Tennessee at Carolina	
Nov. 5	U. M. C. vs U. S. C. at Norfolk, Va.	
Nov. 12	Notre Dame at Carolina	
Nov. 19	Virginia at Carolina	
Nov. 26	<u>NONE</u>	
Dec. 3	Carolina at Duke	

Night Games

Sat. Sept. 17	N. C. State at Florida State
Sat. Sept. 24	Duke at N. C. State
Fri. Oct. 1	
Sat. Oct. 15	Wake Forest at N. C. State
Fri. Nov. 18	William & Mary at N. C. State
Fri. Nov. 25	West Virginia at N. C. State

Saturday afternoon games are contracted for. The night games can be taken on an individual basis if we can work them in.

LANTIC COAST CONFERENCE

BASKETBALL

BEGINNING

TONIGHT—DEC. 1st

WGNC

A.M.
1450 KC.

F.M.
101.9 MC



70

College
Games

10

High School
Games

GET YOUR PRINTED SCHEDULES
AT THE FOLLOWING SPONSORS

Carolina Trans. & Storage
Carsons Sporting Goods
Double Cola Bottling Co.
City Lumber Co.
CHES FREEMAN'S.
Gastonia Appliance Co.

Sunrise Dairy
Matthews-Belk Co.
Spencer-Rhyne Co.
Tommy Pontiac Co.
Watson Insurance Agy.

ost Games
Begin At
:00 P.M.

1955-1956 Broadcast Schedule

ATLANTIC COAST CONFERENCE BASKETBALL

All College Games on WGNC-FM . . . Most of Games on WGNC-AM

Dec. 1	Fla. State at N. C. State	Sat.	Jan. 14	N. Carolina at Clemson
Dec. 2	Clemson at Duke	Mon.	Jan. 16	Maryland at Carolina
Dec. 3	Penn. State at N. C. State	Wed.	Jan. 18	State at Carolina
Dec. 6	State at W. Forest	Sat.	Jan. 21	Wm. and Mary at State
Dec. 9	Ga. Tech vs. Carolina	Fri.	Jan. 27	W. Forest at S. Carolina
Dec. 10	East Ky. at State	Sat.	Jan. 28	St. Johns at State
Dec. 12	W. Forest at Virginia	Tues.	Jan. 31	Virginia at State
Dec. 13	State at Clemson	Wed.	Feb. 1	Duke at Kentucky
Dec. 14	Alabama at Carolina	Thurs.	Feb. 2	Virginia at Wake Forest
Dec. 17	W. Virginia at State	Fri.	Feb. 3	Clemson at Wake Forest
Dec. 19	Charlotte Tournament (4 games)	Sat.	Feb. 4	Carolina at Duke
Dec. 20	Charlotte Tournament (4 games)	Tues.	Feb. 7	Wm. & Mary at Carolina
Dec. 21	Charlotte Tournament (4 games)	Thurs.	Feb. 9	Virginia at Duke
Dec. 22	Brigham Young at W. Forest	Sat.	Feb. 11	Wake Forest at Duke
Dec. 29	DIXIE CLASSIC (4 games)	Tues.	Feb. 14	Duke at State
Dec. 30	DIXIE CLASSIC (4 games)	Wed.	Feb. 15	Wake Forest at Carolina
Dec. 31	DIXIE CLASSIC (4 games)	Sat.	Feb. 18	Maryland at State
Jan. 3	L.S.U. at Carolina	Mon.	Feb. 20	Maryland at Wake Forest
Jan. 4	Duke at Wake Forest	Tues.	Feb. 21	Carolina at State
Jan. 7	State at Duke	Fri.	Feb. 24	Duke at Carolina
Jan. 10	Virginia at Carolina	Sat.	Feb. 25	Wake Forest at State
Jan. 11	Duke at Clemson	Thurs.	Mar. 1	ACC TOURNAMENT (4 games)
Jan. 12	State at Maryland	Fri.	Mar. 2	ACC TOURNAMENT (2 games)
Jan. 13	N. Carolina at S. Carolina	Sat.	Mar. 3	ACC TOURNAMENT (1 game)



Hear
ALL GAMES OVER
WGNC
AM & FM
1450 K. C. 101.9 M. C.
Gastonia, North Carolina

Tentative Basketball Schedule

GASTONIA HIGH SCHOOL BASKETBALL

All High School Games on WGNC-AM . . . Part of them on WGNC-FM

Dec. 8	W. Mecklenburg at Gastonia (AM)	Tues.	Jan. 31	Myers Park at Gastonia (AM)
Jan. 6	Burlington at Gastonia (AM & FM)	Tues.	Feb. 7	Asheville at Gastonia (AM)
Jan. 10	Reynolds at Gastonia (AM)	Fri.	Feb. 10	Gastonia at Greensboro (AM & FM)
Jan. 13	Greensboro at Gastonia (AM)	Tues.	Feb. 14	Flt Point at Gastonia (AM)
Jan. 20	Salisbury at Gastonia (AM & FM)	Fri.	Feb. 17	Gastonia at Salisbury (AM & FM)
		Tues.	Feb. 28	Central at Gastonia (AM & FM)

March 8, 9, 10 - STATE AAA TOURNAMENT - Thursday, Friday, Saturday

Broadcasts Sponsored By

COLINA TRANSFER & STORAGE CO.
CARSON SPORTING GOODS Co.
Freeman's Gastonia Appliance Co., Inc.
CITY LUMBER CO.
DOUBLE COLA BOTTLING CO.

MATTHEWS-BELK CO.
SPENCER-RHYNE COMPANY
SUNRISE DAIRY
TOMMY PONTIAC, INC.
WATSON INSURANCE AGENCY,

NIGHT GAMES START AT 8 P. M.

MONDAY, MAY 2, 1943

H E A R

HOW THE

MACHINE

TRIED TO

BUY

THE

ELECTION

8:00 P. M.

MONDAY

NIGHT

OVER

RADIO STATION

WGNC

1450 ON YOUR

DIAL

LISTEN!

Tonight at 8:00 P. M.
ASHLEY at ASHEVILLE (AM Only)
 Sponsored by Matthews-Belk Co.



Tonight at 8:00 P. M.
CAROLINA AT MIAMI
 (FM Only)

Saturday at 1:45
N. C. STATE at
MISS. SOUTHERN

Saturday at 7:45 P. M.
LENOIR RHYNE at
EAST CAROLINA

MORE VARIETY RADIO FOR GASTONIA

WGNC-FM
 101.9 mc **GASTONIA** **WGNC**
 1450 kc



Game Broadcast

Play-by-play action of the North Carolina State-UCLA battle on the West Coast Friday night will be available to fans in this area over WGNC-AM and FM.

Air time for the contest in Los Angeles will be 11 p. m.

hasn't beaten Duke since 1951. The Dukes will be fighting to win their last two games and end with a 5-5 season. Not since 1929 has a Duke team lost six games in a season.

WGNC To Carry Thursday Game

Radio Station WGNC will carry a live broadcast Thursday of the Clemson-South Carolina football game from Columbia, S. C.

The game starts at 2 p. m. Air time is 1:45 p. m.

The "Big Thursday" game is broadcast every year over WGNC in Gastonia.



Follow The Nation's Number One Basketball Team On Gaston County's Number One Radio Station

HEAR ALL OF CAROLINA'S REMAINING GAMES ON

WGNC AM & FM

Feb. 19 with State
 Feb. 22 with South Carolina

Also — these remaining Atlantic Coast Conference Games:

Feb. 18—Maryland at State
 Feb. 23—Villanova at State
 March 2—Wake Forest at State

Feb. 26 with Wake Forest
 March 1 with Duke

Feb. 18—Maryland at Wake Forest
 Feb. 27—Virginia at Duke
 March 7, 8 & 9—ACC Tournament

You Can Hear UNC Contests

Fred Gray of WGNC in Gastonia announced the station will broadcast North Carolina's opening game with Minnesota in the College World Series in Omaha.

Airtime will be 2:50 p. m. on Saturday. WGNC plans to follow Carolina all the way in the double elimination tournament. Both AM and FM will carry.

HEAR
CLEMSON-MIAMI

8 P. M.

FRIDAY, NOV. 16th

WGNC

AM — FM

Sponsored By
YORK ROAD GRILL
 AND
CITY MEAT MARKET

WGNC To Carry Program About UNC Football

Want to hear Coach Jim Tatum and Jake Wade discuss football at University of North Carolina?

Tune in over WGNC, Gastonia, tonight and every Tuesday night throughout the football campaign to get the inside dope on the Tar Heel grid picture.

Tatum, of course, takes over as coach at his alma mater following successful seasons at University of Maryland. Wade is the UNC athletic publicity director.

The radio program, a 15-minute feature, is called "North Carolina Football, 1954."

WINNERS ANNOUNCED

OVER WGNC

SATURDAY,

APRIL 28TH AT 1 P. M.

You Do Not Have To Be Present

RADIO STATION

WGNC

1450 ON YOUR DIAL

- Register as often as you like.
- You do not have to be present to participate.
- Drawing to be presented over Station WGNC at 4:30 P. M. Saturday, May 12, 1956.
- You must claim your prize by 12:30 P. M. Tuesday, May 15, 1956.
- Lucky numbers will be published in Gazette and posted in our window.

All in all, the growing "HOW TO FIX IT" movement is a healthy expression of the American Way - it will improve the usefulness and extend the life of millions of homes. And it will convert countless leisure man-hours, that might otherwise be wasted, into profitable, worthwhile activities.

Goodson stated that SEITH is now sponsoring a radio program "HOW TO FIX IT" on Station WGNC, Monday through Thursday, 7:45 P. M.



TUNE IN WGNC

1450 AM

101.9 FM

MONDAY through THURSDAY
7:45 P. M.

FOR

"HOW TO FIX IT!"

Starring: HUBBARD COBB, Editor of Complete Home Handy Man
With: ARTHUR VAN HORN

Sponsored by:

Seth

LUMBER CO.

Phone 9036, Hancock St., Gastonia, N. C.
(Former Location of Gaston Builders Supply)



A Family Theatre



F. B. Grigg, Mgr.

Route No. 4 - GASTONIA - KINGS MOUNTAIN HIGHWAY - Box No. 51

NORTH CAROLINA

July 5, 1956

Mr. Carl Rhyne,
WGNC,
Gastonia, N. C.

Dear Carl,

We wish to express our sincere appreciation for the fine cooperation on the opening of the Dual Drive In.

Your staff deserve a great deal of praise for a job well done and we would like for you to convey our thanks to them. We feel that from start to finish an outstanding job was done and certainly was a great contribution to the success of our opening.

With kindest regards, I am

Sincerely yours,



F. B. Grigg.

FBG/•

The Young People of Bethesda and West Cramerton wish to express their appreciation to all the people who helped us make our Sunrise service possible. We thank Carl Rhyne and the staff of W. G. N. C.

Over W G N C

Your pastor will conduct a fifteen minute devotional program over the above radio station every Saturday morning, at 8:30, beginning Saturday. This program is for the purpose of sending the gospel to people through this medium and to make our churches and their programs better known to the public.

Radio Station WGNC will carry President Eisenhower's address tonight from 10 to 10:30 p.m. CBS TV will carry it on TV and radio.

The President declined to say at this time whether he favors Vice President Nixon as his running mate again.

Station WGNC To Broadcast Monaco Events

A series of two special broadcasts from Monaco will bring the nation the complete story of the preparations for the "Grace Kelly Wedding" as well as both the civil and religious wedding ceremonies on Wednesday and Thursday, April 18-19, over WGNC from 11-11:15 a. m. EST.

Robert Sturdevant, manager of ABC's Paris News Bureau, and Inez Robb, well-known United Features columnist, will report the important details of the event, as well as present interviews with internationally famous guests and news of the latest continental fashions.

On Tuesday, ABC and WGNC will present a special pre-wedding broadcast which will cover the festive preparations, the arrival of dignitaries who will be interviewed, and a look behind-the-scenes at how a nation prepares for the wedding of its ruler.

Wednesday, the broadcast from Monaco will report on the civil wedding ceremony which will take place in the Throne Room of the ornate 200-room castle overlooking the Mediterranean.

On Thursday, the program will cover the religious wedding ceremony to be performed in the Cathedral of Saint Nicholas, world famous for the beauty of the Romanesque-Renaissance architecture.

Recruiting Program Over Station WGNC

"Howie" Wins Roberts, a 15-minute program sponsored by the local Army recruiting office, is now heard every Saturday night at 7:05 over Radio Station WGNC.

The program features the songs of the intercontinental troubadour, Harry Roberts, and is backed by a four-piece instrumental combo. It is scheduled to run for 13 weeks over WGNC.

Roberts began his musical career in Mexico City in 1950 with a guitar trio and went on to star at night spots in Acapulco, Paris, Cannes, Brussels, and New York. He now is with the Third Army.

"This is an excellent program and I am sure the entire family will enjoy listening to it," commented M/Sgt. R. E. Thompson, local recruiter. He expressed his appreciation to WGNC for airing the program to a public.

Medal Of Honor Winner Will Be On VA Program

Those persons who are tuned to the VA Bulletin Board program over Radio Station WGNC at 7:45 p. m. Saturday will hear a story of heroism and one having more than ordinary interest. The salute to the veteran of the week will feature Jack Lucas, presently a student at High Point College, High Point. Mr. Lucas is the youngest person ever to receive the Congressional Medal of Honor award, being only 17 years of age at the time of the award.

George C. Warlick of the Gastonia VA Office, who broadcasts weekly over Station WGNC is intimately acquainted with Mr. Lucas. Prior to coming to Gastonia, Mr. Warlick was on duty in the Regional Office of the VA in Winston-Salem, and was associated closely with Mr. Lucas at present on leave of absence from the VA.

The public, and particularly veterans, is invited to listen to the weekly broadcasts of the VA Bulletin Board for timely news and information.

Local Boy Makes Good . . .

Davis Jumps From DJ Show To NBC-TV Within 5 Years

—BY LYLE EDWARDS—

From WGNC to NBC in five years. That's the quick climb in radio-television that Gastonia's Bobby Davis has made.

Five years ago he was a night disk jockey for WGNC. He was starting his career before a microphone.

Today, the tall, handsome bachelor is an assistant director for the National Broadcasting Company in Washington, D. C. He works exclusively in television.

GOOD EXPERIENCE

"I'm not a director," he made it clear. "I'm an assistant. But I'm getting experience which I hope will help me become a director some day."

"I like it immensely. I'm working on such programs as 'Meet the Press' and 'NBC News' which you can see on WSJS, Winston-Salem, and which you'll be able to see soon on Channel 9 from Charlotte."

Davis said the NBC News is at 7:45 each night with Chet Huntley and David Brinkley as newscasters. It's a two-way deal with Brinkley in Washington and Huntley in New York. They switch back and forth and call in stations over the nation.

MEET THE PRESS

"Meet the Press" is at 6 p. m. Sundays. A panel of news reporters fires questions at a guest. Frequently the guest takes a real working-over.

Davis frequently runs into top-drawer names in the world of entertainment, politics, business, etc.

There was the time during the recent campaign when he rubbed shoulders with President Eisenhower.

"We were doing a Republican-sponsored show," Bobby said, "called 'The People Meet the President.' We spent half a day at the White House getting ready."

"Finally we have a roomful of people. In walks Ike. The cameras are turned on him. And the people start firing questions."

Were the questions picked in advance?

"Oh, I suppose the people were told what questions to ask. But I'm sure Ike hadn't seen them."

WITH MONTGOMERY

While directing this show,



BOBBY DAVIS

Davis worked with Robert Montgomery. He found the famous movie star quite nervous.

Davis and Montgomery sat side-by-side. Montgomery kept asking: "What time is it?" "Did he get the cue?"

But Bobby said Montgomery was a "real nice guy to work with."

And Eisenhower was a wonderful fellow too. He mixed with everybody when the show was over. The people kept asking questions. Ike kept answering. It was an even better show after it went off the air.

GOOD SHOW

"I'd say that was the highlight of my career," Davis recalled. "It was one of the best shows I ever saw or worked in."

With politics over, Davis is concentrating on regular NBC programs and filling in for the Voice of America. His broadcasts are translated into 42 languages for rebroadcast all over the world.

Davis is spending the Christmas holidays here with his parents, Mr. and Mrs. Zay Davis of Westbrook Circle.

He goes back to Washington Monday.

Town Meeting Will Be Aired Monday Night

"Town Meeting: A Twenty Year Cavalcade," described as one of the most significant events in radio broadcasting, will be presented by ABC radio network Monday night between hours of 9 and 10 o'clock. It will be sponsored by the Citizens National Bank.

John Daly, widely known news commentator and emcee on television shows, will be the narrator.

This program will present excerpts from memorable debates in the 20-year history of America's town meeting of the air. In the voices of such well known people as Harold L. Ickes, Norman Thomas, Fiorello LaGuardia, Thomas E. Dewey, Robert A. Taft, Wendell Wilkie, Dean Acheson, Sen. Joseph McCarthy, Adlai Stevenson, Prime Minister Nehru, Richard Nixon, and others.



COLORS American Legion Color Guard
Drum and Bugle Corps

COLORS AND COLOR GUARD V. F. W.

SOUND EQUIPMENT D. Glenn Stroup

REBROADCAST WGNC — WLTC



**Alcohol Week
Comes To End**

The last day of Alcohol Education Week was held today at Ashley High School where students have been learning about whiskey and its effects the past week.

They have heard speeches, watched movies, held group discussions and made posters. According to Jerry Crosby, student council president, the project has been most worthwhile. It was the first of its kind in the state.

A rebroadcast of a speech made by an ex-alcoholic will be made tonight at 9 o'clock over Radio Station WGNC. This was an interesting, informative talk which was student body heard last Friday. It will be followed by a

**Station WGNC
To Air Farm Talk**

Earl Butz, assistant secretary of agriculture, will deliver the major address at the second annual Farm Credit Conference to be held at 8 p. m. February 13 at State College.

Radio Station WGNC will be one of 54 radio stations throughout the state that will carry the

List For Tuesday Drawing Announced; 16 Items Will Go

The list for Tuesday afternoon drawing at Clyde's Pure Oil Station in the Firestone Shopping District has been announced. A total of 16 items will be given away to persons who come in during the first week of the PSD's fall festival of shopping merchants.

The drawing will be held at 5 p. m., and it is not necessary for winners to be present at the time to claim their prizes.

Prizes include a Emerson radio, a new way this first week of the festival, and there is a \$25 permanent wave set for the lucky lass or lady. There will be also seven prizes worth \$5 each, a \$100 radio, and a \$5 bill for each of the 16 items.

Prizes include a \$5 bill for each of the 16 items, a \$100 radio, and a \$5 bill for each of the 16 items.

- Furr's Laundry, Craig Furniture Company, Firestone Florist, Elliott and Little Furniture Company.
- Red and Ted's Cafe, Brackett's Super Market, Frog's Lunch Stand, Cox Sundries, A. L. Dial Finance Company, Yearwood 5 and 10, Manning's Department Store.
- T. & T. Grocery, Dalrymple Watch Repair, Specialty Shop, The Bon Ton, Putman's Shoe Shop, Louise's Beauty Shop, Modern Dry Cleaners.

Everybody will claim a Shear and pearl set, and a woman will get a wash-oil change for the auto.

Names of the persons who claim these prizes or claim where they are given will be in Wednesday's edition of the Gazette. Meanwhile, registration for the second week's drawing will already have gotten underway.

In the businesses where they go to register for these prizes and for the grand prize, a 1955 Chevrolet four-door, which will be won on November 1, are the following:

- Harris 5 and 10, Franklin Ware, Moss Rexall Drug, Caughther Texaco Service, Cleaners, Clyde's Pure

West Georgia Laundry

Program Returns Tonight

BELMONT—The Belmont Abbey College evening radio program will return to the air over WGNC, Gastonia, tonight at 8:30. This will be the fourth year for this series over the local station.

The program is broadcast every Wednesday night during the school year directly from the college studios on the campus. The Radio Workshop, which is under the direction of Gilbert J. Arley, sponsors this activity.

Among the programs planned for this year will be "The Students Meet the Editor," under the direction of Charles Hillen, a college senior, and "The Students Answer the Questions," a quiz show.

Harris Market To Give Away Car Tomorrow

Tomorrow is the last day for people to register for the Chevrolet Nomad station wagon being given away by Harris Super Market in West Gastonia.

The drawing will be at 6 p. m. Tuesday, and will be broadcast by Radio Station WGNC.

Registrations started four weeks ago, climaxing with the drawing at 6 p. m. Tuesday. The winner does not have to be present for the drawing.

Bill Scott, manager of Harris Super Market, invites everybody to register tomorrow.

Prize Winners To Be Drawn Today

The first prize winners were to be drawn at 5:30 p. m. Tuesday in connection with the Firestone Shopping District Fall Festival.

Bob Smith of The Gazette was to preside over the lucky-name drawing in the parking lot of Clyde's Pure Oil Service Station.

The proceedings were to be broadcast over both of Gastonia's radio stations, WGNC and WLTC.

There are about 18 prizes to be given away to men and women who have registered with any of the PSD merchants during the first week of the month's festival.

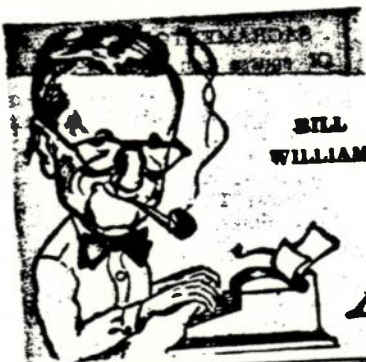
Shopping District Draws For First Prizes Tuesday

Bob Smith, of The Gazette's advertising staff, will have charge of next Tuesday's drawings for prizes given by the Firestone Shopping District Fall Festival.

Drawings will be started at 5:30 p. m. in the parking lot beside Clyde's Pure Oil Service Station. This will be broadcast by both local radio stations, WGNC and WLTC.

There will be drawings the next four Tuesdays. The first three Tuesdays will be for individual prizes, with a dozen or more prizes to be given each Tuesday, and the last Tuesday's drawing will be for the grand prize, a 1955 Chevrolet 210-Series automobile.

The Firestone Shopping District Fall Festival will continue through the month of October.



IN THE MAILBAG — The postman delivered a letter yesterday morning. Addressed to me, it reads:

Re: Your statement — I don't believe there is a man alive who can fill Ike's shoes.

Mr. Adams: The above sounds just like a Democratic Republican. There is nothing as an indisputable person—even Ike admits it. If you want to see a dozen who could fill Ike's shoes, go and wander down to the national golf course. Plenty of those birds can break 90 and do so every day in the week.

"As for the administrative work, listen occasionally to Martin Agronsky, Ed Murrow, Elmer Davis, Chas. Collingwood, or read Drew Pearson or Thomas Stokes. Many's the time they have commented on how Ike answers half the questions aimed at him at his press conferences—with such as 'I hadn't heard about that' or 'That's news to me,' or 'You'll have to ask me—and so about that.'"

"Don't be so naive, Mr. Adams. Wilson and Brownell run the domestic end of this government and Dulles handles the foreign end. The tax man is the man. The August 1st and 2nd of 1955, the man who runs the show."

HEAR BOB HOOD TONIGHT - WGNC 9:05 P.M.



SPORTS TODAY with BILL STERN

Champion sportscaster Bill Stern offers you complete coverage of all the latest baseball, boxing, golfing news... plus another hard-hitting story of one of the greats or near-greats of sportdom.

Mon. thru Fri. 6:30 P. M.

WGNC
AM 1450 - FM 91.9
ABC Radio Network

Public May Hear Medical Meet Talks

One of the largest medical gatherings of the year in the Piedmont Carolinas will be addressed here today by Dr. Paul Dudley White, eminent Boston heart specialist, who has been attending President Eisenhower.

It will be the fourth annual Gaston Memorial Hospital Symposium—to which some 2,000 physicians within a 50-mile radius of Gastonia have been invited—and sessions will be held in Masonic Temple here.

Dr. White will speak twice. At 3:45 p. m., his subject will be "Diagnosis and Treatment of Coronary Heart Diseases," followed by a question-and-answer period. At 8 p. m. tonight, he will have as his subject "The Ways of Life in Relation to the Causes of Various Kinds of Heart Disease."

TO BE BROADCAST

The 8 p. m. address will be carried in its entirety over the AM and FM facilities of WGNC so that the general public might have the benefit of the heart specialist's comments.

Dr. William F. Eckert of Cranston, chairman of the Symposium committee, will preside at the 3:45 p. m. session. At 6 p. m., there will be a social hour at the Elks Club, and at 7 p. m., there will be a dinner in Masonic Temple. Dr. Percy W. H. ... of ... preside over ...

SPECIAL
WGNC ... to thousands of families through the support of the Gaston County Heart Association.

Dr. White arrived in Gastonia at 1 p. m. Wednesday and was met by a dozen newspaper, radio, and television reporters at the Gaston Country Club where he was the guest of the Gaston County Medical Society.

SPECIAL
Dr. White will speak at 3:45 p. m. and 8 p. m. The medical symposium of Gaston Memorial Hospital. About 200 doctors will hear each lecture. The afternoon talk will be on "The Diagnosis and Treatment of Coronary Heart Disease." The night speech, to be broadcast by WGNC, will be on "Ways of Life in Relation to the Causes of Various Kinds of Heart Disease." As the President's physician, Dr. White ... so ... whether ... able ... run for ...

"Everyone wants to hear the governor," said Miss Ethel Hall, who helped plan the program, "so we aren't having anybody else make speeches. The whole program will be given over to Governor Hodges for his talk on the state's education program." The teachers had planned to have a dinner for the governor. He asked them to cancel it, however, since he had just

Radio Station WGNC, Gastonia, will broadcast Governor Hodges' address by tape recording tonight at 8:30 over the station's AM and FM outlets.

A Halloween program by the Gastonia Children's Theater will be broadcast Monday at 11:15 a. m. by WGNC.

Mrs. Hoyt Cunningham and her associate, Mrs. Alvin Witten, said the play is called "Mac and the Black Cat." In the cast are three ... grade children studying ... at the Children's ...

Contest On A

Radio Station WGNC will air tonight's Greensboro-Gastonia basketball game from Greensboro.

Gametime is slated for 8 o'clock. The winner ... over fourth ... Conference

Once again, you can enjoy
**THE WORLD'S
GREATEST OPERAS**
Every Saturday Afternoon

**METROPOLITAN
OPERA RADIO
BROADCASTS**

Presented for the
15th Consecutive Year by
The Texas Company

EFIRD'S INVITES YOU TO HEAR MR. CECIL HALL



MR. CECIL HALL

Minister of Music and Education, First Baptist Church, Gastonia

ON "EFIRD'S HYMNTIME"

MON. - WED. - FRI.

STATION
WGNC
AT 8:45 A. M.

For your spiritual comfort and enjoyment, Efird's Department Store of Gastonia presents, "Hymntime" each week-day morning on WGNC at 8:45 to 9 o'clock. On Monday, Wednesday and Friday of each week, the program is made up of songs by Cecil Hall—Minister of Music at First Baptist Church here in Gastonia. You'll enjoy listening to Efird's Hymntime—make it a daily habit to tune in. It will help you start your day right.

EFIRD'S DEPT. STORE

GASTONIA, N. C.

ATLANTIC COAST CONFERENCE

Basketball

LISTEN

TONITE

N. C. STATE

at

WAKE FOREST

W G N C



0

COLLEGE
GAMES

10

HIGH SCHOOL
GAMES

AM

FM

1450 KC

101.9 MC

**MOST GAMES BEGIN AT
8:00 P. M.**

GET YOUR PRINTED SCHEDULES
AT THE FOLLOWING SPONSORS

M&J Finance Corp.

New Way Laundry & Cleaners, Inc.

Thomas Motor Sales

Matthews-Belk Co.

Sunrise Dairy

Watson Insurance Agency

Public Service Company of North Carolina

WGNC

PRESENTS

CAROLINA FOOTBALL



BEGINNING TOMORROW

1:45 P. M.

RADIO STATION WGNC
1450 A.M. 101.9 F.M.



ALL CAROLINA GAMES BROUGHT TO YOU BY

WARREN GARDNERS

175 W. Main

Akers Shopping Center

SUNRISE FOOD CENTER

Open 'Til 10 P. M.

Wilkinson Blvd.

FIRST FEDERAL SAVINGS & LOAN

251 West Main

1327 East Franklin

AKERS CENTER PHARMACY

Open Until 10 P. M. Nightly

CITIZENS NATIONAL BANK

"Friendly Banking"

WHITESIDES & COMPANY

Commercial Bldg.

Phone UN 5-3456

M. A. RHYNE & SONS DAIRY

Distributors for Sealtest Milk

CARSON'S LAUNDRY

Akers Shopping Center

AKERS CENTER HDW. & SUPPLY

Open Until 9 P. M. Friday Night

HONEY'S RESTAURANT

Across from Akers Shopping Center

LENOIR RHYNE

GAMES BROADCAST EVERY

SATURDAY AT 8 P. M.

GASTONIA HIGH

GAMES BROADCAST EACH

FRIDAY AT 8 P. M.

LISTEN TO "THE VOICE OF THE SPINDLES" FOR COMPLETE SPORTS COVERAGE

BROADCAST

SOUTHERN CONFERENCE BASKETBALL GAMES

Play by Play Description

• • by • •

RAY REEVE



A. M. DIAL
1450

F. M. DIAL
101.9

WGNC Has Huge Football Card Ready For Fall

Radio Station WGNC in Gastonia has another attractive football menu lined up for hungry grid faithful this fall.

The station will broadcast all of the Ashley High School games on Friday night, starting with the opener September 11 in Ashley High Stadium with Durham.

Saturday afternoon games feature the Atlantic Coast Conference, starting Sept. 19 with Clemson at North Carolina, and winding up on December 5 with State at Maryland.

And on Saturday night, it'll be the Lenoir Rhyne games. The Bears open Sept. 19 with Wofford at home.

There's lots of football listening enjoyment on WGNC, an affiliate of the American Broadcasting Company.

Announcer At WGNC Quits; 2 Are Hired

Clyde Laughter, announcer at WGNC, is resigning to join his brother Harvey in the operation of a new radio station at York, S.C.

The York station will be known as WYCL. It will sign on the air about March 15 and operate daytime hours only. It will have a power of 250 watts.

Harvey Laughter, who left WGNC this week, will be general manager of the York station. Clyde Laughter will be the commercial manager.

Pat McSwain, WGNC manager, said Julius Mahon had been hired to replace Harvey Laughter on the morning shift. Mahon lives in Dallas but works for WKMT in Kings Mountain. He is a native of West Virginia and a graduate of Baylor University, Waco, Texas.

Pat Gibson will replace Clyde Laughter as nighttime announcer for WGNC. Gibson will be assisted by a local talent.

LISTEN TO BROADCAST OVER WGNC
Matthews-Belk Company
Leigh Sandwich Shop

Allbright Re-Creates Brooklyn Games In Washington Building

Brooklyn Dodger baseball fans will be happy to learn that WGNC will again broadcast Dodger games this year. Colorful Nat Allbright will be at the mike.

Seems that Mr. Allbright is a controversial figure. We'll let a story by Tom Coll in Baseball Magazine speak for itself.

You might have received the impression last year that Nat Allbright broadcast direct from Flatbush, or Milwaukee, or Cincinnati, or Chicago.

You aren't the only one. Even big league players and club officials are sure when they first hear Nat that he is broadcasting direct from some field.



Actually Nat is re-creating the games from the Brooklyn Dodgers Baseball Network headquarters, a small room in a downtown Washington office building. He uses sound effects as substitutes to realism.

Says Nat: "I work three turntables for sound effects. One 16-inch record has the mumble of over-all background crowd effects. Another is the excited crowd noise needed for home runs and other high spots of a game. A third has the national anthem as played in the various ball parks."

Ordinary fans write in by the thousands complimenting the Brooklyn club for bringing them the Dodger games play-by-play direct from the ball parks. Last year, for instance, Dodger officials heard from people in 10 states and the District of Columbia and the Bahamas. Only six fans indicated that they knew the games were re-created.

He doesn't use a teletype. One assistant gets vital game statistics over a direct telephone line throughout the game. Another listens to an actual broadcast through a radio-telephone line direct from the park.

Bum Brats Slated On WGNC Programs

Some of the Brooklyn Dodgers' top brass will be heard on programs on WGNC Saturday.

Fresco Thompson, vice president of the Bums, will appear on the "All League Clubhouse" which is heard from 11:35 until 12 noon. On this program he will be interviewed by the well-known sports writer and broadcaster, Howard Cossell, and questioned by a panel of sports-minded youngsters.

On the "Sports Kaleidoscope" program, also presided over by Cossell, the Dodgers' manager, Walter Alston, will be guest. This program is heard from 6:30 to 6:45 p. m.

Thompson and Alston are expected to shed some light on the Bums' prospects for repeating their feat of winning the National League pennant and the World Series.

FOR FOOTBALL FANS . . .

Over WGNC, Citizens National is sponsoring the following broadcasts of games in which we believe you'll be interested:

- Sept. 22—N.C. State at North Carolina
- Sept. 29—North Carolina at Ohio State
- Oct. 6—North Carolina at Michigan State
- Oct. 13—Maryland at North Carolina
- Oct. 20—South Carolina at North Carolina
- Oct. 27—Wake Forest at North Carolina
- Nov. 3—North Carolina at Clemson
- Nov. 10—North Carolina at Virginia
- Nov. 17—North Carolina at Notre Dame
- Nov. 22—N.C. State at Wake Forest (Thanksgiving Day)
- Nov. 24—Duke at North Carolina

A good teacher is someone who can understand those not good at explaining and explain it to those not very good at understanding.—Wisconsin Jnl. of Education.

LYTLE Buick-Pontiac INC.

INVITES YOU TO TUNE IN

THE ORANGE BOWL

L. S. U.
vs.

COLORADO

JIM GIBBONS - Sportscaster

MONDAY - 12:45

WGNC AM - 1450
FM - 101.9

FOLLOW THE CHAMPION

Brooklyn Dodger Baseball Broadcast

WGNC-FM

101.9 M. C.

LISTEN TO

NAT ALBRIGHT

BRING YOU

BROOKLYN vs PITTSBURGH

TOMORROW

1:30 P. M.



SPONSORED BY

JENKINS METAL SHOPS, INC.

1912 — "45 YEAR'S CONTINUOUS SERVICE TO THE TEXTILE INDUSTRY" — 1957

FIRST FEDERAL SAVINGS & LOAN ASSN.

"WHERE THOUSANDS ARE SAVING MILLIONS"

GEO. M. RATCHFORD & SONS

DIST. DAYTON TIRES & TUBES

"RECAPPING AND TIRE SERVICE"

DIAL UN 7-6668

PUBLIC SERVICE CO. OF N. C.

"NATURALLY GAS IS CHEAPER FOR ALL USES"

THOMAS MOTORS

"YOUR PLYMOUTH, CHRYSLER AND IMPERIAL DEALER"

DOUBLE COLA BOTTLING CO., INC.

BOTTLERS OF SUN-DROP



LISTEN TO ALL DODGER GAMES, DAY AND NIGHT, EXCEPT SUNDAY, ON WGNC

Local Choral Festival To Be On Radio

The Choral Festival, which was presented Tuesday night in the Ashley High School auditorium, will be broadcast over Radio Station WGNC next Tuesday night at 8 o'clock.

Mrs. Maurice Honigman, president of the Gastonia Music Education Foundation, reminds all who were unable to attend the performance this week that they can hear the entire program on the radio.

The festival is sponsored by the music foundation annually as one of the projects for music scholarships in this city.

The choral groups gave one of the best musical programs ever heard here on Tuesday night before a most appreciative audience. Showing that they were extremely talented and well rehearsed the various ensembles gave smooth numbers that were described as perfect by the listeners.

Participating groups included the Gastonia Boys Choir, the Women's Ensemble of the Sharps and Flats Music Club, the Men's Chorus, the Gastonia Music Club Mixed Chorus, the Junior High Chorus, and the Ashley High School Mixed Chorus.

On Channel 7...

TV Program On Gaston County

Seven Gaston countians will salutes this county. The show will be aired from 1 outline the business, civic and cultural life of Gaston County, to 1:30 p.m. and is part of Sunday on television when WSPA-TV, Channel 7, Spartanburg, WSPA-TV's "good neighbor policy" to surrounding counties. The TV station salutes a county weekly on this half-hour show.

Co-ordinator of the program is Fred Gray, WGNC Radio official, who will also give material on the history, location and climate of the county.

George Jenkins will outline government, transportation and communications in the county.

Stanley resident Ray Craig will describe the county education set-up and Leonel Brunnemer will depict the county's health and recreation programs.

Craig Watson will outline religious, civic and cultural life of the Gaston community and James Atkins will relate the county's economy including business, industry and utilities.

Andrew Champion, a member of the Gastonia Music Club, director of Lora Baptist Church choir, and popular local singer, will give a vocal selection during a break in the show.

Winn-Dixie Giving Hams

To celebrate July as National Picnic Month, WGNC and the two Winn-Dixie Stores in Gastonia are giving away four large tenderized hams.

One of the hams — weighing from 12 to 14 pounds—is given to a WGNC listener on the Sunrise Roundup program each week.

Between 6:30 and 7:30 each morning listeners are permitted to "qualify" for the contest. Then on Saturday morning at 7:15—a question is asked and the first person who calls the station with the correct answer who has previously "qualified" wins the ham for that week. Get full details by listening to Ray Martin and Vance Brooks on "Sunrise Roundup" each morning on WGNC.

Civil Defense Discussion On WGNC Tonight

Tonight at 7 o'clock Radio Station WGNC will present a discussion on Civil Defense in rural areas.

Appearing on the half-hour program will be Gov. Val Peterson, Civil Defense administrator, and True D. Morse, undersecretary of the Department of Agriculture, and member of the National Council on Rural Civil Defense.

This is National Civil Defense Week and in observance of this week, this broadcast was arranged by WGNC.

"Civil Defense is something we hope we never have to use," states Farm Agent J. P. Kiser. "But just to be on the safe side we should learn something about Civil Defense," he said.

Kiser urges all farm folk to tune in tonight to the program.

Mrs. McAteer Is Station's Easter Queen

Mrs. Jessie McAteer emerged as winner of WGNC's annual Easter Queen contest.

A teacher at Wilson School, Mrs. McAteer received 1,682 votes during the three-week contest and received many valuable gifts as the Easter queen.

The contest, conducted by WGNC and local merchants, was held on the Sunrise Roundup program by announcers Vance Brooks and Raymond Martin.

A total of 7,472 votes were cast. Carl Rayne of WGNC said the station received 4,313 telephone calls and 3,169 votes by cards for a total of 7,472.

Mrs. McAteer was high with 1,682 votes and the runner-up was Trudy Betall with 1,673 votes. There were eight others receiving votes. Each received an Easter bow.

WGNC TO GIVE VOTE RESULTS

Special Attention To Be Given Congressional Race.

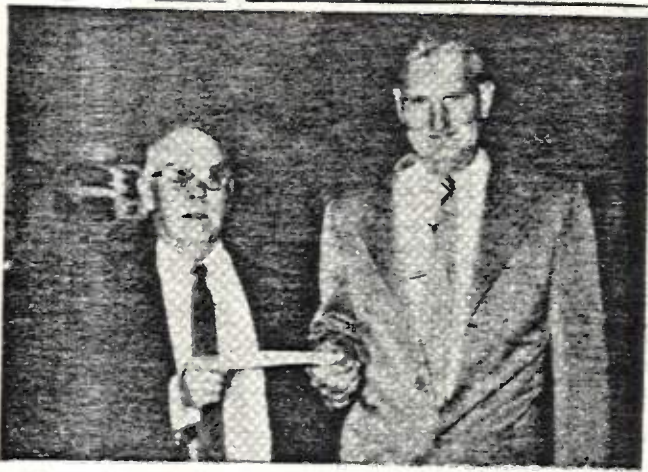
Tune in Radio Station WGNC after 8 p. m. for the election results.

The station will start broadcasting returns at 8 p. m. and stay on the air until the last contests have been reported.

Gaston residents are particularly interested in the 11th congressional district race and the contest for the State Senate.

These will be reported precinct by precinct. Votes in the congressional race will be tallied from all seven counties.

In addition, WGNC will give reports from the state and the state.



WINS \$61—Charles Luther Brackett, 801½ South Oakland street in Gastonia is the latest winner of WGNC's Lucky License Jackpot. His wife was listening to the radio at 5:40 Friday morning and heard the license number of their automobile broadcast on the radio. She went about a block to the telephone to call the station and claim the jackpot. Mr. Brackett, right, a native of Madison county, is the father of eight children, five still living at home. He has been living in Gastonia for about five years and has been a sweeper at the Myers mill for the past two years. When Mr. Brackett's license number was called, the jackpot held \$61. He had registered his number the first of the week at Jim Wilson's Auto Service, 306 North Marietta street.

TUNE IN WGNC

"LUCKY LICENSE PROGRAM"

REGISTER YOUR 1958 LICENSE AT THE CAROLINA APPLIANCE COMPANY AND LISTEN FOR YOUR NUMBER TO BE CALLED OVER RADIO STATION WGNC IN GASTONIA 1450 AM -- 101.9 FM ON YOUR DIALS.

YOU MAY WIN CASH JACKPOT WHICH BUILDS \$5.00 EACH DAY!!!

EACH TIME YOU REGISTER IS A CHANCE ON A REAL GOOD CAR ALSO!!!

HAVE FUN LISTENING TO WGNC

CAROLINA APPLIANCE COMPANY

VIRGINIA AVENUE BESSEMER CITY, N. C.

CHECK ON US ON CLOSE-OUT PRICES ON 1957 APPLIANCES

"Lucky License" Program Back On The Air

The popular "Lucky License" programs are back on WGNC again this year. On these programs, which are heard at various times throughout each day and night, a 1958 state license tag number is announced. The person whose license number is announced then has 10 minutes in which to call the station, and certify that it is his number. If he does, he receives all the money in the Cash "Jackpot." The jackpot starts with \$5 and keeps on increasing until someone wins.

The license numbers announced on the programs are picked at random, so anyone who has a 1958 tag could win. However, most of the numbers are picked from those which have been registered at the places of business which are participating in the programs. These business firms are Piedmont Plymouth, 426 West Franklin avenue; Carolina Appliance Company in Bessemer City; Sunrise Food Center on Wilkinson Boulevard; George M. Rachford and Son's Tire and Recapping Service in Dallas; and the Franklin Drug Store in West Gastonia. Motorists who register their license numbers will also be eligible to win an automobile which will be given away later on.

WGNC Jackpot Winner Named

William H. Poole, 910 South Marietta street is the first winner on WGNC's "Lucky License" program. His license number was broadcast at 5:25 Wednesday afternoon. Mrs. Poole called the station within 15 minutes and claimed the cash jackpot which amounted to \$18.

Mr. Poole is the first winner since the program started on Monday morning on the local radio station.

In case you'd like to get in on the free cash, the program works like this. Automobile owners register their license numbers at any of the participating business firms who sponsor the program. Throughout each day—Monday through Friday—these numbers are drawn at random and broadcast. If the owner of the lucky license calls the station within 15 minutes after his number is broadcast, he wins the jackpot. The jackpot starts with \$5 and builds up with \$1 being added after each number is called and no one wins.

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WINNERS' NAMES

WILL BE POSTED ON

WINDSHIELDS OF '56 CHEVROLETS

ON FLOOR AND ANNOUNCED OVER WGNC.

RUSTIN'S RADIO JACKPOT

Tune in WGNC

Mon. - Wed. - Thurs. - Fri.

8:15 a. m. 12:10 p. m.

5:15 p. m.

You May Win!

Mrs. Owens Wins Rustin's Jackpot

Mrs. Glenn Owens, 834 South Jackson street, became the latest winner on Rustin's Jackpot program on WGNC Friday afternoon at 5:15 when she was called on the phone and correctly answered the announcer when he asked her if she could tell him what the jackpot special in Rustin's window was.

When Mrs. Owens was called the jackpot contained \$35 in cash.

The Rustin jackpot calls are made from WGNC each weekday, except Tuesday, at 7:45 a. m., 12:10 p. m. and 5:15 p. m.

The jackpot starts off at \$5 and keeps building at the rate of \$1 per phone call until someone wins.

Jackpot specials are placed in Rustin's window and changed each time there is a winner and each Saturday morning.

Rustin Putting On "Jackpot" Special On Air

Rustin Furniture Company on West Main street keeps a "Jackpot Special" on display in their window.

Three times each day, except Tuesday, an announcer at WGNC makes a phone call to some number taken at random from the Gastonia telephone directory. If the person answering the phone can tell the announcer what the "Jackpot Special" is and the price of it, he or she is awarded the cash Jackpot. The jackpot starts at \$5 and builds up at the rate of \$1 per phone call until there is a winner. When someone wins, the "Jackpot Special" in Rustin's window is changed and the cash jackpot starts over at \$5 again.

The phone calls are made on the air from WGNC at 7:45 a. m., 12:10 p. m. and 5:15 p. m.

The numbers called on this program are picked at random from the phone book so any one is likely to be called at any time.

Mrs. Hemphill Wins Rustin's Jackpot Award

The latest winner of Rustin's silver dollar jackpot program is Mrs. M. K. Hemphill of 223 West Fourth avenue. Mrs. Hemphill named the five-pound fruit cake as the special item, when called on the Jackpot program from WGNC.

Mrs. Hemphill was awarded \$28 in cash for her correct guess. She has no family and has visual difficulty since she cannot see to read. Mrs. Hemphill is lame and walks with the aid of crutches. She has lived here and in Lincolnton for 20 years, and was hostess at the Woman's Club for three years. Rustin's silver dollar program is on WGNC at 7:45 a. m., 12:15 p. m., and 5:15 p. m. on Monday, Wednesday, and Friday.

Ray Jenkins To Be Featured On WGNC Program

CHICAGO—Ray Jenkins, special counsel to the investigating sub-committee in the televised Army-McCarthy hearings, will appear in the guest-of-honor chair on the historic 21st radio anniversary of Don McNeill's WGNC show, Breakfast Club, on Wednesday, June 23, from 9 to 10 p. m.

Counselor Jenkins will step out of the role in which he was seen by millions of viewers to be part of a strictly entertaining program marking the start of Breakfast Club's 22nd year as radio's oldest continuous daytime show.

The respected Knoxville, Tenn., trial lawyer who has gained national fame through the hearings will take part in the four-long anniversary show as a on-camera spectator and as Toastmaster. McNeill's partner in the familiar elemental parts of the popular WGNC variety show.

FREE CASH PRIZES

REGISTER ALL DAY FRIDAY & SATURDAY

—FRIDAY DRAWINGS—

\$50.00 CASH—4:30 P. M.

\$50.00 CASH—7:45 P. M.

(During Broadcast Over WGNC)

—SATURDAY DRAWING—

FOLLOW THE CHAMPIONS...

BROOKLYN DODGER BASEBALL BROADCASTS

WGNC-FM 101.9 MC

LISTEN TO

NAT ALBRIGHT

BRING YOU

BROOKLYN VS. PHILADELPHIA

TOMORROW

SPONSORED BY—

MAKERS CENTER HARDWARE & SUPPLY, INC.

CHES FREEMAN'S GASTONIA APPLIANCE CO.

DOUBLE COLA BOTTLING CO.

EFIRD'S DEPARTMENT STORE

RATCHFORD TIRE & RECAPPING SERVICE

LISTEN TO ALL DODGER GAMES, DAY AND NIGHT, EXCEPT SUNDAY AT WGNC



Keep Tuned to WGNC-FM - 101.9 MC - Gastonia, N. C.

FOR THE BEST IN SPORTS THE YEAR ROUND

BASEBALL — FOOTBALL — BASKETBALL

WGNC Will Air ACC Tourney Dodger Games

Radio Station WGNC will have a full summer ahead of them. Fred Gray announced today that the station will again broadcast the Brooklyn Dodger games on FM. They will also carry high school and Legion games.

The Dodger aircasts will take place every day except Sunday, including night tilts. When the Dodgers aren't playing in the afternoon, other National League games will be broadcast. Approximately 120 Brooklyn games will be heard, with Nat Albright at the mike.

WGNC will also carry the Atlantic Coast Conference basketball tournament, beginning tomorrow afternoon.

The first game is slated for 1:35 and all four opening-round games will be aired with Ray Reeves at the mike. Two games are slated for Friday night beginning at 7:35, and the championship tilt Saturday can be heard at 7:45.

Dodgers, Phils On Air Today

Nat Albright will be at the mike today over WGNC, AM and FM, as that station continues the announcing of the Dodger games.

Today, the Dodgers meet Philadelphia. The Phillies won the opening game. WGNC will carry the games Monday through Saturday.

FIRD'S

Invites You To Listen To The
BROOKLYN DODGERS

—VS.—

CINCINNATI REDS

Time 12:30 P. M. Thursday

Station W.G.N.C. - F.M. Only
10.9 on your F.M.

FIRD'S

INVITES YOU TO LISTEN TO THE

BROOKLYN DODGERS

- VS. -

ST. LOUIS CARDINALS

NATIONAL LEAGUE BASEBALL GAME

TIME 12:30 P.M. THURSDAY

STATION WGNC FM ONLY
101.9 ON YOUR F. M.

EFIRD'S

INVITES YOU TO LISTEN TO THE

BROOKLYN DODGERS

—VS.—

MILWAUKEE BRAVES

NATIONAL LEAGUE BASEBALL GAME

TIME 9:00 P. M. TONIGHT

STATION WGNC FM ONLY
10.9 ON YOUR FM



George M. Ratchford & Son Recapping

Dallas, N. C.

Easy Terms

Dial 6668 or 5-0687





TUNE IN WGNC AM & FM 7:55 TONIGHT FOR THE
GASTONIA-SALISBURY BASEBALL GAME

HEY KIDS . . . LISTEN TO

TOYTOWN PARADE

6:45 TO 7:00 P. M.
Monday through Friday
Starting November 1st

WGNC

CHRISTMAS MUSIC — SONGS
CHILDREN'S STORIES

EVERYTHING TO BUILD ANYTHING

Seth

LUMBER CO.



Phone 9036, Hancock St., Gastonia, N.C.
(Former Location of Gaston Builders Supply)
Tune in at 7:00 P. M. TO FIX IT Monday through Thursday at
7:00 P. M. over WGNC

MEET
SANTA
TONITE!
Open Till

9

TOYTOWN INC.
Opposite Post Office

Listen To
WGNC
Each Evening 6:45 P. M.

Tune In On
"HOW TO FIX IT"
Monday thru Thursday
7:45 P. M.
WGNC

Lanky
Lanky
Says:



DAILY SPECIALS

LISTEN FOR OUR DAILY SPECIALS OVER
RADIO STATION WLTC AND WGNC

WGNC

FRIDAY	SAT.	MON.	TUES.
6:30 A. M.	6:15 A. M.	6:15 A. M.	6:30 A. M.
7:00 A. M.	7:25 A. M.	7:25 A. M.	7:00 A. M.
7:30 A. M.	7:55 A. M.	8:15 A. M.	7:30 A. M.
8:00 A. M.	8:35 A. M.	8:45 P. M.	8:00 A. M.
8:30 A. M.	12:05 P. M.	7:30-9:35 P. M.	8:30 A. M.

WGNC To Carry Coverage Of Legislature

Beginning Monday, July 23, WGNC will offer complete coverage of the special session of the Legislature in Raleigh.

Each day, Monday through Friday, WGNC will broadcast three legislative reports direct from Raleigh. These programs will be heard each day at 7:15 a. m., 11:45 a. m., and 7 p. m.

On the first program, Bob Thompson, former editor of the High Point Enterprise, will be heard. Raleigh newsman Bill Armstrong will be heard on the 11:45 program; and commentator Elucher Ehringhaus, son of North Carolina's former governor, will be heard on the 7 p. m. program. These programs will be heard daily for the length of the special session of the legislature, called by Governor Hodges to consider legislation dealing with school segregation.

Radio Program Tuesday Night

A varied musical program has been planned by Sharps and Flats Music Club for a radio program to be presented over station WGNC on Tuesday evening from 7:30 to 8 o'clock.

The program will include numbers by the club sextet, composed of Mesdames Harry Jenkins Jr., David Smith Jr., Charles Pearson, Roy Warren, John Alexander, and Miss Martha Kendrick, with Miss Josephine Osborne as accompanist; a piano solo by Miss Louise Dickson; voice duets by Miss Kendrick and Mrs. A. Charlton Brown, and Mrs. Torben Seear and Mrs. Charles Wetzell, and a violin duet by Miss Bennie Joe Michael and Mrs. W. W. Dickson. Several selections will be sung by the club chorus.

Mrs. Alvin Witten will introduce the program.

GARDNER WILL TAKE TO RADIO

Shelby Candidate Will Be Heard Over WGNC Tomorrow Night.

Issues of the campaign in the 11th congressional district, where Basil Whitener, of Gastonia, and Ralph Webb Gardner, of Shelby, are preparing for a run-off June 23 will be brought before the people of the district tomorrow night from 7 to 7:30, over Station WGNC, Gastonia, when Gardner takes to the air.

Gardner, victor over Whitener in the first primary by a margin of 394 votes, didn't get a majority in a three-way race with Hugh Wells, of Shelby, the third man. Whitener called for the second primary soon after being informed of the official count.

Two Stations Carry Series For Children

A new series of dramatic radio programs dealing with the education of handicapped children is being broadcast on the two Gastonia radio stations.

These programs entitled "The Child Beyond," are being presented in connection with the Gaston County Center for Handicapped Children which is conducting a drive to raise \$15,000 for a new building on the Dallas-Cherryville highway.

WGNC will broadcast these programs on Sunday at 2:30-3 p. m.; Monday through Friday at 5-5:30 p. m. and Saturday 4:30-5 p. m.

WGNC To Air Talks By Democratic Candidates

Radio Station WGNC will broadcast the Stevenson-Kefauver discussion from Miami, Fla., tonight from 9 to 10 p. m.

The two candidates for the Democratic nomination for president will speak on campaign issues.

Majority Leader In Radio Talk Over WGNC

Senator Lyndon B. Johnson of Texas, Democratic leader of the Senate, will speak on "The Farm Problem" in an address to be carried by WGNC and ABC Radio Monday, April 23 10-10:30 p. m., EST.

Last Monday, April 16, President Eisenhower's address to the nation on this same subject was carried 'live' by ABC Radio and WGNC. The Democratic Party requested equal time to present their views on this issue.

The broadcast will originate in Washington, D. C.

Legion Leader On Local Radio Station Tomorrow

American Legion Commander-in-Chief J. Addington Wagner will deliver an important Legion policy address at the annual Commander dinner Tuesday, April 24, to be carried by WGNC, 10:30-11 p. m., EST.

ABC commentator and columnist Victor Riesel, will be honored with special awards at the dinner for "exposition of the dangers of international Communism."

The dinner will be held at the Commodore Hotel in New York City.

Those on North Chester Street and West Franklin Avenue are also doing a steady business in checking cars, with the help of mechanics, tire men, Girl Scouts, and Gaston Tech students.

The drawing to select winners of about 50 prizes donated by local firms will be held at the Armory Saturday night. Radio Station WGNC plans to broadcast the drawing.

Winners can be identified only by number, since they will be drawn from a pot of the license numbers of cars which passed on the 10 points checked for safety and awarded green stickers.

The prize list is headed by 10 television sets, a 1950 Oldsmobile, tires, clothing, cash, bonds, and a long list of others.

Radio Program On Saturday

In observance of national music week, which has been celebrated throughout the country this week, Gastonia Music Club will sponsor a 30-minute radio program over station WGNC.

The broadcast will be on Saturday afternoon at 3 o'clock. One student of each music teacher in the club will take part on the program.

The public is invited to listen to this outstanding program of music.

HEAR RALPH W. GARDNER

IN HIS ADDRESS TO THOUSANDS OF DEMOCRATS WHO
HEARD HIM AT THE MAMMOTH RUTHERFORD COUNTY
RALLY LAST FRIDAY NIGHT.

TUNE IN
CHAMPIONSHIP FIGHT
TONIGHT—9:30 P.M.
WGNC A. M. 1450
F. M. 101.9

VARIETY RADIO FOR GASTONIA

LEWIS MOTORS

INVITES
YOU TO HEAR
WASHINGTON SENATORS

— VS —

N. Y. YANKEES
TOMORROW 2 P. M.

WGNC F.M.

ADDITIONAL SENATORS GAMES WILL BE
BROADCAST THROUGHOUT THE SEASON

Tune In
Championship Fight
TONIGHT 9:30 P. M.
WGNC AM 1450
FM 101.9

VARIETY RADIO for Gastonia

John Wayne and Bill Holden assisting Howard Coseff between
rounds. These two Hollywood stars are featured players in
"HORSE SOLDIERS" which starts Sunday at the Diane-28 South
Screen.



BART STARR . . . words of wisdom



Mr. M. R. DeHaan
Teacher

Richard DeHaan
Assistant Teacher

You are invited to hear . . .

GOD'S TRUTH

RADIO BIBLE CLASS

HEARD EVERY WEEK OVER

WGNC - 1450 KC

8:00 A. M. SUNDAY 5:00 P. M.

Recollections Of Hill Will Be Aired Over WGNC

WGNC will again carry Edwin C. Hill's memory-stirring recollections of Thanksgiving as it was celebrated in America at the turn of the century.

Mr. Hill's vivid word pictures of the gathering of the family and the enormous amount of food consumed have lost nothing of their flavor in their annual telling, which ABC has carried almost as a tradition.

It will be heard Thanksgiving Day at 12:30 p. m.

TUNE IN

"CHUCK WAGON GANG"

12:30 - 1:00 P. M.

Tomorrow and Every Day

WGNC AM & FM

Folks who don't enjoy the singing of old-time Gospel hymns and songs are, I believe, few and far between; that is, of course, if the singing is done by a person or persons who really know how to sing. Though I'm no connoisseur as far as singing or any kind of music is concerned, I think I do know good singing when I hear it. I am ruling out grand opera singing, though some of that I enjoy too. And for group renditions of the type of songs I'm talking about I don't know any that surpasses the Chuck Wagon Gang appearing daily at 12:35 on WGNC. A few days ago I was talking to Carl Rhyme, salesman for that station, and he told me they had more requests for songs by that gang than for any other one thing. They have a varied repertoire from which they sing four or five selections daily. My favorite of all is "When the Saints Go Marching In" which, I told Carl, I like to listen to at least once a week. They are very accommodating in granting requests. First time I ever heard this song it was by a local group led by the late Floyd C. Todd, who established WGNC.

WGNC

TUESDAY, 7:00 TO 7:30 P. M.

ALL GHS AND UNC GAMES

Station WGNC To Broadcast 26 Grid Games This Fall

A 26-game football schedule to be broadcast by radio station WGNC this fall was announced yesterday by station manager Pat McSwain and program director Fred Gray. The schedule shows ten high school and 16 college games.

The schedule calls for the broadcast of all of Gastonia High School's ten Friday night games during the autumn, with Leonel Brunemer again handling the mike for the play-by-play.

In addition, WGNC again will air the Tobacco Sports Network broadcasts by Ray Reeve of the University of North Carolina games, a schedule which includes national powers Notre Dame, Oklahoma, and Maryland.

Five N. C. State Wolfpack night games also are on the slate.

The opener on the schedule is the Gastonia High-Tri. City game here on Friday, September 9. The first college game is the Virginia Tech-Wake Forest game on Saturday afternoon, September 17. The Tech-Deacon game is the only contest not involving either North Carolina or N. C. State.

THE COMPLETE SCHEDULE:

Friday, Sept. 9—Tri City at Gastonia High, 8:00 p. m.

Friday, Sept. 16—Gastonia High at High Point, 8:00 p. m.

Saturday, Sept. 17—Va. Tech at Wake Forest, 1:45 p. m., AM only

Saturday, Sept. 17—N. C. State at Florida State, 8:00 p. m.

Friday, Sept. 23—Siler City at Gastonia High, 8:00 p. m.

Saturday, Sept. 24—Oklahoma at

North Carolina, 1:45 p. m., AM only

Saturday, Sept. 24—Duke at N. C. State, 8:00 p. m.

Friday, Sept. 30—Gastonia High at Greensboro, 8:00 p. m.

Saturday, Oct. 1—North Carolina at N. C. State, 1:45 p. m.

Friday, Oct. 7—Charlotte Central at Gastonia High, 8:00 p. m.

Saturday, Oct. 8—North Carolina at Georgia, 1:45 p. m.

Friday, Oct. 14—Burlington at Gastonia High, 8:00 p. m.

Saturday, Oct. 15—Maryland at North Carolina, 1:45 p. m.

Saturday, Oct. 15—Wake Forest at North Carolina State, 8:00 p. m.

Friday, Oct. 21—Gastonia High at Winston-Salem, 8:00 p. m.

Saturday, Oct. 22—North Carolina at Wake Forest, 1:45 p. m.

Friday, Oct. 28—Gastonia High at Harding, 8:00 p. m.

Saturday, Oct. 29—Tennessee at North Carolina, 1:45 p. m.

Friday, Nov. 4—Gastonia High at Asheville, 8:00 p. m.

Saturday, Nov. 5—North Carolina vs South Carolina, 1:45 p. m.

Friday, Nov. 11—Salisbury at Gastonia High, 8:00 p. m.

Saturday, Nov. 12—Notre Dame at North Carolina, 1:45 p. m.

Friday, Nov. 18—William and Mary at North Carolina State, 8:00 p. m.

Saturday, Nov. 19—Virginia at North Carolina, 1:45 p. m.

Friday, Nov. 25—W. Virginia at N. C. State, 8:00 p. m.

Saturday, Dec. 3—North Carolina at Duke, 1:45 p. m.



Teresa Brewer pays a visit to d.j. Martin Block to plug her newest on Coral, "Silver Dollar." Flip side, "I Don't Want To Be Lonely Tonight."

LOCAL RATE CARD RADIO STATION WGNC AM-FM

PAT McSWAIN
Manager

CARL RHYNE,
Commercial Manager

P. O. Box 2187
Gastonia, N. C. 28052
Telephone: 865-8501

Affiliate - American Broadcasting Company
Popular & Contemporary - Day
Country & Western - Night

1450 AM
1,000/250 Watts

Simultaneous AM-FM
Broadcast
5 AM-Midnight

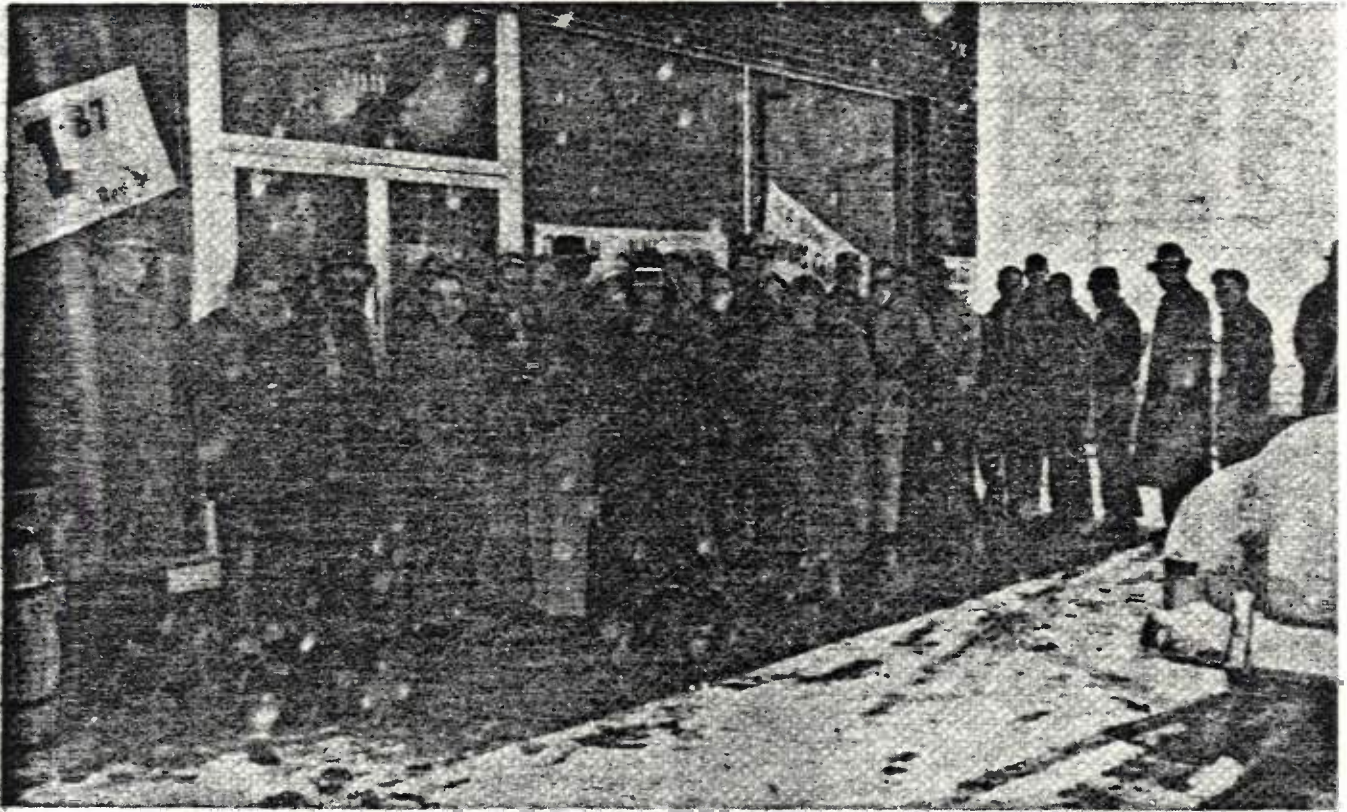
11,100 Watts
101.9 FM

GENERAL BROADCASTING—(Per Broadcast)

Program	1 Time	13 or More Times	52 Times	100 Times
1 Hour	\$50.00	\$40.00		
½ Hour	25.00	20.00		
¼ Hour	12.50	10.00		
Five Minutes	4.00	3.50		

ANNOUNCEMENTS—(Per Broadcast)

100 Words	\$2.50	\$2.00	\$1.75	\$1.50
Special: Shows, Times, Talent	\$2.50 & \$3.00			



LOOKING FOR TIRE CHAINS

These people lined up this morning in front of a Gastonia store which advertised it had tire chains for sale. Nearly every service station had sold out—you couldn't buy chains at any price. (Photo by Ray Jimison.)



APR • 60



APR • 60

Many Dignitaries Here

Jaycees "Put On The Dog" In Their Big State Meeting

Gastonia became not only the center of Jaycees in North Carolina Saturday but it also

served as a political showcase. Some of the nation's better known statesmen began arriving here shortly before noon to help North Carolina Jaycees celebrate their Silver Anniversary.

DIGNITARIES

The dignitaries included Gov. Terry Sanford, Rep. Basil Whitener, U. S. Sen. Strom Thurmond, and Edward Hunter, noted expert on psychological warfare.

In addition, Bob Cox, former president of the United States Jaycees, and still other notables were to be here.

The Silver Anniversary, being hosted by the Gastonia Jaycees, was officially kicked off Friday night with the selection of Earl Groves as "Young Man of the Year," and an address by Wayne Poucher, widely-known radio commentator.

Registration started Saturday morning at the Chamber of Commerce for out-of-town Jaycees.

Six buildings were being utilized for the celebration. The Masonic Temple now near-

ly 200 Friday night to hear Mr. Poucher. The Chamber of Commerce building is serving as headquarters.

OTHER BUILDINGS

Other buildings being used are the Armory, the YMCA, the Country Club, and the Holiday Inn Motel.

"This is the biggest thing the Gastonia Jaycees have ever done. It's even bigger than the Miss North Carolina Pageant," declared President Alvin Cain of the local Jaycees.

Action was to start at 10 o'clock this morning with the showing of a film, "Operation Abolition," at the YMCA.

A luncheon at noon today at the YMCA saw most of the principal participants present. Gov. Terry Sanford was to fly in for the luncheon and share the speaking with Bob Cox.

SEMINAR

Hunter and Poucher were to take part this afternoon in a seminar on communism at the Armory. Alan Newcomb, popular Charlotte television personality, became ill and had to cancel out.

Whitener and other local political leaders and business men were in attendance at the luncheon.

The climax of the celebration will come tonight when close to 1,000 people are expected to attend a gigantic banquet at the YMCA. Sen. Thurmond, who has drawn national attention for his attacks on Pentagon muzzling of military personnel, will be the speaker.

The Jaycees will hold a private party at the Country Club tonight to celebrate the successful conclusion of the Silver Anniversary Celebration.

Keith Collins, general chairman, was well pleased with the activity.

Radio Station WGNC announced that it will broadcast Senator Thurmond's talk live at approximately 8 o'clock tonight. The station is giving the time to the Jaycees and allowing the Jaycees to sell it in order to meet expenses on the costly Silver Anniversary event.

ON THE AIR — The dramatic, terse story of Roy Bailey will be heard by a nationwide audience Tuesday afternoon.

Ted Malone, the ABC mood maker, will broadcast the Guidepost version of the story on his program at 1:15 p. m. The ABC station in Gastonia is WGNC.

WGNC Manager Pat McSwain received the following letter from Ted the other day:

"Hello there,

"We've always known Gastonia was a wonderful town, and now we have a chance to tell the world—or, at least as much of it as we can reach by ABC Radio—what we've always known. . . .

"Of course, you know the enclosed story, and we thought you'd like to know that we're broadcasting John Sherrill's "Guideposts" report on it Tuesday, October 16. . . .

"We recorded the show today, and though Rosa probably wouldn't want me to tell you so, by the time we got to the end, she was in honest-to-goodness tears. . . . and, I assure you, Malone was a long way from unmoved. . . .

"So . . . our thanks to you and all the folks for a story we won't forget. . . . Very Sincerely, Ted Malone."

Tune in tomorrow and see how the wonderful people of a Southern city rallied to the overwhelming support of one of their friends in trouble.

It's your city; your story.

MORE ABOUT Prize

—(Begins On Front Page)—

used as the entertainers' platform.

UNDER ROOF

When the rain started, the truck was moved under the bank's roof where the entertainers had shelter. Part of the crowd, however, was forced to stand outside.

Under the roof the acoustics were bad and the singers had a hard time.

"Vaughn Monroe was a good sport," said Brunner. "He said it was the worst kind of weather for a singer to work in. In the rain, with temperatures falling, a singer runs the risk of catching a cold or laryngitis. But Vaughn said he had a job to do and pitched in and did it."

Dean Hudson's band was a crowd pleaser, too, as well as Miss Joan Melton, the state's beauty queen.

Monroe sang three times—at 7:30, 8:30, and 9:30. His first show was broadcast by WGNC.

He sang many of the tunes he made into hit records which sold a million or more copies. These included old favorites like "Ghost Riders in the Sky," "There I Said it Again," "Racing With the Moon," and "Mule Train."

Vaughn To Sing On ABC Sunday

Vaughn Monroe, who was here this week for the National Bank of Commerce, is back in New York—and still singing.

He will sing Sunday at 2:30 p. m. on the ABC network program, "Religion in American Life," which will be broadcast by WGNC.

Monroe is featured vocalist with Lee Ann Meriwether, Jesse Owens, Thomas O'Neil, and Leonard Lyons as representatives of the three major faiths and two major United States races.

FIRST AGAIN in SPORTS



WGNC - AM & FM

1961 - BASKETBALL - 1962

DECEMBER

Sat. 2—Davidson-Wake Forest
Tues. 5—State-Wake Forest
Fri. 8—Louisville-Duke
Fri. 8—Ashley-Shelby High
Sat. 9—Ohio St.-Wake Forest
Mon. 11—Indiana-UNC
Tues. 12—Wake Forest-Florida
Tues. 12—Ashley-W. S. Gray High
Wed. 13—Duke-USC
Fri. 15—Wake Forest-Virginia
Fri. 15—W. Meck-Ashley High
Sat. 16—Wake Forest-Maryland
Sat. 16—Shelby-Ashley High
Sat. 30—Duke-Wake Forest

JANUARY

Tues. 2—Minnesota-Wake Forest
Wed. 3—Penn State-Duke
Fri. 5—E. Meck-Ashley High

Sat. 4—Clemson-Wake Forest
Sat. 4—State-Duke
Sat. 6—Ashley-Myers Park High
Wed. 10—UNC-Wake Forest
Fri. 12—Wake Forest-St. Francis
Fri. 12—N. Meck-Ashley High
Sat. 13—Wake Forest-St. Joseph
Sat. 13—Ashley-Garinger High
Mon. 15—USC-UNC
Wed. 17—State-UNC
Fri. 19—S. Meck-Ashley High
Sat. 20—Maryland-State
Tues. 23—Ashley-Ashville High
Fri. 26—Harding-Ashley High
Sun. 27—Wake Forest-Duke
Tues. 30—USC-Duke
Wed. 31—Wake Forest-W. Virginia

FEBRUARY

Fri. 2—Wake Forest-USC
Fri. 2—Ashley-W. Meck High

Sat. 3—Wake Forest-Clemson
Tues. 6—Duke-State
Thurs. 8—Wake Forest-VP1
Fri. 9—Ashley-E. Meck High
Sat. 10—Wake Forest-UNC
Sat. 10—Virginia-Duke
Sat. 10—Myers Park-Ashley High
Mon. 12—Virginia-Wake Forest
Tues. 13—Duke-Maryland
Wed. 14—UNC-State
Thurs. 15—Duke-Wake Forest
Fri. 16—State-USC
Fri. 16—Clemson-UNC
Fri. 16—Ashley-N. Meck High
Sat. 17—Maryland-Wake Forest
Sat. 17—Garinger-Ashley High
Mon. 19—Maryland-UNC
Wed. 21—Wake Forest-State
Fri. 23—Ashville-Ashley High
Sat. 24—USC-Wake Forest
Sat. 24—Ashley-S. Meck High

PLUS

March 2—Ashley at Harding HI
March 1, 2, 3, Thurs., Fri., Sat.—ACC Tournament
(seven games)



Broadcasts Sponsored By

AKERS CENTER PHARMACY
"Free City-Wide Delivery"

CITIZENS NATIONAL BANK
"Your Hometown Bank"

GASTONIA COCA-COLA BOTTLING CO.
"Bottlers of Sunrise Flavors and Bubble-Up"

MATTHEWS-BELK COMPANY
"The Man's Store"

PUBLIC SERVICE CO.
"The Gas Company"

RUDISILL-COLVIN MOTORS
"Cleanest Cars In Town"

SUNRISE DAIRY
"All-Star Products"

WATSON INSURANCE AGY.
"Gaston County's Largest"

CITY LUMBER COMPANY
"Complete Building Supplies"

M&J FINANCE CORP.
"For Cash Without Delay—See M&J"



MOST GAMES START AT 8:00 P. M.

"Dial For Dollars" Debuts On WGNC

Monday morning at 9:45, the new "Dial For Dollars" show starts on WGNC, WGNC-FM. It will be heard each day, Monday through Friday, sponsored by the new Akers Center Pharmacy.

The idea of the program is this: Each day, the Akers Center Pharmacy will post a group of "specials" in their store. Anyone can go into the store—look them up and jot them down—no purchase is necessary. On the program, the M. C. Fred Gray, will call various Gastonia telephone numbers at random. If the person answering the phone can tell him the specials for that day, he or she will be awarded the cash jackpot. The jackpot starts off with \$10. Everytime a person is called who cannot quote the specials, another dollar is added to the jackpot. It keeps building until someone answers correctly.

The specials which will be asked for on this Monday's program are already posted at the Akers Center Pharmacy. At 10 o'clock, after the first program, the present specials will be replaced by ones for the following day's program. "Specials" will be changed each day. They will be posted from 10 a. m. one day 'til 10 a. m. the following day.



Governor Clement of Tennessee poses with Minnie Pearl and Roy Acuff following a recent broadcast of "Grand Ole Opry." Gov. Clement is big country music fan.

WGNC Radio Payoff Is Popular Game

Gaston county residents are finding that it pays to listen to their radios—especially to WGNC on Monday, Wednesday and Friday at 3:15.

That's the time to play "radio" and win free prizes. There has been great interest shown in the program which started last Monday.

Since the program started, the station has received hundreds of duplicate play "radio" cards from listeners all over the county. There is no cost involved on the listen-

ers' part and many valuable prizes are awarded to winners by the program's sponsors.

The "Dial For Dollars" jackpot on the WGNC morning program at 9:45 has also risen to an all-time high of \$39. That's the program on which listeners are called at random and asked to name a "special" which has been posted at the Akers Center Pharmacy since the previous morning. The jackpot continues to build up until somebody wins and no one has won for several weeks.

"Voice Of Firestone" To Remain On Radio And TV At Its Old Time

NEW YORK, N. Y.—Appearing on the "Voice of Firestone" simulcast last night Raymond C. Firestone, executive vice-president of the Firestone Tire and Rubber Company, made the following announcement concerning the continuation of the program.

"On our program last Monday night Hugh James told you that the 'Voice of Firestone,' which has been broadcast at 8:30 on Monday night for the past 25 years on radio and the past five years as a simulcast on television, would not be heard on the N.B.C. network after this week's program. We were advised that the 8:30 period on Monday night would not be available throughout the year and that no other evening television network time would be offered to Firestone for continuing our long-established program for the benefit of our loyal listening audience.

"At this time I would like to express our sincere appreciation to the National Broadcasting Company and the many television and radio stations throughout the country for our long and pleasant association and their fine co-operation in making the 'Voice of Firestone' such an outstanding program and available to millions of listeners throughout the United States. I would also like to thank Howard Barlow, our conductor, and

all members of his orchestra. The many gifted and talented artists who have appeared on our program throughout the past 25 years and Hugh James, our announcer, all members of the production staff who have worked so diligently and hard to bring this program to you.

"I also want to express our heartfelt gratitude to our millions and millions of loyal listeners and customers who have made the 'Voice of Firestone' a traditional half hour of musical entertainment in their homes each Monday evening.

"And finally I want to especially thank those many thousands who wrote to us expressing appreciation for the years of fine music and entertainment that the 'Voice of Firestone' has brought into their homes—and also to the newspaper publishers, editors and columnists who have been so generous in their wonderful comments about our program.

"It gives me great pleasure to tell you that our company, including thousands of Firestone dealers and stores, has completed arrangements with the American Broadcasting Company to continue the 'Voice of Firestone' on its television and radio networks at the same time on Monday evenings.

"May I again express our warm appreciation for allowing us to bring the 'Voice of Firestone' into your homes and for your great loyalty to the 'Voice of Firestone' and to our company. It will be a great pleasure for us to continue to bring the 'Voice of Firestone' to you each Monday evening."

ROY ACUFF ON WGNC

The Roy Acuff Show, under the sponsorship of the Royal Crown Bottling Company, will be heard each Tuesday and Thursday at 3:15 p. m. on WGNC, beginning next week. The "Roy Acuff Show" will feature Roy Acuff, the "King of Mountain Music"; comedian, the Duke of Paducah; Pianist Jimmy Riddle, Pap's Jug Band, and Announcer Louie Buck—all stars of Nashville's "Grand Ole Opry." On the first program in the series, next Tuesday afternoon, Roy Acuff's songs will be the new hit, "Y'all Come" and the old favorite, "Shake My Mother's Hand For Me."

Widely Known Radio Evangelist

Earl Armstrong Taken By Death

The Rev. W. Earl Armstrong, widely known radio evangelist, is dead at the age of 65.

Mr. Armstrong, a Gastonia clergyman for 30 years, suffered a heart attack while in his office at Gospel Tabernacle late Monday afternoon. He complained of being overly tired. A few minutes later his secretary heard his heavy breathing and noticed him slumped over at his desk. She called an ambulance, but he was dead before the ambulance arrived.

Mrs. Elbert Payne of Kings Mountain, and Mrs. Roy Thomas of Kannapolis.

BASEBALL PLAYER

Earl Armstrong—as he was known to thousands—was a native of Fort Mill, S. C. He was born Nov. 6, 1896, the son of the late Rev. James Lee Armstrong and Annie Graham Armstrong.

As a teen-ager he attracted the attention of baseball scouts who watched him play for school



REV. EARL ARMSTRONG

Station To Review Life Of Minister

The News and Public Service Department of Radio Station WGNC will present a memorial broadcast Sunday afternoon at 3 o'clock, commemorating the late Rev. W. Earl Armstrong.

Parts of the Rev. Mr. Armstrong's eulogy was recorded at his funeral Wednesday and will be rebroadcast on the memorial program. Highlights from his ministerial career will be brought out during the 55 minutes of air time.

The Rev. Mr. Armstrong, who was the pastor of the Gospel Tabernacle, was a member of the WGNC broadcasters since the station's beginning in 1939, heard for 30 minutes each Sunday at 3 p. m.

The station management decided to extend the program for 25 minutes extra to allow for complete highlights of the late 65-year-old minister's life.

Sunday services will continue at Gospel Tabernacle as in the past. Also the services at the fire station and the city jail will be continued. There will not be a service at the church at 3 p. m. Sunday because of the special radio broadcast.

The Rev. Mr. Armstrong died late Monday afternoon after suffering a heart attack in his office at the Tabernacle. He had been at the Gospel Tabernacle since 1931.

first radio preacher, started preaching radio sermons on WSOC nearly 20 years ago when that station was in Gastonia. He continued his radio work from WSOC after it moved to Charlotte.

He started using the facilities of WGNC when that station moved on the air in Gastonia in March 1939. For the next 22 years, up to the present, he followed a daily schedule of broadcasts. This included his "Morning Watch" in the morning and his "Tabernacle Hour" on Sundays at 3 p. m.

BOOKUP

The latter program was carried by a network of stations in Concord, Rock Hill, Kings Mountain, and Chester a few years ago.

Mr. Armstrong was not afraid to try new things. He preached at drive-in theaters. At one time he tried to establish a drive-in church, but it failed to catch on.

He wrote a book, "Reveille To Taps," which was published and sent to soldiers, sailors, and Marines during World War II.

He was editor of the "Tabernacle Telescope," a newspaper for members and friends of the Gospel Tabernacle. This paper appeared in 1937 and is still being published.

Story Of Baliles Will Be Told On Radio Program.

Roy Baliles' story will be on Ted Malone's radio program next Tuesday, October 16.

It will be carried by WGNC on the ABC network from 1:15 to 1:30 p. m.

A South Gastonia textile worker, Baliles was recently released from Georgia State Prison where he was serving a life sentence. He secured his parole through the assistance of thousands of local people.

Convicted of killing a policeman, Baliles escaped after serving four years. He came to Gastonia, changed his name, and lived quietly until arrested early this year and returned to Georgia.

Thousands of local people signed petitions asking for his release.

WGNC Broadcasts Appointments By Methodists

Pastoral appointments will be announced Sunday by Methodists attending the conference at Lake Junaluska.

Pat McSwain, manager of Radio Station WGNC, is at Lake Junaluska at his summer home. He plans to telephone the Gastonia station and broadcast the appointments for churches in the Gastonia area.

Tune in WGNC Sunday at 1:15 p. m. and again at 5:15 p. m. for Pat's broadcast.

JORDAN MOTORS, INC.



VOLKSWAGEN

2119 WILKINSON BLVD.
GASTONIA, N. C.
PHONE 864-6746

February 15, 1962

Radio Station W.G.N.C.
Gastonia, N. C.

Gentlemen:

Thank you so very much for the chrysanthemum pot plant
sent on our opening day. It was indeed lovely and added
much to the success of our special day.

Please honor us with your presence in the near future
and thank you again for your kind thoughtfulness.

Sincerely,

A large, stylized handwritten signature in dark ink, appearing to read 'Walker D. Jordan'.

Walker D. Jordan
JORDAN MOTORS, INC.

Firestone Textiles

DIVISION OF THE FIRESTONE TIRE & RUBBER COMPANY

HARVEY S. FIRESTONE · FOUNDER

GASTONIA, NORTH CAROLINA

FEBRUARY 19, 1962

Mr. Carl Rhyne
Radio Station WNCN
Gastonia, N. C.

Dear Carl:

Just a note to thank you for the cooperation and time you gave us on your station in promoting the visit of the American Red Cross Bloodmobile at our plant on February 15, 1962. The visit was a success and we contribute its success to your efforts on radio. The Bloodmobile collected 150 pints on its visit.

Thanking you again for your cooperation and if we may be of service to you in the future, please feel free to call on us.

Very truly yours,

Ralph

Ralph F. Johnson
Manager Employee Relations

RFJ:bbb

WGNC WILL AIR ENTIRE SERIES

**Schedule Starts With Live
Broadcast Of Gastonia-
Baltimore Game Today.**

As far away as North Wilkesboro, baseball fans are tuning their radios to WGNC for the broadcast of the Little World Series. A letter came to WGNC today from J. T. Brosius of North Wilkesboro, who sent \$10 to help cover the cost of broadcasting the games.

"A lot of people have sent us money," said Pat McSwain, station manager, "but until today we hadn't received any from that far away."

McSwain said he got a good response to the appeal for dollar bills. The mail was heavy this morning, and most of the letters were from baseball fans who sent along their bucks.

In view of the good response, it has been decided that WGNC (AM and FM) will carry all of the games from Yakima, Wash. The Gastonia games will be carried live (line charges \$700 per game) and the other contests will be telegraphed to Gastonia and reconstructed by a local announcer.

The Gastonia-Baltimore game will be a live broadcast starting at 4:30 p. m. today. The San Diego-Maplewood game will be on the air at 11 o'clock tonight, and the telegraph report will be reconstructed play by play in the WGNC studios.

WGNC To Air Shelby-Salisbury

Gastonia baseball fans can follow the progress of the Shelby-Salisbury Series for the western North Carolina American Legion Junior baseball title over radio station WGNC.

Program Director Fred Gray announced last night that WGNC will broadcast all games of the series, starting at 7:55 each night. Sports announcers of the Shelby and Salisbury stations will call the play-by-play.

The series opens tonight at Salisbury.

Games on Tuesday, Thursday, and Saturday nights will be broadcast on both AM and FM, while the games on Wednesday and Friday nights will be aired on FM only, Gray said.

This business of staying up each night until about two A. M. in order to hear how our team was doing in the Little World Series made thousands of sleepy-eyed folks around here. By broadcasting the games, WGNC rendered a wonderful service to all of the fans. We should give a big "thank you" to those firms which faithfully sponsored the broadcasts and to other individuals who helped make them possible. We'll go out on a limb and wager that this was the first time any N. C. Legion Junior team was ever broadcast "coast to coast", as it were, in a Little World Series.

WGNC To Air All State Games

Fred Gray reports that WGNC will broadcast all of State's games in the NCAA, starting with the Canisius game Monday night from the Garden. . . Latest reports are that the game will be the 9:30 o'clock game, instead of the originally set 7:30 contest.

Radio Station WGNC will broadcast the Salisbury-North Charleston game tonight at 9 o'clock on AM and FM. They plan to carry all games in which Salisbury is involved.

WGNC Will Air 61 Collegiate Basketball Games This Winter

If you're interested in red-hot basketball, keep your ears glued to Radio Station WGNC this winter.

All told, the Gastonia station will pipe 61 college basketball games, including some great intersectional clashes involving teams in the Atlantic Coast Conference.

In releasing WGNC's schedule, Program Director Fred Gray also points out that the annual December Dixie Classic firing, scheduled in Raleigh's Coliseum, will be carried all three nights. Teams in next month's tournament are the host Wolfpack, Southern California, University of North Carolina, Cornell, Wake Forest, Minnesota, Duke and West Virginia.

Also to be carried over WGNC will be the Atlantic Coast Conference tournament, seven games strong, March 3-5.

Ray Reeve, who owns the pleasing voice behind the Tobacco Sports Network mike, will again handle the colorful description of the WGNC-aired games. He's all set to go with tonight's broadcast of Belmont (Nashville, Tenn.) vs. Wake Forest's Deacons at 7:45. All-America candidate Dickie Hemric is the Baptists' fair-haired boy.

It'll be Clemson vs. Duke Friday night, followed by the Temple-North Carolina State meeting on Saturday. The last two mentioned contests will be carried, as are all the others, over WGNC-AM and FM.

Sponsoring the contests locally are City Lumber Company, Craig Motor Company, Gastonia Appliance Company, M & J Finance Corporation, Matthews-Belk Company, Orange Crush-Double Cola Bottling Company, Smith Textile Apron Company, Spencer-Rhyme Company, Sunrise Dairy and Watson Insurance Agency.



HEMRIC

"PLAY RADIO"

THE RADIO GAME THAT ALL GASTON COUNTY IS TALKING ABOUT

1450 A.M.

WGNC

101.9 F.M.

MONDAY THROUGH FRIDAY — 2:35 P. M.

PRINCESS BEAUTY SHOP

409 South Clay St.

\$2.00 GIFT
CERTIFICATE

TACKLE BOX

1222 West Franklin

\$3.00 IN
MERCHANDISE

VALET MEN'S SHOP

109 S. Marietta

\$3.95 VAN HEUSEN
SHIRT

CITIZENS SUPER MKT.

\$5.00 IN
GROCERIES

M. A. RHYNE & SONS

4 QTS. MILK

12 OZ. COTTAGE CHEESE

SWEETLANDS

COMPLETE
MEAL FOR **2**

JACOBS LAUNDRY

\$2.50 IN CLEANING
OR LAUNDRY

PIEDMONT MOTORS

\$5.00 IN
SERVICE

RUSTIN'S

\$5.00 IN
MERCHANDISE

CITY PAINT STORE

\$5.00 BERRY BROS.
PAINT

MANNING'S

1216 West Franklin

\$2.50 IN
MERCHANDISE

ELLIOTT & LITTLE FURNITURE CO.

1133 West Franklin

\$3.95 FRAMED
PICTURE

SPECIALTY SHOP

1215 West Franklin

\$2.50 IN
MERCHANDISE

EAST GASTONIA GIFT SHOP

1504 E. Ozark

\$5.00 IN
MERCHANDISE

DIANE 29 DRIVE-IN

5 FREE PASSES
GOOD FOR CARLOAD

Plenty of radio forms and instructions, may be obtained from any of the sponsors of the program. Get enough forms so every one in the family can play. Be sure to send a duplicate to the radio station for each player.

WINNER OF NEW CHEVROLET

ANNOUNCED ON

WGNC

TONIGHT AT 6:05 P. M.

PIEDMONT OIL OF GASTONIA, INC.

NEW DALLAS HIGHWAY

A DAY IN THE LIFE OF FRED GRAY, RADIO ANNOUNCER

One of the most taken-for-granted persons in the world is the radio announcer. You snap on a radio and there he is blurring away with his pitch about product or services and mixing in a little news or music for entertainment. He's really got it made, you say. Without delving into what must take place before he goes on the air, a casual listener regards him like a piece of furniture — if you don't like it you can move it.

But a day in the life of Fred Gray, veteran announcer for Radio Station WGNC, isn't like that at all. While most people are still snoozing in cozy, warm beds, Gray is up at 4 a.m. to crank up a station and get it on the air at 5 o'clock. He plods across town in a small car that can take the ice, snow and cold along with the warm, oftentimes passing some character who is just on his way home from a big night out.

Fred, who has been called "Farmer Gray," and "The Weatherman" has his work down to a science. Methodically he opens the station, turns on the transmitter and other equipment to begin the day, checks the weather station, measures the rainfall, strips the teletype for the overnight pile-up of news and he's about ready to sign on. From then until 10 a.m. the routine is quick-paced and sure — news, weather, sports, records and a jangling telephone.

Fortunately he isn't bothered by a constant phone unless it snows — then watch out. It rings constantly, a pesty little problem that people would rather call and ask than listen. He once had a man to call one morning while snow was falling in the streets and remark, "Hey, I heard you say they weren't going to have school today, is that right?" Gray has been following this routine since 1963, something he graduated into from his long tenure of duty with the station that dates back to 1941. Program content is planned the day before but that doesn't mean he can sleep on the job.

To the contrary, he must remain alert. Then when his morning show ends at 10 a.m. he can relax, write some ad copy, record some spots, put together some spots for a night ball game and record some 55 minutes of pre-show and intermission entertainment for a local drive-in theater. That finished he can go through the mail, sort out the birthdays that have been sent in for a long-standing show and if he's lucky, can arrive home between 11 and noon. That's not the day, however. For he must return for another program, "Recess Time," a thing he has been doing since 1948, from 1-2 p.m. After that he reviews new records coming into the station and separates the good from the bad.

His ambition is to get in bed about 9:30 but this rarely happens. During football season he is often out until 11:30 to midnight doing game spots. And this puts him in bed for about four hours sleep before arising again.

Fred Gray Takes Over WSOC Post

Observer Gastonia Bureau

GASTONIA — Fred Gray, popular program director of radio station WGNC, has resigned to accept a position with radio station WSOC, Charlotte.

Gray, who came to work the local station in 1941, and been program director 1948, is 39 years old.

He will replace Doug Bell, program director at the lotte Station on May 9.

Bell will be in charge of new 10,000 watt station at Mountain.

A group of men, including Billy Graham, will start the station and plan to get into a chain of radio stations operating with an emphasis on religion.

Here's What Rev. Poucher Said

"I am a controversial figure," declared the Rev. Wayne Poucher to nearly 200 people Friday night at the annual DSA & Bosses Night banquet.

"I've been that way all my life. I guess I just never could go along with the crowd."

Classifying himself as a conservative, a liberal, and an extremist, ("Depending on which side I take on an issue."), Poucher, held his audience in the grip of his hand for 90 minutes.

It was one of the boldest talks ever uttered from a Gastonia stage. Poucher, whose "Life

Line" program is heard coast-to-coast on radio, criticized and praised the federal government.

He hammered away at the evils of communism and the waste in government spending. But he pleaded with his audience to support those things that are right.

"We need to shout from the rooftops that we'll be neither Red nor dead."

Mingling his talk with colorful phrases, he declared that "We are at war with communism for both our lives and our freedom."

He deplored the soft ap-

proach to communism and declared that the goal of communism is to capture the minds of our young people.

"Mr. K knows if he triggers one of his bombs, he'll be blasted off the face of the earth."

Turning to foreign aid he added, "America, to the rest of the world, is like a drunken sailor on a spending spree. But they like our money."

He charged that the post office deficit in 1959 was equal to the cost of our government's handling of Communist literature free through the reciprocal mail agreement.

"We cannot leave the defense of our freedom to our government, though it must play its part. We have lost our freedom if we turn to the government. This is a war which free men must win and will win."

He continued by saying that "Freedom does not exist for us unless it exists in our hearts and minds." He called freedom the most personal attribute of the individual.

"It is a gift from God."

Of states' rights, he said, "I believe in states' rights but I also believe in states' responsibility."

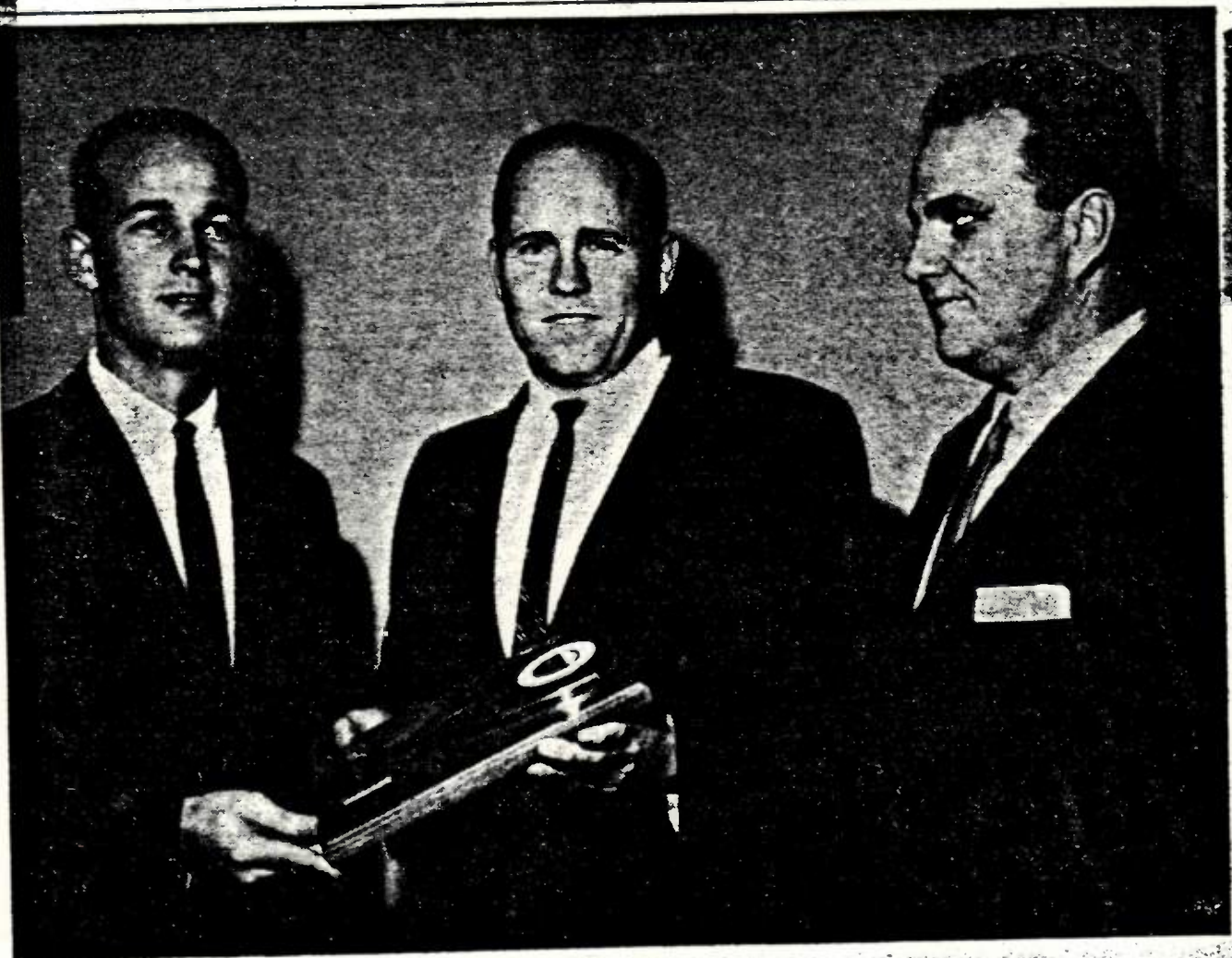
THE GASTONIA GAZETTE

SECTION B—PAGE 1

SAT., JAN. 20, 1962

● Local, County News

● Classified



D. S. A. WINNER

Earl Groves, center, youthful president of Groves Thread Co., is Gastonia's "Young Man of the Year" for 1961. He received the Jaycees Distinguished Service

LaFar Jr., left, Friday night. Looking on is Wayne Poucher of "Life Line," who was the principal speaker.

Photo by Johnny

Young Man Of Year

Jaycees To Award DSA

The Week heads into high Friday night with the annual DSA Service Award and night banquet scheduled at Masonic Temple.

The identity of Gastonia's "Man of the Year" will be revealed at this 7:30 p. m.

Deadline for entries has passed. Chairman Larry Summey announced that nominations are in the hands of a secret committee. The committee was to meet today and make the selection, said Chairman Summey.

EXPECTED
With the North Carolina Jaycees holding their 25th anniversary celebration in Gastonia Friday and Saturday, Summey is expecting one of the largest crowds ever to attend the DSA banquet.

Jaycees will also bring their guests to be honored. Ralph Rob-

inson Jr., will serve as master of ceremonies. Dan LaFar Jr., will present the DSA to the city's "Young Man of the Year."

The speaker will be the Rev. Wayne Poucher of "Life Line," a radio program heard daily over nearly 200 radio stations across the nation. The program is aired twice daily by WGNC, once at 12:15 p. m. and again at 11:10 p. m.

Radio Station WGNC announced that it will tape Poucher's speech Friday night for re-broadcast following the Ashley High School basketball game. The station also announced that a Saturday night college basketball game had been moved to Saturday afternoon.

Because of this, the station will air Sen. Thurmond's speech live from the YMCA at 8 p. m.

The climax of the celebration will come tonight when close to 1,000 people are expected to attend a gigantic banquet at the YMCA. Sen. Thurmond, who has drawn national attention for his attacks on Pentagon muzzling of military personnel, will be the speaker.

The Jaycees will hold a private party at the Country Club tonight to celebrate the successful conclusion of the Silver Anniversary Celebration.

Keith Collins, general chairman, was well pleased with the activity.

Radio Station WGNC announced that it will broadcast Senator Thurmond's talk live at approximately 8 o'clock tonight. The station is giving the time to the Jaycees and allowing the Jaycees to sell it in order to

Seminar Speaker Calls U.N.

By JERRY SHINN
Observer Staff Writer

GASTONIA — "Khrushchev must muster a majority vote in the United Nations now, any way he wants to," Rev. Wayne Poucher told an audience of about 200 at the National Guard Armory here Saturday. The U.N., he said, "is a fraud and has been a fraud from the very beginning. We cannot belong to the U.N. and be loyal to the Constitution of the United States."

Poucher expressed his opinions about the U.N. during a seminar titled "Freedom or Slavery: An Information Presentation of the Threat of Democracy as

Compared With the Ideology of Communism."

The event was sponsored by the Gastonia Junior Chamber of Commerce in connection with the North Carolina Jaycee silver anniversary.

Poucher, pastor of the McLean Church of Christ in McLean, Va., is the originator of the patriotic-religious radio program "Lifeline."

He and Edward Hunter, author of several books on Communist psychological warfare and brainwashing, were the speakers at the seminar.

Alan Newcomb, WBT and WBTW announcer, noted for his "Radio Moscow" and

"Land of the Free" programs, also was scheduled to participate, but he is ill and could not attend.

Poucher made his statements concerning the U. N. just before a question and answer period. He said that many persons probably would disagree with him but said "that's what freedom is all about" and indicated his hope that his statements would stimulate discussion from the floor.

Hunter said:

—That the U. S. system of government is being "kidnapped" by "secret manipulation attempting to take over our government processes."

'Fraud'

HEADED FOR THE BEACH? GOING FISHING?

THEN BE SURE TO TUNE IN

"The Grand Strand Report"

DIRECT FROM KIT'S PIER
WINDY HILL BEACH, S. C.
(11 Miles North of Myrtle Beach)

HEAR A DIRECT REPORT OF

- COAST FISHING
INCLUDING AREAS FROM
GEORGETOWN TO N. C. LINE
- WEATHER OUTLOOK
FOR THE WEEKEND

EACH THURSDAY — 6:15 p. m.

FRIDAYS—8:20 a. m. & 12:20 p. m.



WGNC

A.M. 1450
F.M. 101.9

ANOTHER SERVICE OF

Variety Radio for Gastonia

Sunrise Roundup Time Is Unique Radio Program

With give-aways taking the day in radio and television, Vance Brooks and Raymond Martin of WGNC have come up with a novel give-away idea on their early morning Sunrise Roundup program.

Listeners are requested to write their name and address on post cards and send them to Sunrise Roundup Time. All cards are put in a large container and from time to time are thoroughly mixed and jumbled. Everybody has an equal chance to win.

Each Saturday morning a card is drawn and the winner gets a prize. Prizes range from theater tickets to shoes.

Listen to Sunrise Roundup Time each morning from 5 to 8 and to the jackpot drawing on Saturday.

Specials Are Being Added Daily! Shop At Efid's For Your Needs During The Entire Month of June and Save!

FREE

Tomorrow Is The Last Day To Register For Prizes.

- \$89.95 Genuine Westinghouse Window Fan—
Register on 2nd Floor
- \$19.95 Fully Automatic Coffee Maker —
Register in Basement
- \$16.95 Waffle Iron - Grill Combination—
Register on Main Floor
- Nothing To Buy! You Do Not Have To Be Present To Win!
- Register On All Floors!
- Drawing will be held Saturday, June 9 at 5 P. M. Winners will be announced over Radio Station WGNC and will also be notified.

FREE

FREE

FREE

TUNE IN
ELECTION RETURNS
TONIGHT
8:00 P. M.
WGNC
Sponsored by
VALET
MEN'S SHOP

WIN A VALUABLE SAVINGS ACCOUNT!

**FIRST-
CITIZENS**
BANK & TRUST
COMPANY

Listen to Radio Stations
WGAS • WGNC • WLTC

from 8:00 A. M. to 6:00 P. M.

*"If called . . . answer your telephone by saying: "First-Citizens
Bank is first for you!"*

OPENING IN GASTONIA, JANUARY 17
OPEN HOUSE: Tuesday Evening, January 16, 5:00 to 9:00 P. M.

MEMBER
FEDERAL DEPOSIT INSURANCE CORPORATION

801 East Franklin Avenue

Harold Billy really enjoyed the gifts - It was a great day for him



BILLY McCLELLAN

12-Year-Old

Birthday Party Fetes

Mr. and Mrs. Harold McClellan entertained Saturday afternoon at a party which celebrated the twelfth birthday anniversary of their son, Billy. He has suffered a muscular dystrophy condition for the past several years.

The party was given in the fellowship hall of the Odell Memorial Methodist Church where the colors of red and green were used in the decorations.

During the party, games and contests were played. Directing activities were Sandra Kay Broom and Dottie Scates.

Billy's two-tier birthday cake trimmed in red roses was served with punch and cheese sticks.

The anniversary date for Billy's birthday was on Tuesday, January 12. That day, he received the daily birthday gifts given away through radio station WGNC of Gastonia.

Billy received a decorated birthday cake from Patty Cake Bakery, a half-gallon of Sunrise Dairy Ice Cream and a carton of King-size Coca-Colas. Also he had his photo made free of charge at Shuford's Studio.



Join the Fun — WGNC's Birthday Party

MONDAY THROUGH SATURDAY 7:45 A. M.
TUESDAY — 7:25 A. M.

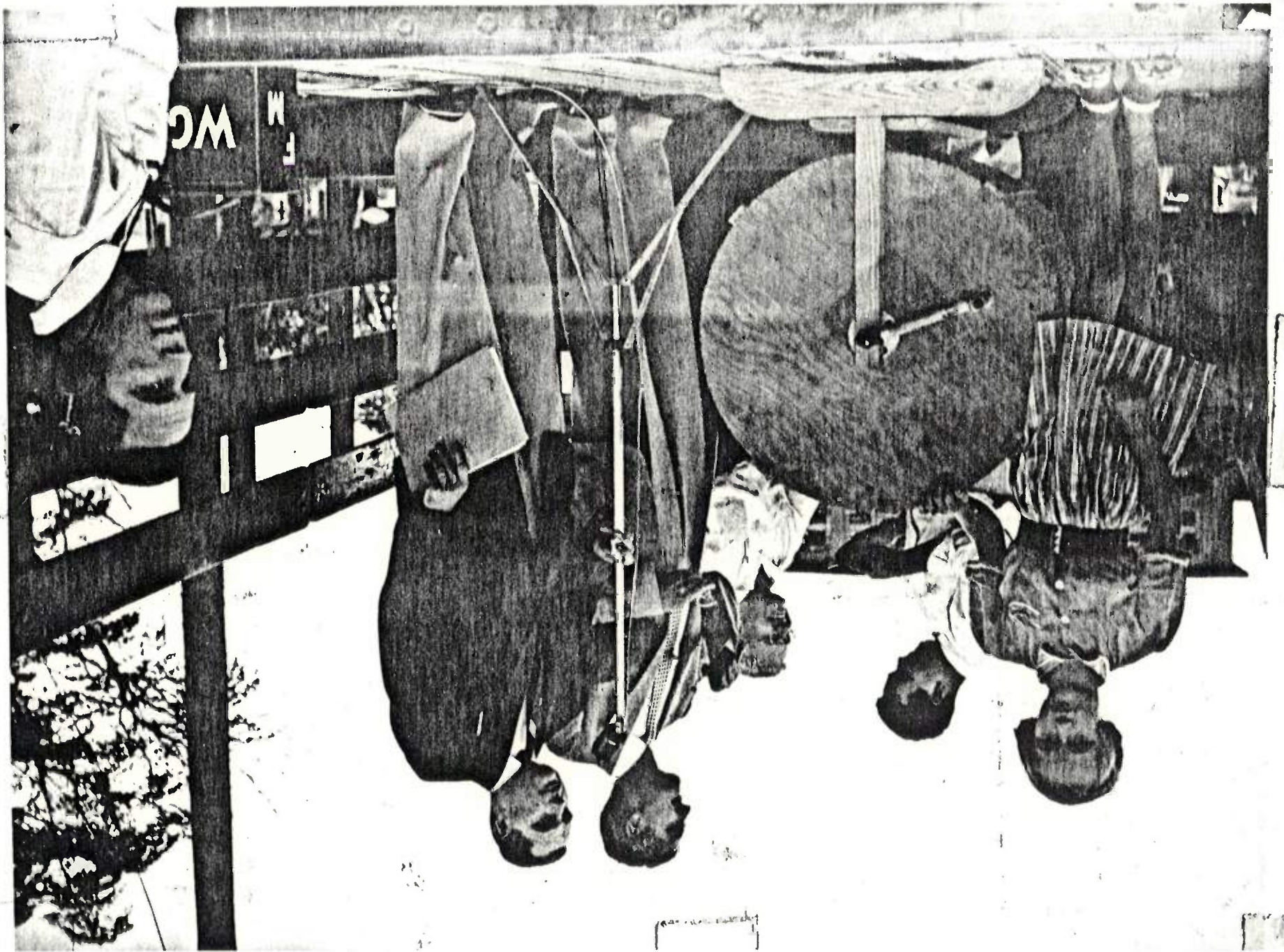
ANYONE - NO AGE LIMIT - CAN WIN

There'll Be A Drawing Each Morning

ALL YOU DO IS MAIL YOUR NAME, ADDRESS AND BIRTHDATE

- ① Winners Will Receive A Birthday Cake
And ½ Gallon of Fleeta Ice Cream From

SUNRISE DAIRY



Jimmy Capps Now Sending His 'Best To You' On WGNC

By DAVE BAITY
Gazette Staff Reporter

Each night frantic female fans dash madly to their radios, flip the knob, whirl the dial madly to ~~the~~ and compose themselves for the "velvet voice."

"This is Jimmy Capps . . . sending OUR BEST TO YOU"

The cool Capps tones are sent pulsing over the airwaves each night from 10-12 p.m. via WGNC and each night the show is gaining a greater audience.

Women drool over Capps' delivery and his readings of poetry to sweet, simple musical strains. Men find that the "Settled Set's DJ" plays their kind of music — something soft and relaxing.

It's a refreshing retreat from the "frantic beat" of Beatle-dom and pop. And strange as it seems, the teens are taking to the romantic mood of the show.

"Oh, he just fractures me," one blond young lass said, a brunette commenting, "That voice sends shivers up my spine. He's so SEXY!"

Added to the WGNC log about a month ago, Jerry McSwain, nightside DJ, comments that the reception has been tremendous here and Capps has been flooded with fan mail.

However, the show is taped in Raleigh and sent out to a network of stations across North Carolina, South Carolina, Virginia, and Kentucky. Though new to this area, OUR BEST TO YOU has been on the air for almost 18 years, starting in September, 1947.

Thoughtfully arranged and produced, the show acknowledges listener requests. Often Capps, surrounded by a romantic melody, mouths a message of love from a student at East Carolina to one at Lenoir Rhyme through dedications.

"The next selection is sent to Marianne at Woman's College from that special guy at Carolina who loves her," he might say.

Thus the listener becomes closely identified with the program in a bond of loyalty, often embracing many years. It appeals to young and old alike.

If Capps had listened to his parents, he would have been a preacher, but his interest was in radio.



JIMMY-CAPPS . . . sending his "Best to You."

employee of the same Charlotte station.

He has continued until today, except for the five years from 1941 through 1946 when he was one of Patton's boys in the U. S. Third Army in Europe.

OUR BEST TO YOU began in Greenville, S. C., and he later moved it to Raleigh, where it has been aired continuously since that time . . . and has become a by-word of college students and young adults.

The show also tries to get local talent in the spotlight, to entertain, and to "be worthwhile."

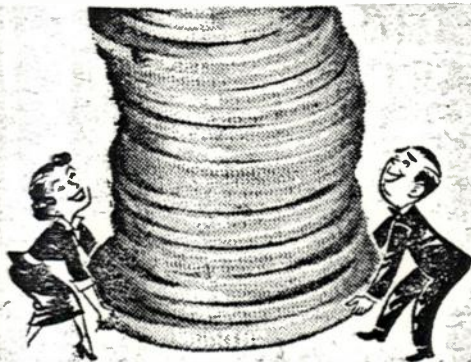
pell's "Eighteenth Variation" or "Story of Three Loves," and more recently Ray Charles' "I Can't Stop Loving You" and Emilio Pericoli's "Al Di La."

Using poems on his show, the verses are either by request or picked purposefully by Capps. He received so many letters requesting copies of the poems that he published a booklet of the 43 most popular ones, which he sends to listeners on request.

In addition to requests for special songs and poems, he has also had his hand requested in marriage not a few times.



FIRST WINNER—The first winner of Rustin's Furniture Store's Silver Shower turned in yesterday in the person of J. M. Seiegler of East Gastonia. Mr. Seiegler got to the Rustin's inside the five-minute deadline after his name was drawn from the squirrel cage and was handed 75 silver dollars. The bank starts growing again today when the program continues over Radio Station WGNC at the Rustin store on West Main Avenue from 4 to 4:15 p. m. Pictured at the payoff, left to right, are Carroll Dills, Mr. Seiegler, Jimmy Waters, Fred Gray and Frank Fish. (CITIZEN photo by Harley Ferguson).



This Might Be You!

5 Silver Dollars Given Each Of The Four Days

REGISTER NOW AT RUSTIN'S

This program emanates four times weekly
from RUSTIN'S window on West Main Street

MUSIC BY FRANK & CAROL

A. M.
1450

STATION WGNC

F. M.
101.9

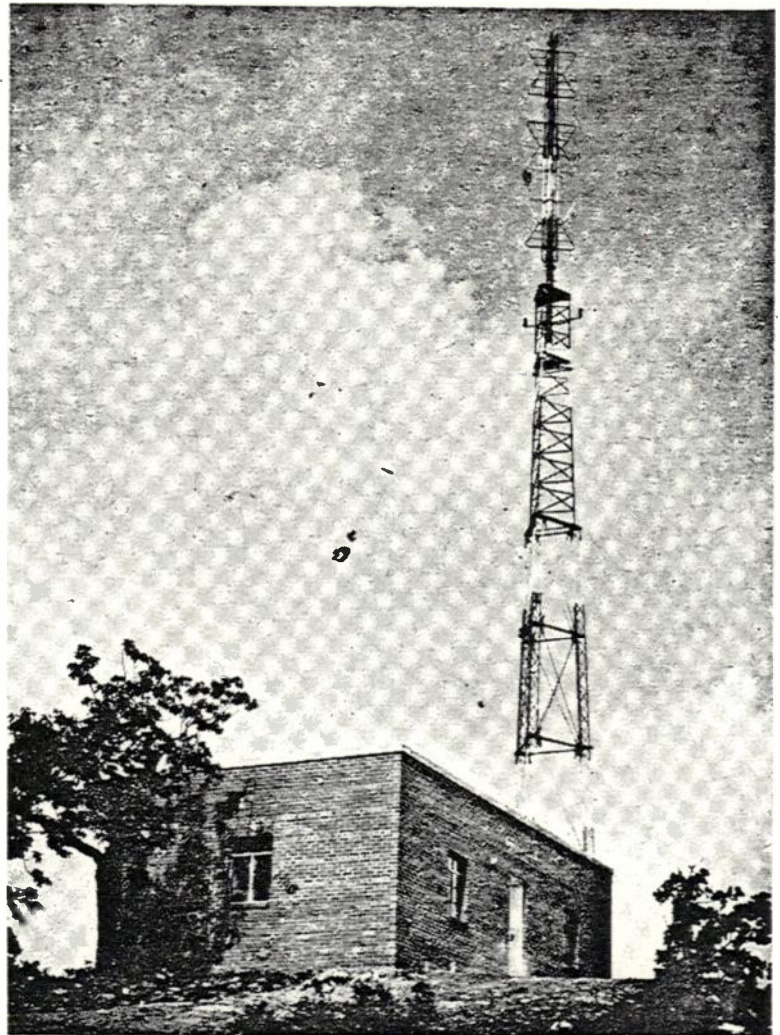
1-kw night maximum sought for local AM's

For the third time in a decade, the FCC has been asked to permit class-IV (local-channel) AM stations to increase their nighttime power to 1 kw maximum. Present standards limit these stations to 1 kw day and 250 w night.

Community Broadcasters Association, representing class-IV AM's, petitioned for that rule amendment, claiming that recent changes in domestic and international station operation justified its request.

The group was responsible for the commission's 1958 rule amendment that allows class-IV stations to use 1 kw maximum by day. Two subsequent bids for similar power at night—in 1964 and 1965—were denied by the commission, however. In both cases, the commission said three factors—incompatibility of the proposal with U.S. agreements with Canada and Mexico, possible adverse impact on existing local nighttime services, and lack of supporting data to justify the proposal—combined to necessitate denial of the requests. CBA last week claimed these impediments no longer exist.

CBA said the public interest would be served by amendment because class-IV stations would better compete with more powerful facilities in areas where class IV's now have trouble with nighttime operations. The result, CBA said, would be improved programming and reception.



Extra activity will soon be taking place on top of Crowders Mountain, particularly in the construction line. Gastonia's new TV station, Air-Pix Inc., will build a transmitting station on top of this building, owned by WGNC, and will put a TV antenna on top of the WGNC tower. Crowders Mountain is about 1627 feet above sea level and the tower will reach approximately 100 feet higher.

RADIO is growing stronger in the grass roots of America, becoming more local, more intimately intertwined with the fibers of community life and economy than any other communication medium, including television.

That is the story told by radio station statistics at the FCC—figures which show that total station authorizations, new station applications and grants are continuing their upward surge.

Stations Donate Profits

WIST Charlotte, N. C., originated the second annual Carolinas' Kiwanis high-school basketball classic for a network of North and South Carolina stations which donated their profits from broadcast of the game to the Carolina Spastics Hospital. Stations receiving the gram were: WBIG Greensboro, WDNC Durham, WPTF Raleigh, WCEC Rocky Mount, WHPE High Point, WBBS Burlington, WGNC Gastonia, WMSC Columbia, WFIG Sumter, WMR3 Greenville, and WBCU Union.



Brotherhood At Work

Series On Station WGNC

Starting today and continuing through Wednesday of next week, a series of radio programs entitled: "Brotherhood at Work" will be presented on WGNC.

They will be at 5 p. m. daily, with Mayor Leon Schneider speaking on today's program.

Local speakers will have a part on each program. Raymond Massey, Peggy Wood, Faye Emerson and other outstanding personalities of stage, screen and television will relate interesting stories of personal and heartwarming interest.

The local speakers, time, and title of programs are:

Today — Mayor Schneider, "Brotherhood and the Corporal."

Wednesday — Max Parrish, "Dignity and Difference."

Thursday — E. F. Gallagher, "Credo of Brotherhood."

Friday — Harold Mercer, "Motherhood and Brotherhood."

Monday — Julius Witten, "Brotherhood on Hill 801."

Tuesday — John Eck Jr., "Our Little City and Brotherhood."

Wednesday — Basil E. White, "Brotherhood at Work."

Brotherhood Program To Be Aired On WGNC

Five local people will join Radio Station WGNC in presenting a series of programs on brotherhood.

Starting Tuesday, the first program will be at 5 p. m. with Mayor Leon Schneider as the local speaker. His talk, will be tied in with a network program that has Ray Massey, Peggy Wood, and Faye Emerson as stars. They take part in stories of personal and heart-warming interest.

Local people of the three faiths will have parts on the programs, telling of the ideals of brotherhood.

Appearing locally will be Mayor Schneider, Max Parrish, E. F. Gallagher, Harold Mercer, Julius Witten, John Eck Jr., and Basil E. White.

F. E. Gallagher is local chairman of Brotherhood Week.

Turnout Of Between 2,000 And 3,000 Expected To Cast Ballots.

—BY LYLE EDWARDS—
(Gastonia City Editor)

Poetry-writing opponents of the sewer bonds saturated local radio stations today with appeals for the people to vote against the \$1,600,000 sewer bond issue tomorrow.

Tomorrow is election day. Mayor Schneider's administration is submitting a \$3½ million bond package for citizens to vote on. It will be Gastonia's biggest bond election ever.

THREE ISSUES

There are three issues to be voted on separately: \$400,000 of water bonds, \$1,250,000 of electric bonds, and \$1,600,000 of sewer bonds.

Left by Ches Freeman, who was beaten for mayor in last year's city election, the opposition is asking for the sewer bonds to be rejected.

Freeman said he favored the water and electric bonds.

In his radio spots, Freeman's committee (known as Citizens for Economical Government) used rhymes to make their point. This is a sample of one:

Now away, throw away
Now away, throw away
Now away, throw away
Now away, throw away

"Now that's what's happening at city hall."

"Our surplus is gone, economy is past."

"The taxpayers' money is going fast."

"The wastebasket has the sewer plant plans."

"The council has decided on higher-priced lands."

"North side, south side, where will it be?"

"Why, in the most expensive place, that we can see."

"Let's show them it's our money and not their toys."

"Vote no on the sewer bonds and wake up the boys."

"Your taxes were raised, but the money's all gone."

"Another 20 cents is the mayor's sewer bond song."

"It's a 40-year question—win place or show."

"So unless you want bankruptcy, better vote no."

"Don't burden your children."

"The money's all gone."

"The money's all gone."

Opposition To

—BY LYLE EDWARDS—
(Gastonia City Editor)

There were signs today that organized opposition may be developing against Gastonia's \$3½ million bond election.

Next Tuesday is election day. Voters by the thousands will mark ballots on three bond issues: \$400,000 of water bonds, \$1,250,000 of electric bonds, and \$1,600,000 of sewer bonds.

City officials are predicting a favorable vote. They appeared worried, however, when they heard today that an organized effort may be made to vote down the bonds.

"I understand," said an official, "that an effort will be made to saturate the air waves with spot announcements against the bonds."

Pat McSwain, manager of Radio Station WGNC, confirmed that several spots had been bought. But he said he didn't know how heavy the advertising would be.

APPEAL FOR VOTES

Hearing of the opposition, City officials prepared radio appeals themselves, asking people to vote for the bonds. Their spots will be broadcast over both local stations this weekend.

City officials weren't sure who was leading the opposition. The first radio spots attacking the bonds were paid for by a Gastonia man who was beaten in the city election last year.

from the city, and he wanted to clearly understand he favored the bonds.

"This article in Saturday's paper," he said, "referred to a man who was beaten in the city election two years ago. That beaten candidate was paying for radio spots attacking the bonds. I want it clearly understood that wasn't me."

YEARWOOD

Radio Station WGNC said it was L. H. Yearwood, West Gastonia five and 10-cent store owner who was working against the bonds.

SATURDAY SPOTS

Pat McSwain, manager of Radio Station WGNC, said 48 spots were bought today by Freeman's forces. "They asked for one every 15 minutes," he said, "from 5 a. m. to midnight. But we couldn't sell that many. In addition, L. H. Yearwood of West Gastonia bought 10 spots against the bonds."

The same saturation effort is being made on Radio Station WLTC.

But the radio stations are also carrying spots favoring the bonds. These messages were prepared by city officials.

The same saturation effort is being made on Radio Station WLTC.

The Following is a paid political announcements.
THROW AWAY, THROW AWAY, THROW AWAY ALL

NCW THAT'S WHAT'S HAPPENING AT CITY HALL,

OUR SURPLUS IS GONE, ECONOMY IS PAST

THE TAXPAYERS' MONEY IS GOING ~~DOWN~~ FAST,

THE WASTE BASKET HAS THE SEWER ~~PLANT~~ PLANS

THE COUNCIL HAS DECIDED ON HIGHER PRICED LANDS,

NORTH SIDE, SOUTH SIDE, WHERE WILL IT BE?

WHY, IN THE MOST EXPENSIVE PLACE THAT WE CAN SEE,

LET'S SHOW THEM IT'S OUR MONEY AND NOT THEIR TOYS

VOTE NO ON THE SEWER BONDS AND WAKE UP THE BOYS,

YOUR TAXES WERE RAISED, BUT THE MONEY'S ALL GONE

ANOTHER TWENTY CENTS IS THE MAYOR'S SEWER BOND SONG,

IT'S A FORTY YEAR QUESTION, WIN, PLACE OR SHOW

SO, UNLESS YOU WANT BANKRUPTCY, BETTER VOTE NO,

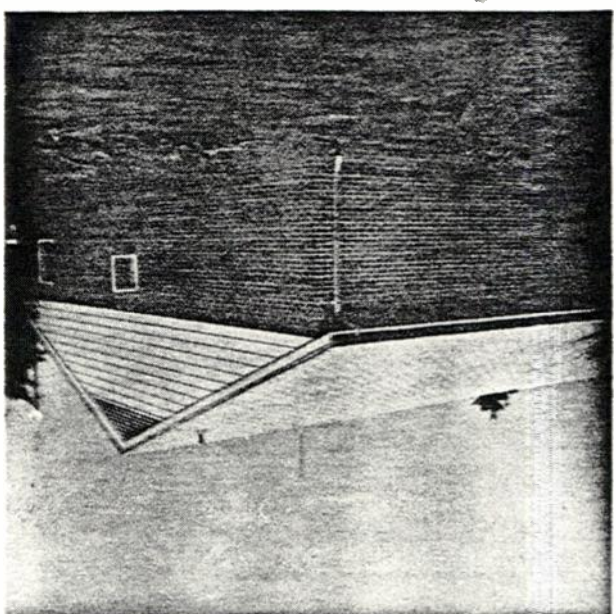
DON'T BURDEN YOUR CHILDREN WITH TOO MUCH TO PAY

FOR WASTED SEWER BOND MONEY AT THE POLLS ON TUESDAY.

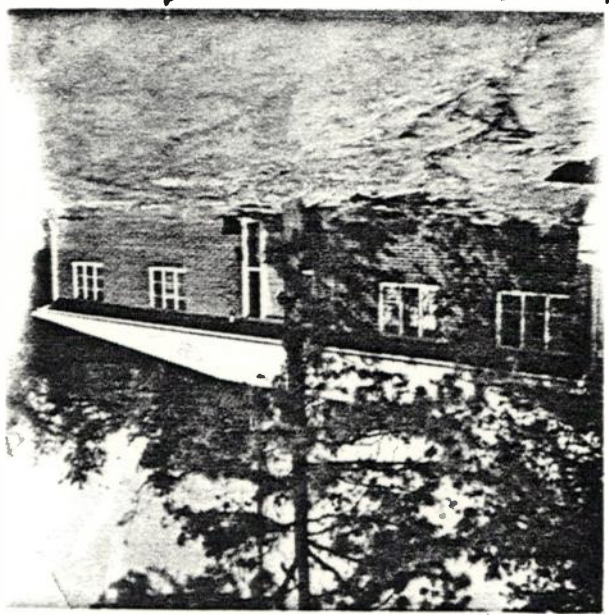
This was a paid political announcement and does not reflect
the views of this station. NESECARY

Citizens for Economical Government

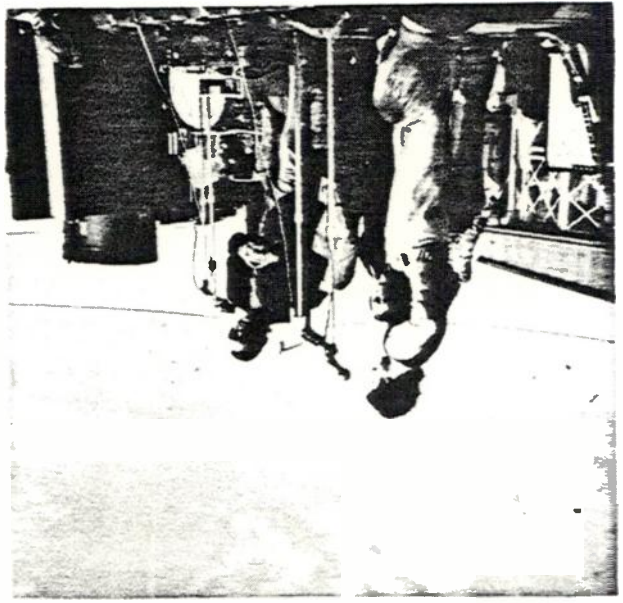
59 435



100 59



NOV 71



NOW 12,100 WATTS

TO TELL YOUR ADVERTISING MESSAGE

WGNC AM-1450 KC

1,000 WATTS

WGNC FM-101.9 MC

11,100 WATTS

- Gastonia's ONLY Full Time Station — 5 A.M. - Midnight
- Gastonia's ONLY Network News — American Network
- Gaston County's ONLY FM Station — 11,100 Watts
- Gastonia's OLDEST Radio Station — Established in 1939
- Gaston County's Official U.S. Government Weather Station

AT YOUR SERVICE — MORE HOURS — MORE POWER

Moves From Fire Dept.

Gastonia Weather Bureau Now Located At W.G.N.C.

Radio Station WGNC is now the official weather reporting station in Gastonia.

The radio station took over the Weather Bureau three weeks ago when the Gastonia Fire Department gave it up. The fire department had had it for 40 years.

Raymond Martin, night announcer-engineer, is acting as the official weatherman although several of WGNC's personnel are qualified to do it.

"We took on this additional duty as a public service," said Pat McSwain, manager of WGNC.

"We read the temperatures once a day, at 6 p.m., and record the high for the previous 24 hours, the

low for the previous 24 hours, and the present temperature.

"These readings are sent to Raleigh once a month to become part of their official record."

The two thermometers are in a shelter just outside the broadcast building. The little frame building protects them from the sun and wind, assuring an accurate reading.

McSwain said that the Gastonia weather station is not one of the key points like Charlotte.

"At key weather points," he said "they read the temperatures every hour. Ours is one of the smaller stations, with readings

every 24 hours to help balance out the picture."

The radio station is giving weather news every 30 minutes. Having the weather station on their premises is helpful. The announcer just steps outside and takes a look — then announces the official temperature.

All of the oil dealers call the station regularly for temperatures. This helps them keep a gauge on oil usage.

The gas company (Public Service) also checks closely on the weather, trying to keep its demand from Transcontinental in line with its customers' needs.



Photo by Kermit Hull

TIMES THAT TRY MEN'S SOULS

Paul Harvey, left, is ready to play golf but Fred Gray won't leave him alone. Gray is telling the famous newscaster

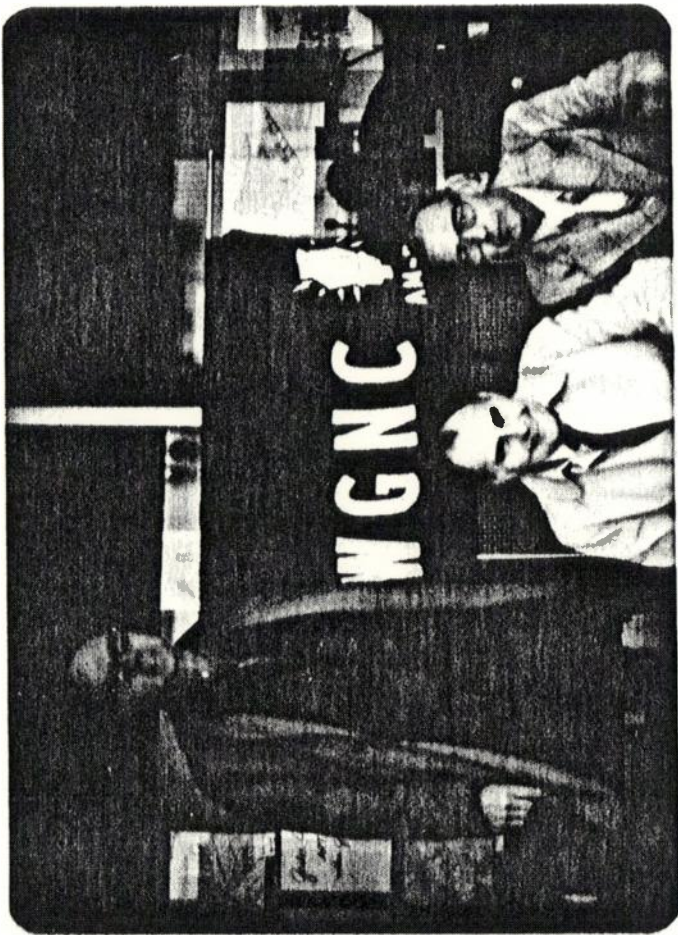
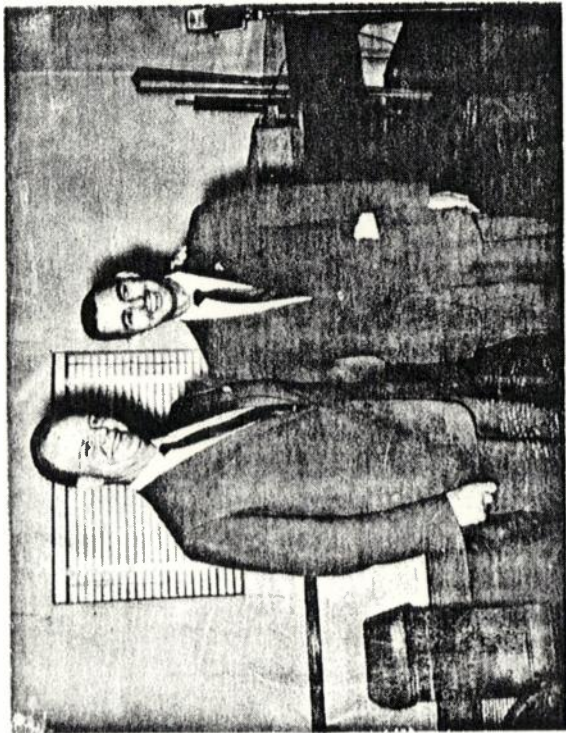
and lecturer that it's time for his ABC broadcast and that work comes first.

1967

Paul Harvey Speaking: No Decision



GRAND OPENING—The Crown Shop on Main avenue held a grand opening Friday night in its new establishment and valuable gifts were bestowed on a number of visitors. Sam Sapperstein, owner of the men's clothing establishment, is shown with two of the lucky recipients, Roy Thomas of 903 East Davis avenue, who was presented a suit of clothes, and Renele Williams of 614 West Second avenue, who received a watch offered by O. B. Belk Jewelers. The Belk concern is housed in the Crown Shop lobby. On the extreme left is Fred Gray of Radio Station WGNC, who broadcast the proceedings. (Photo by Ennis Atkins.)



RESOLUTION OF APPRECIATION

BROADUS "PAT" MCSWAIN

WHEREAS, On December 21, 1970, Pat McSwain retired as Chairman of the Gaston County Board of Education, a position he had held since consolidation in 1968, and to which he gave visionary leadership in a time of transition and stress, and

WHEREAS, he had served for more than a decade as a member of the Gaston City School Board and had also served as its chairman, and

WHEREAS, he has represented the qualities of high class citizenship and Christian character having been involved in all facets of civic, community and religious life - in civic life as a member and past president of the Lions Club - in international life as a loyal supporter of the foreign exchange student program - in religious life as a faithful member of the First United Methodist Church and past chairman of its official Board, and

WHEREAS, although not a member, he has represented in its truest meaning the Rotary ideal of "Service Above Self."

BE IT THEREFORE RESOLVED that the Gaston Rotary Club spread on its records its expression of appreciation and esteem of BROADUS "PAT" MCSWAIN and express to him our thankfulness for his numerous contributions to the total life of our community and especially to our youth.

Respectfully submitted,
Resolutions Committee

[Signature]
R. N. Roseboro, Chairman

Unanimously passed by
the Gaston Rotary Club
December 31, 1970

Attest:

[Signature]
George R. Lawrence, Secretary
J. Byrum Carter, President

Douglas Croves Bell, co-director of radio station WSOC, Charlotte, and formerly connected with WCNC, this city, is a patient at Charlotte Memorial hospital where he underwent surgery on Tuesday. He is the son of Mr. and Mrs. Carl Bell of this city.



DOUG BELL ... Gastonian Has Smooth Delivery.



RESOLUTION

WHEREAS, Broadus P. McSwain recently surrendered his chairmanship of the Gaston County Board of Education and continues to serve as a member of the Gaston County Board of Education; and whereas, Broadus P. McSwain has been involved with public education in the City of Gastonia and Gaston County for approximately fifteen years, of which period he has served as Chairman of the Gastonia City School system's Board of Education and most recently as the initial Chairman of the Gaston County Consolidated Board of Education; and whereas, his vision and courage have contributed enormously to bringing about school consolidation in Gaston County; and whereas, his service to the community and the office held by him has exhibited genuine concern and hope for the Gaston County School System to attain the status of providing quality education for all school children of Gaston County; and whereas, the Gastonia Civitan Club desires to acknowledge and commend Broadus P. McSwain for his unselfish application of his time and talents to this community by providing the necessary guidance and leadership to make quality education a reality to the children of this County;

NOW THEREFORE, BE IT RESOLVED, that the Gastonia Civitan Club hereby commends Broadus P. McSwain for his unselfish devotion to service on the City of Gastonia School Board and the succeeding Gaston County School Board under consolidation and expresses its appreciation for the results of his efforts and leadership;

AND RESOLVED FURTHER, that a copy of this Resolution be entered upon the minutes of this organization and a copy presented to Broadus P. McSwain.

This the 11th day of February, 1971.



Robert V. Lanius

PRESIDENT

H. L. Smith

SECRETARY



FM STEREO • BOX 2187 • GASTONIA, N. C. 28052 • (704) 865 9501

Card #2

ive August 1, 1977

ates net to station

DAILY RATES:

^{9 1/2} :30	^{16 1/2} :60
\$4.00	\$4.50
\$3.75	\$4.25
\$3.50	\$4.00
\$3.25	\$3.75

40

ANNUAL RATES

	⁴⁵ :30	⁵² :60
600	\$3.00	\$3.25
900	\$2.75	\$3.00
1200	\$2.50	\$2.75

All annual contracts will be protected for one year from date of signing:

If contract is cancelled, account will be short rated:

No more than 400 spots may be used from November 15 - December 25:

If account reaches next lowest rate, credit will be given for spots run; no cash refunds:

s based on 30 days:

extra for fixed position:

combination may be used for frequency discount:



ABC RADIO NEWS

Telephone (704) 865-8501

CARL S. RHYNE
Sales Manager

RADIO STATION WGNC
GASTONIA, N.C. 28052

1450 AM
1000 WATTS

24 HOURS A DAY



Carl Rhyne Gets \$100 Check In Auto Contest

Carl Rhyne got a letter Monday from the Chrysler Motor Company. In the letter was a check for \$100.

The Chrysler people told him he was a winner in the recent contest of motor serial numbers. Rhyne, a salesman for WGNC, submitted his entry through Craig Motor Company, Plymouth and Dodge dealer in Gastonia.





TIME PERIOD	NUMBER PER MONTH	THIRTY SECONDS	SIXTY SECONDS
5AM-10AM	1 - 31	\$6.50	\$7.50
	32 - 100	6.00	7.00
	OVER 100	5.50	6.50
10AM-3PM 7PM-12M	1 - 31	5.00	5.50
	32 - 100	4.50	5.00
	OVER 100	4.25	4.75
3PM-7PM	1 - 31	5.50	6.00
	32 - 100	5.00	5.50
	OVER 100	4.75	5.25
ROS/BTA (5AM-12M)	1 - 31	4.75	5.25
	32 - 100	4.25	4.75
	OVER 100	4.00	4.50



ALL RATES ARE NET TO WGNC



FATHER-SON TEAM

Tony Brooks (left) and his father Vance Brooks are staff announcers for Radio Station WGNC in Gastonia. Tony came to Gastonia recently from Shelby to make a father-son team.

Vance And Tony Brooks

Radio Veteran Vance Brooks Is Dead At 63

By ELMER THOMAS
Observer Staff Writer

Vance Hugh Brooks, a radio announcer for 21 years at WGNC-AM Radio in Gastonia, was buried Saturday at Gaston Memorial Park Cemetery.

Mr. Brooks, 63, died Friday at Gaston Memorial Hospital.

His wife, Laura Mable Brooks, said he had been ill for about two weeks and that death was probably due to pneumonia-related complications.

He is also survived by a son, Tony Brooks of Spartanburg, S.C.; a daughter, Mrs. Judy Johnston of England; sisters, Miss Zelpha Brooks of Spartanburg and Mrs. Ethel Gladden of Chester, S.C.

Mr. Brooks started out in radio as an announcer with WSPA Radio in his hometown of Spartanburg around 1936 while in high school, according to Pat McSwain of Gastonia, owner and general manager of WGNC.

McSwain and Brooks were announcers at WSPA, Spartanburg's only radio station then.

"We had it all. Radio was pretty much like television is today," McSwain said, "and there were very few stations."

Before joining WGNC he had worked at other stations in Huntsville, Ala., Orlando, Fla., and St. Augustine, Fla.

Mr. Brooks had a natural talent for radio and had a deep resonant voice, McSwain said. "On the air he could be an excellent, outgoing personality, but off the air he was quite another sort of fellow — up today, down tomorrow."

For the past 10 years, Mr. Brooks "had been doing more office work and that type thing" and occasionally filling in for other announcers, McSwain said.

"He still had a wonderful voice," McSwain said.

oadcaster offers reer highlights

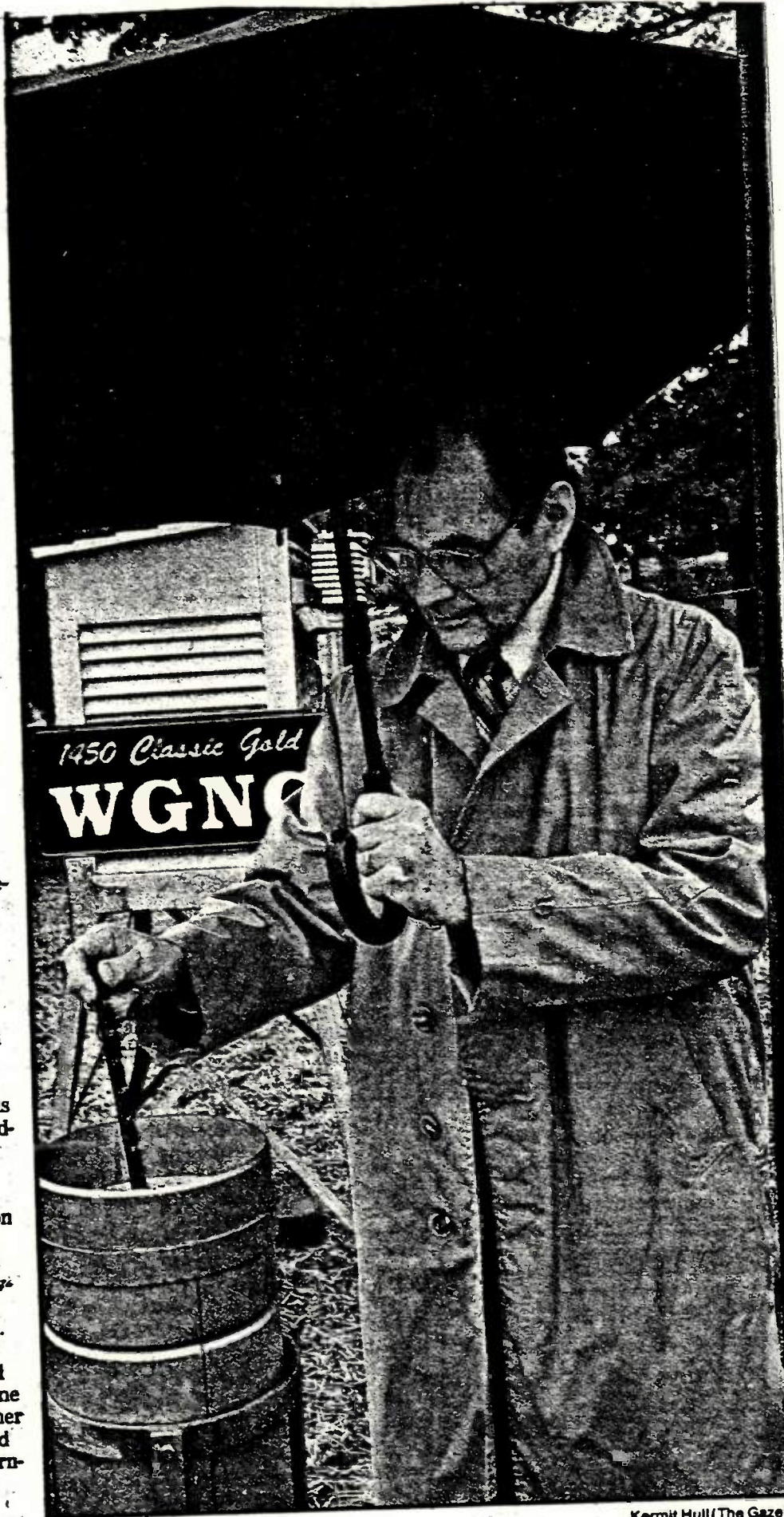
I've become known in recent years as Gastonia's official weather watcher, compiling daily records and measuring amounts of precipitation. To what extent does that reputation extend? I get the readings here from the local government and send them in each month. WGNC is the official weather station for Gaston County. What we measure here — rainfall and high and low temperature — goes to the Department of Commerce weather facility in Asheville, and they compile up all their charts from that. I actually don't take the readings that are taken; they're taken at 6 o'clock at night. But the newspaper calls me to get the temperature and rainfall. The temperatures used to be taken at the fire station, and we would call in every morning and get the high and low for the previous day. I don't know exactly how it came about, but I think they decided that it was a little more trouble than it was worth, and we've been taking the readings ever since. Now, people call us instead of us calling them. We used to have to go out and look at the thermometers and physically reset them. You had to spin one of them around and make it go back to the low end and turn one upside down and make it go to the high. But now we have a digital read out and it gives you the present temperature within tenths of a degree.

In an age of meteorologists and advanced forecasting devices, I understand your methods at the radio station are a bit more down to earth. We've got a metal can that catches a diameter of 10 inches (of rain) and reduces it into a 1 inch thing. One inch of rain actually shows up on that gauge as 10 inches, so you can read it in hundredths of an inch.

Is it a method that other radio stations use? I think so. These weather observation stations are not just at radio stations. They have them at some power plants and individuals even do it. It has evolved through the years. I think they've been keeping records since about 1881.

One thing I do is keep the extremes — the record high and record low and record rainfall. It was interesting to me and I thought it'd be interesting to other people, so we give them on the air and furnish them to *The Gazette* each morning.

I'm not a meteorologist. I just tell you what has happened and don't try to forecast. We get our forecasts from the National Weather Service. We have had people come out and look at our records in regard to lawsuits about how much it rained during a certain day or how cold



Fred Gray checks Gaston's rainfall on an overcast day.

Kermit Hull/The Gazette



Robert Lasher/The Gazette

Fred Gray is ending 47-year career at Gastonia's WGNC.

Gaston's 'voice' signing off air

WGNC's morning show host ends 47-year-career

By Nancy Moore
Gazette Staff Reporter

Fred Gray had nothing special planned for his show on WGNC radio this morning.

"I'll just be doing what I've always done," Gray said Thursday.

What Gray has done almost non-stop since 1941 is fill the area's airwaves with music, a little humor and a lot of weather.

But today's show was far from just another air shift for the veteran broadcaster. This morning's show was Gray's last for WGNC, the 49-year-old AM station that is shutting down operations today.

When Gray started his career in radio, he played 78 RPM records and had to change the record player's steel needles about every

three plays.

"Sometimes live bands would come into the studio and play," Gray said. "And, of course, all the commercials were live then. About 90 percent of them are taped now."

Most of the radio's air time was filled with network news then, with only periodic 15-minute local shows.

His older brother helped build WGNC's tower and was a broadcaster when the station opened in 1939. Fred would hang around the

Please see RADIO/2A



Weathering out the years

LISTENING IN

Long-time Gastonia broadcaster Fred Gray signed on at WGNC shortly after the Gastonia radio station's 1939 inception. Since then, he has given Gaston listeners daily glimpses of the weather, news, sports and practically everything in between. Now approaching his 65th birthday, Gray chats with Gazette Sunday Editor Bruce Shutan about the weather and some highlights of his career.

Forecasters say the summer of '86 proved to be the worst drought in 100 years, and last summer was almost as dry. As someone who is privy to weather information each day, judging from this extreme weather and the recent 14-inch snowfall, what is your opi-

nion about the weather pattern area?

I have no idea. You take the range forecasts, and I haven't really tracked them down, but if they make a

Please see WEATHER/11B

Fred Gray's voice returning to airways Monday on WLTC

By Bob Hallman

Gazette Business Editor

Fred Gray, whose 47-year



career in radio broadcasting was abruptly ended last month when WGNC ceased to be a "live" station, will join WLTC tomorrow.

"COULDN'T be happier," said Gray, whose folksy, down-to-earth format will be heard Monday through Friday from 6 a.m. until 9 a.m. "I'll be doing basically the same thing I did at WGNC," he said. This includes a mixture of music, news, weather and casual commentary.

But since WLTC is primarily a country station, Gray said he might play more of that music. "But I always used some country music on my show," he said.

Gray left the air on May 6 when he and seven others were terminated as WGNC programming became a duplicate of its sister FM station, WCKZ, that calls itself KISS 102, in Charlotte. Beasley Radio

Group, owner of the stations, said the move was made for economic reasons.

IN THE SHIFT to WLTC, an AM station that broadcasts from 6 a.m. until 6 p.m., Gray will be signing the station on an hour later than he did at WGNC. "I'll be trying to regain some of my old listeners and pick up all the new ones I can," he said.

Britt Petty, owner of WLTC, said he felt lucky to get Gray. "I have admired his work ever since I came to Gastonia in 1948."

Often called the voice of Gaston radio, Gray's radio career spans 47 years, most of that time as an early-morning broadcaster who developed an audience that liked his honesty and deft diplomacy in handling news events in which he maintains he never took sides.

"I'VE HAD yellow-dog Democrats tell me they liked me because they knew how I stood on an issue," he said. "And I've had just as many conservative Republicans say the same thing."

Asked what he would have said if someone had asked him where he really stood on an

issue, Gray said, "I'd tell them, 'you've heard me. You should know how I stand.'"

Never one to dodge an assignment, Gray didn't have the credentials and polish to announce football and baseball games. But he could bluff his way through, chuckling as he went, being careful to give the score frequently. For his reporting of agriculture news he became known as "Farmer Gray." And on the "West End Variety Show," he identified with textile workers and places where people hang out and drink coffee.

BUT WEATHER was his main thing and he maintained records for the National Weather Service. Without that weather equipment, he will have to put a new twist to his weather reports.

Gray resumes work on a historic day.

On June 6, 1944 allied forces stormed the beaches of Normandy, France in what became known as D-Day, the beginning of the end of World War II in Europe.

As Gray begins work at WLTC on June 6, 1988, station officials are proclaiming it G-Day. The "G" is for Gray.



Kermit Hull/The Gazette

ational Weather Service Program Manager for Western North Carolina and South Carolina Earl ampey sets up weather equipment at *The Gazette* Tuesday afternoon. *The Gazette* became the official observer for Gaston County at 4 p.m. today and will supply the weather bureau with the day's high

and low temperatures, as well as precipitation levels. Until radio station WGNC stopped local broadcasting Friday, it had been the official weather observer for Gaston County. The wooden house at right holds two thermometers and the cylinder at left houses the rain gauge.

Gastonia's WGNC Radio to cease operations

By Bob Hallman
Gastonia Business Editor

At 11 p.m. Friday, Radio Station WGNC, as it has been known in the past, will cease to exist and will be swallowed up by its sister FM station, WCKZ.

WGNC will broadcast — or simulcast — WCKZ's programming. Approximately eight people now affiliated with operations of the AM station, located at 1700 Broadcast Ave.,

will be terminated, including Fred Gray, who joined WGNC in 1941 and developed a morning audience with his folksy, down-to-earth format.

David Chandler, general manager and vice president of the Beasley Radio Group in Charlotte, said the move is being made for economic reasons, but a source close to the station said WGNC had been losing money, like many AM stations across the country. The station was acquired

by the Beasley Broadcasting Group based in Goldsboro from Pat McSwain in October 1986. After the retirement of a veteran on the sales staff, the station had massive turnover in sales.

Chandler said WCKZ, which calls itself KISS 102, uses a contemporary or urban format that pitches to the metro market in Mecklenburg, Gaston and Rock Hill, S.C. The FM station changed its call letters from WZXX about two months ago.

A drastic change in programming will be noticed immediately. The station will no longer carry ABC news, Paul Harvey News, and local church services on Sunday. Coverage of Hunter Huss High School and Ashbrook High School football games are a thing of the past and Gray's morning show will have its finale Friday.

Chandler said the station will likely
Please see WGNC/2A

RADIO

FROM 1A

studio, and was doing so one Sunday in December of 1941 when the station was conducting a toy drive for the Salvation Army.

The Christmas spirit was shattered by the clang of the news wire machine and Gray and others stripped off bulletin by bulletin and broadcast the attack on Pearl Harbor.

Gray recalled broadcasting live from Akers Center when it opened. He remembered sitting in the back of a truck in the parking lot of the National Bank of Commerce, where Vaughn Monroe was performing live.

He replayed memories Ashbrook winning the state football championship and in the '50s when the Gastonia Rockets climaxed a title season by besting the Charlotte team.

Not all the memories are good ones.

In 1985, Gray was diagnosed as having cancer of the throat, which is a rare disease among non-smokers like him. He stayed on the air as long as he could, but had to take time off in the later stages of radiation treatment.

"It got to where I couldn't talk more than a few words at a time," Gray said. "It was terrifying, as all the stuff I wanted to say would build up. After 40 years in radio, where I would open my mouth and out would come a torrent of words, it was terrible not being able to speak."

Anniversaries



Mr. and Mrs. Pat McSwain

McSwain anniversary

GASTONIA — Mr. and Mrs. Pat McSwain were honored March 17 at a golden anniversary reception at First United Methodist Church fellowship hall. The event was hosted by the couple's children and their children's spouses.

They were married March 16, 1940, in Gastonia.

McSwain is founder and retired operator of WGNC and WZXI radio stations and former chairman and member of the Gaston County School Board. Mrs. Catherine Todd McSwain is a homemaker and charter member of the Gastonia Debutante Club.

The couple has four children, Jerry McSwain of Gastonia, Doug McSwain of Shelby, Mrs. Susan Ramsey of Columbia, S.C., and Mrs. Pat Hill of Kernersville; and nine grandchildren.



First President Paul Rhyne accepting the plaque given by the Lincoln Arts Council Trustees in honor of the original incorporators.