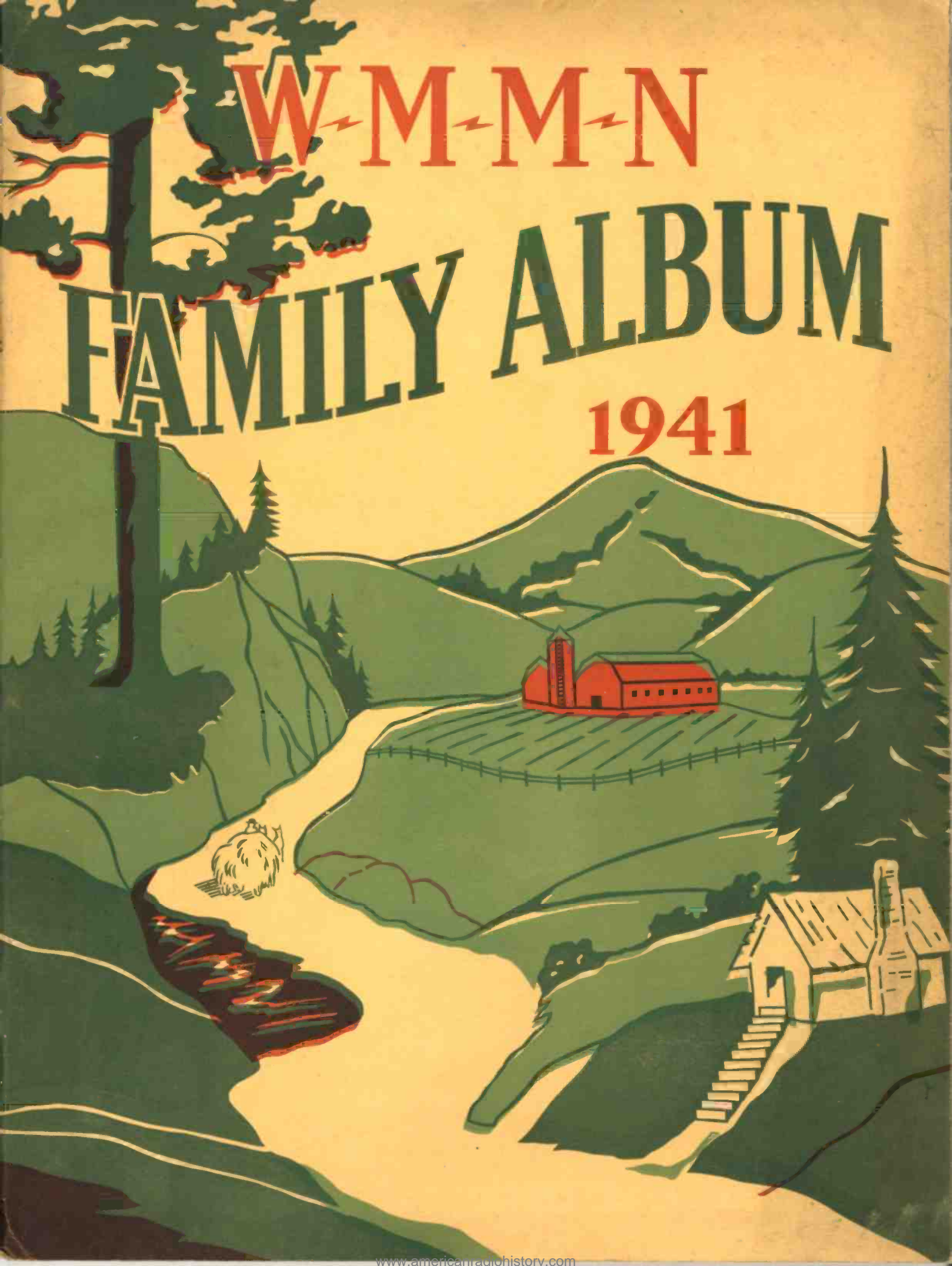
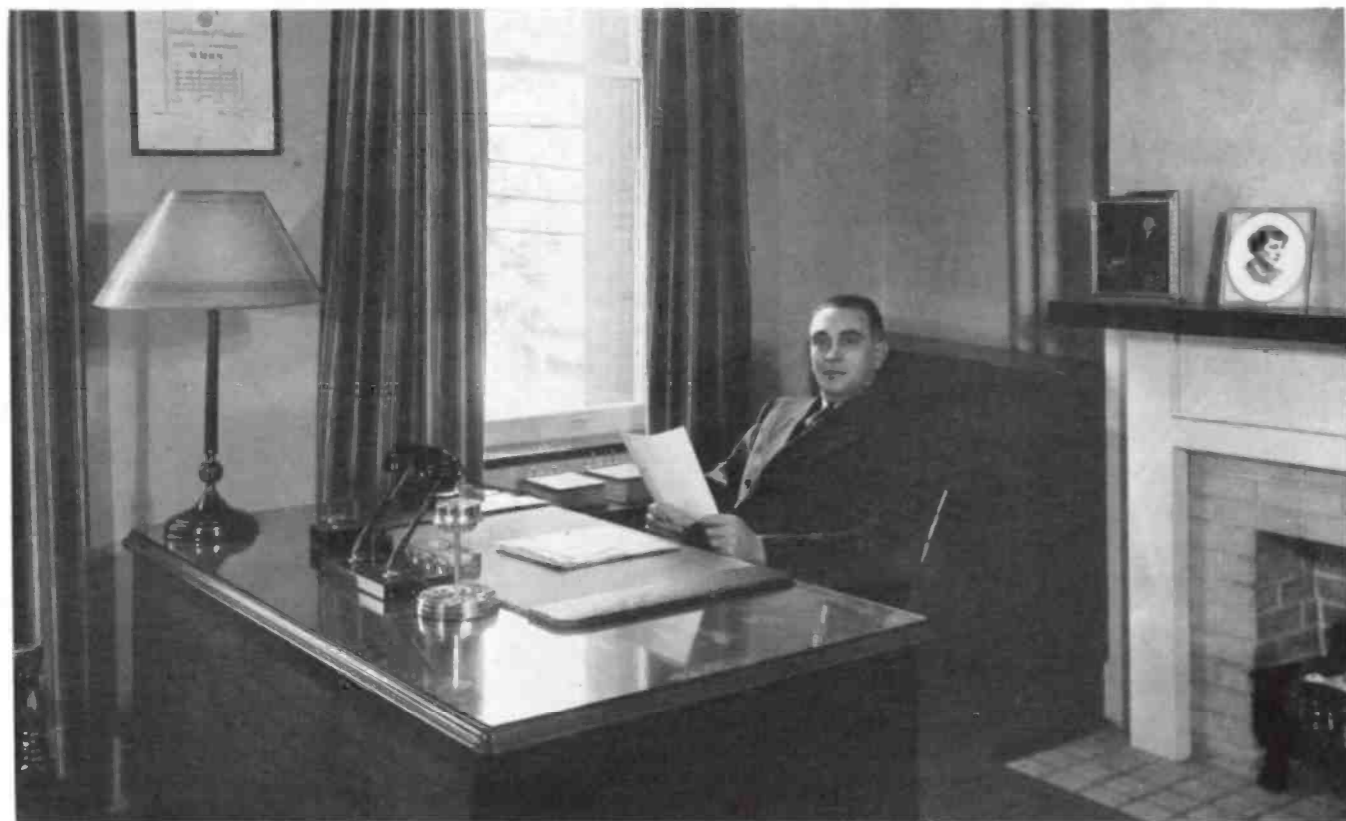


W-M-M-N

# FAMILY ALBUM

1941





## Our Policy and Purpose

**T**OUCHING the unchanging life of West Virginia at many vital points, the policy of WMMN remains constant and simple. We seek to understand and serve. People throughout the state have shown great desire to know something about the secret of WMMN. Discussing projects in which we have had a part, puzzling over the thousands of letters that have come to us during the year, people say, "What do you do to people that makes them such constant listeners, send in money for charitable purposes, make up funds for the Red Cross, etc. What is the secret?" The secret is very old. You folks who listen to us every day already know it. The only way anyone can ever learn the secret is to attune his heart strings with the great throbbing

heart of Humanity. This is a family station. All our ideals center around the firesides of our listeners. We believe the finest work in America is to bring up boys and girls to the fullness of citizenship. Our entertainment and educational features, news and daily service are governed by this ideal. No man or corporation can really own a broadcasting station. We are stewards, administering this service for a host of listeners and friends. Every member of the WMMN staff has been selected because he believes that only as we serve, do we live up to our greater responsibility. With this brief statement of policy we present the executives, the staff, and the artists who serve you daily through WMMN.

O. J. KELCHNER,  
(Managing Director.)

WMMN - WEST VIRGINIA'S FRIENDLY STATION

## FROM THE HILLS OF WEST VIRGINIA



•  
HOWARD  
HOPKINS  
WOLFE  
•

•  
PROGRAM  
DIRECTOR  
•

**H**OWARD Hopkins Wolfe, known most affectionately around WMMN as "Foxy," was born and reared literally in the Hills of West Virginia. Foxy attended Elkins High School and Davis-Elkins College, and in 1936, just three months after graduating from Davis-Elkins with his A.B. degree tucked closely under his arm, the radio bug hit him. Having taken pre-law work he was about to enroll in a law school when the "Bug" flew in his direction, so he immediately came to Fairmont to see what could be done about it. As strange as it may seem, he dropped into the studios of WMMN on an audition night when forty men were on hand to audition for an announcing position then open. Foxy was second to audition, and he best expresses his feeling that night when he recalls the thought that kept running through his mind, "What am I here for?" Well, Foxy soon found out. The auditioning class was cut to five men, then eliminated to three. Lady Fortune was hovering very closely to three people that night. She must have packed a mean "wallop," because Foxy was almost out" when the studio messenger brought word of his new task, that of announcing, actually announcing on the radio. Foxy claims he was the world's worst in those days, and the only improvement he claims he can see

now is that he can run his own transcriptions and listen to the other boys struggle with poly-syllabic words, tongue twisters and mental derangers of all sorts. Foxy and Mr. Kelchner arrived on the scene at the same time. Mr. Kelchner, the manager and Foxy, the "hopeless." Sometime later, came the job as chief announcer, and after two years in that capacity he was promoted to Program Director by Mr. Kelchner. Since 1938 he has faithfully served in this capacity, hoping that the majority of WMMN listeners are getting the type of programs most desired, and that everyone is finding something to his particular liking on the station, that the news of the world is being given WMMN listeners first and most accurately, that youth will find its taste for the nation's most outstanding bands and singers, that lovers of the classics will find the Sunday concerts of the New York Philharmonic orchestra fulfilling their desires, that in the flurry of presenting programs, religion shall not be shunted, rather recognized moreso as a definite part of radio today, that sports enthusiasts will be completely informed, and that you will like the entertainers brought to Fairmont for the finest, most faithful radio audience in the entire world.

WMMN - YOUR STATION FOR PUBLIC SERVICE



## C. WADE SWIGER

C. Wade Swiger, born in Doddridge County, W. Va., long enough ago so that he is now eligible to vote. Eleven years a school teacher, 10 years court reporter on *The West Virginian*, in Fairmont. Started in radio as continuity writer for WMMN in 1936—now heads the continuity department. Wrote one book, "Dick Devere at the South Pole," when he was 15. That one was burned and he's been intending to write another ever since. Wants to live in a trailer and travel, earning bread and butter money by writing.



## RAYMOND C. WARDEN

"If you watch the pennies the dollars will take care of themselves." That's an old saying, but you can take it from us that WMMN has a business manager who keeps an eagle eye on every penny, and sees that it does full duty. That man is Raymond C. Warden, business manager of station WMMN, Mr. Warden was born in Meriden, Conn., and if you ask him how long he has been connected with WMMN, he will ask you how long WMMN has been on the air. He is rated one of the most efficient in his line of work.

WMMN - THE RADIO VOICE OF WEST VIRGINIA

## COMMERCIAL DEPARTMENT HEADS



Lorain G. Gainer, born in West Virginia and glad of it, became affiliated with WMMN in 1929 in the commercial department. Since then he has served in that department continuously. His hobbies are fishing, gardening, and is fond of poetry.



William J. "Bill" Edwards, who is also connected with the commercial department of WMMN, is 25 and was born in Birmingham. He came to WMMN as announcer in 1938, then the commercial department in 1940. He is married. Has a daughter.



Joe LaRosa is commercial salesman with WMMN and has served in the bookkeeping, continuity sales promotion and programming departments. As the leader of Fairmont's most popular swing band, he also sings popular songs.

f



M. M. Nachman, a new member of the commercial department, was with the Hearst newspaper organization in New York City for four years. He joined WMMN in the summer of 1940.

WMMN - YOUR FRIENDLY VOICE OF SERVICE

## THE FEMININE TOUCH AT WMMN



**I**T GOES without saying that no business today would be complete without that feminine touch and charm and surely WMMN is blessed with all of that, plus efficiency, in this respect. On the left top is Jane Chambers, the efficient aide of Raymond Warden in the business office. To the right top is Helen Little, who is one of the first to greet visitors at the receptionist's desk on

the first floor. Left bottom, is Emma Lou Harr, mail room clerk who handles all mail coming to the station, while in the center is Phyllis Graham, the night receptionist, whose voice is frequently heard on late afternoon commercials. To the right at the bottom is Mary Jo Gattain, secretary and assistant to Howard Wolfe, program director.



## WMMN BUSINESS OFFICES

**T**O THE right, a view of the office of O. J. Kelchner, general manager of station WMMN, who keeps just about one the cleanest offices that you ever saw. The doors are always open to the visitor and office staff, radio talent and others, and each receives the same friendly smile and greeting from the "Big Boss." There is no "Go-Between" in gaining admittance and he is just as eager to bestow compliments as he is to pick an honest flaw.



**T**O the left is a view of the general business office of WMMN, which is presided over by Raymond Warden, business manager for the station. Mr. Warden has two assistants, Jane Chambers and Mary Jo Gattain, and no matter how heavy the mail, or the clerical work in this office, 5-P.M. usually finds it completed and well on towards its destination. It's common knowledge around Fairmont that Raymond Warden is one of the most thorough and efficient men in his line of work.

**T**O the right is a view of the Program Director's office. This office is ably occupied by Howard Hopkins Wolfe, known to us all as "Foxy." If you think that this isn't a busy office from eight in the morning until about nine P. M. then you'd better think again, however traffic moves through it swiftly and efficiently, and usually the day ends with everyone in a happy frame of mind.



## Spacious Offices Are Features of WMMN



N. L. "Uncle Nat" Royster, managing director of the WMMN Artists Bureau, at work in his office. "Uncle Nat" was placed in charge of the Bureau

at its opening, and originated and put into operation the office system and all forms used in booking the various talent units heard over WMMN.



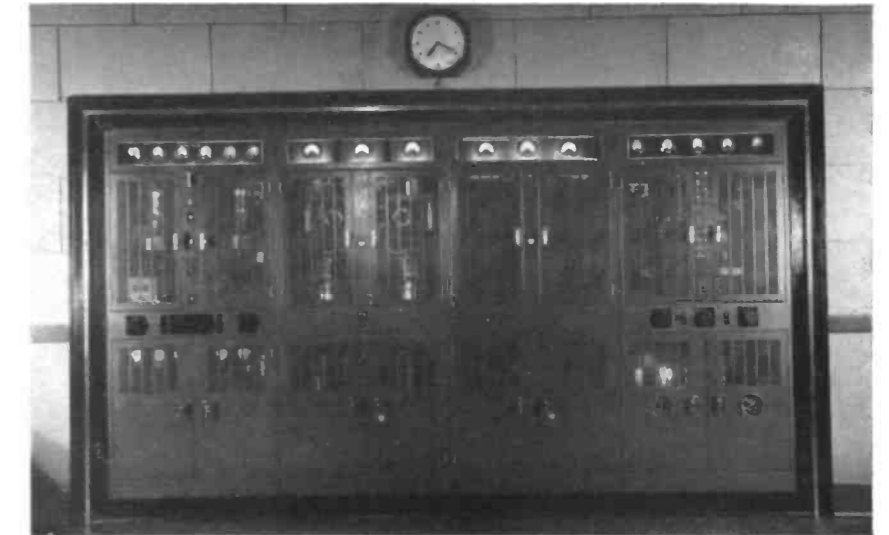
Located in the rear on the main floor at WMMN are the offices of the various announcers. In this room are located desks for each announcer, as well as a complete file of program copy, transcriptions and news features.

Above is a view of the battery of International News teletype machines which is constantly in action at WMMN. The thousands of news items which are received daily through these machines are teletyped direct from New York City, and may be connected instantly with any other teletype service in the United States.

WMMN - WEST VIRGINIA'S FRIENDLY STATION

## The Power Behind the Mike

THE main part of the equipment at the transmitter building is the Western Electric 5000-watt transmitter. Installed behind the east wall of the main operating room, with the equipment available to the adjoining room, and the front panel with all the controls, switches, and meters framed in the wall in direct view of the operator at all times.



AFTER leaving the studio by special leased wire the programs must be amplified several times before they are powerful enough to operate the transmitter. This equipment contains amplifiers, control equipment for regular adjustment and test equipment which is necessary to show the operator that the transmitter is operating properly. He must know that the frequency remains the same, that the strength of the signal is properly adjusted in every way. By other special test equipment the various parts of the station equipment are tested at intervals to insure that changes are not occurring that might interfere in any way with the proper operation.

Should something happen to put the main transmitter off the air this 1000-watt auxiliary is always ready to take up the broadcasting.



WMMN - YOUR STATION FOR PUBLIC SERVICE

## FAMILIAR VOICES ON



**C**HARLES L. Halteman, better known as "Chuck," was born in Toledo, Ohio, in 1914. Was active for five seasons with the Toledo Repertoire theatre. He won his spurs about four years ago as an announcer at WTOL, Toledo, and came to WMMN in June, 1940.

**P**AT Moran, who was born in Lewis county, W. Va., has been program director of station WMMN, continuity writer, salesman and announcer. His experience in every branch of radio lends untold value to his worth at WMMN.



**T**HIS is "Uncle Bill" Tabor as he is best known around WMMN. Mr. Tabor is Air Salesmanager, and announcer at WMMN.

## OUR ANNOUNCING STAFF



**J**OE Edison, native of Ohio, has had many years of newspaper work as an illustrator. Joe is the producer of the "Sagebrush Roundup."

**H**ERBERT Goddard, a WMMN announcer, was born on a farm in Ohio. Studied at the Academy of Dramatic Arts, Columbia University. Herbert was one year in silent pictures, 10 years legitimate stage, including two and a half years on Broadway. Was owner and M. C. of Bruce Healy's Admirals, a 14-piece orchestra, and then entered radio. Herbert has been with WMMN now for two years and likes it.



**Bill Edwards**, sports announcer who is heard in his "Sports Revue" at 6:15 every evening, also on Thursday, Friday and Saturday at 9:45 P. M. with "In the Huddle with Bill Edwards."

## A TWIST OF THE WRIST — PRESTO!



**T**HIS engineers booth or control room is located between studios One and Two, and enables the engineer to witness every move made in either studio. It contains the latest Western Electric equipment for broadcasting, and its intricate wires and other installations require the services of an expert engineer at all times.

## WHERE FIRST IMPRESSIONS ARE MADE



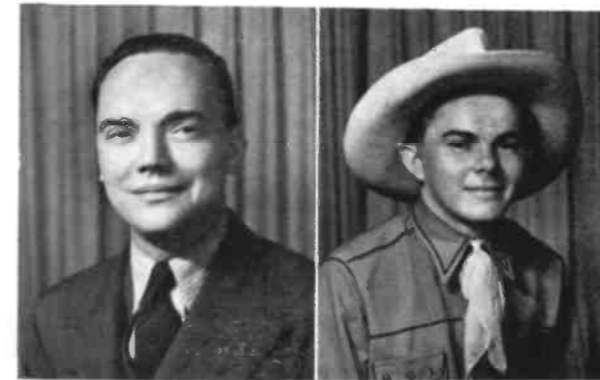
**T**HE Receptionist's desk in the entrance hall at WMMN presided over by Miss Helen Little, is the medium through which all inquiries over the phone and in person are made by thousands of people each week. This is usually one of the most friendly spots in the entire studios and WMMN has been fortunate in securing at all times a young lady who makes it her particular business to be friendly to everyone. It has been estimated that she answers at least 300 to 400 inquiries per day.

WMMN — FIRST IN NEWS IN WEST VIRGINIA

## UNCLE RUFÉ'S COON HUNTERS



Uncle Rufe Armstrong (right), who directs the "Coon Hunters." For many years "Uncle Rufe" was a vaudeville headliner on the Keith circuit. He was born and raised in New Bern, N. C., and admits to being 38 years young. Norma Francis Armstrong (left, known to everyone as "Petunia" with the "Coon Hunters," is the wife of Uncle Rufe, was born in Jacksonville, and quit school in the 11th grade to join the WSM "Grand Ole Opry" road show. She started out as a toe dancer in her earlier years, but grew so tall that she turned to eccentric dancing.

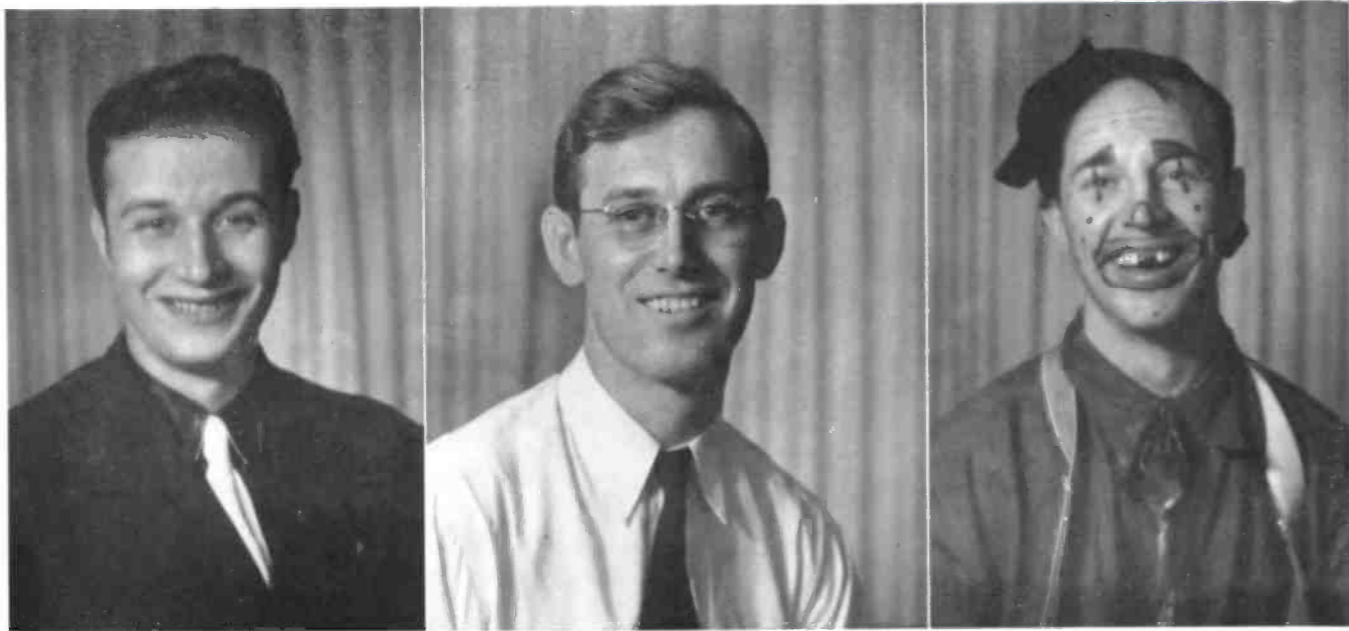


(Top left) "Hill Billy Bill" Kirby was born in West Virginia and started with WMMN in 1932. During his colorful radio career he has been announcer, engineer and entertainer. (Top right) "Little Sampson," christened Earl Sampson. Earl was born on a farm near Moundsville, W. Va., in 1917. In April, 1940, he joined "The Coon Hunters," and is known as "The World's Biggest Little Fiddler."

(Lower) Mary Elizabeth Minner, better known as "Boots," is a new member of the "Coon Hunters," and wields a wicked bass fiddle, as well as sings.



## THE RAIL SPLITTERS



Top left is Samuel Campisi, accordionist, who was born in Akron, O., in 1917. Sam started on an accordion as a child and was on the air at several stations. He plays bass guitar, piano and concertina.

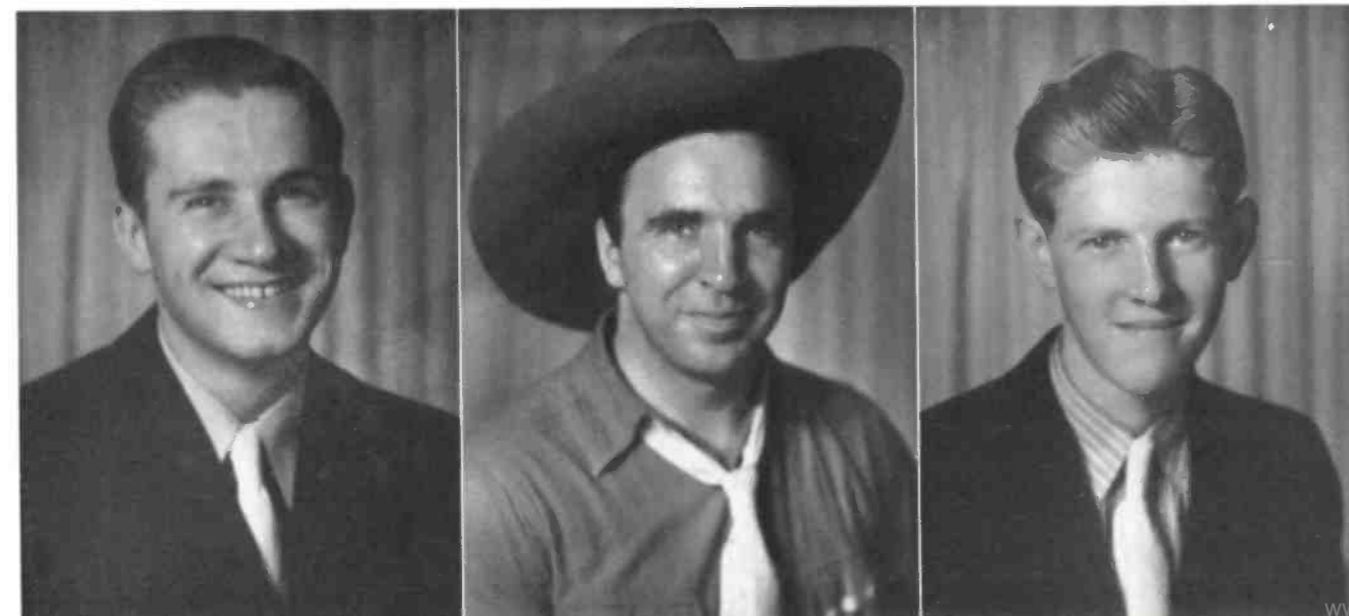
(Top center) It is with pleasure that we introduce to you Jake Taylor born in Van Buren, Arkansas, on Sept. 4th, 1914. Singing over a Terre Haute radio station for the first time in his life, he soon secured a larger radio act and moved into Wheeling where he stayed for two years, then came to WMMN where he is presenting "The Rail Splitters."

(Top right) We present another of "The Rail Splitters," Jewel Sharp, born in Loyston, Tenn., in 1914. "Shorty" as he is familiarly known entered the radio and show business at 12. He is known as "The Dumbest Man in Radio."

(Below left) Born in Sisterville, W. Va., in 1918, Bernard Lloyd Lohri better known as "The Boy from the Hills" is a graduate of the Smithfield W. Va. high school. Bernard has been in radio ever since leaving school and features mountain ballad songs.

Below center is Herman Redmon, born on a farm in Paris, Ill., in 1912. Herman's first radio job was at Tuscola, Ill. Hearing that a man in Terre Haute desired a bass fiddle player, he journeyed there, met Jake Taylor. Now, he is back with Jake, strumming the old bass.

Below right, we have Robert Eugene Steele, nicknamed "The Chief," born in Smithfield, W. Va., in 1920. He graduated from high school, started with Jake Taylor in radio and has been with Jake ever since. "The Chief" plays fiddle and sings tenor.



## GRANDPA JONES "The Kentucky Yodeler"



"Grandpa" Jones, christened Marshall Jones, was born in Nigara, Henderson County, Kentucky. He appeared with "Lum and Abner" of radio fame, as yodeler in their Saturday night nation-wide hookup. Grandpa became connected with Bradley Kinkaid in Boston, where as "The Kentucky Mountain Boy" Grandpa became further famous. He finally found his way back to Wheeling and later WMMN, where he has been "carrying" on for nearly two years to the delight of his listeners.

Harold "Pete" Rensler (bottom left), another member of "Grandpa Jones and his Grandsons" was also reared on a farm in Indiana. Has been playing and singing since he was five. Pete started in radio in 1936. Has been at WMMN for one year. Is married and happy, his hobby is sports.

Loren (Banjo Biff) Bledsoe (bottom center) hails from Southern Indiana. Has played on several stations in the east and south. Ambition: to play on every radio station in the U. S. A. Hobby: Photography and learning old traditional songs.

Lennie Aleshire (bottom right), champion eccentric musician and tap dancer. Lennie's interpretation of four couples doing an old time square dance is terrific. He plays every kind of instrument imaginable, to the extent of making musical instruments out of oil cans, cigar boxes, broom sticks and dresser drawers. Lennie was born in Missouri a few short years ago and was partly raised by the Creek Indians.



WMMN - FIRST IN SPORTS IN WEST VIRGINIA



## CHEROKEE SUE



COMING to WMMN early in September, Cherokee Sue soon won a firm place with station WMMN, and now has her own radio program. Sue was born in 1922 at Youngstown, Ohio. She is a direct descendant of the Cherokee Indian tribe, but has never followed their customs. She enjoys all kinds of sports, especially swimming and riding, boating and motor cycle racing.

## Our New Recording Room

THIS is the new recording room at WMMN. All of the equipment is of the latest type. When a record or transcription is needed for any purpose, a direct connection with the control room feeds a program to this equipment which can make any kind of a recording. The room also contains the office of Roy Heck, Chief Engineer of WMMN, and contains files on all old and new development in radio as well as wiring diagrams of all station equipment. This includes thousands of feet of wiring in the studio building, transmitter building, hundreds of different pieces of equipment, and about 200 tubes of different sizes.

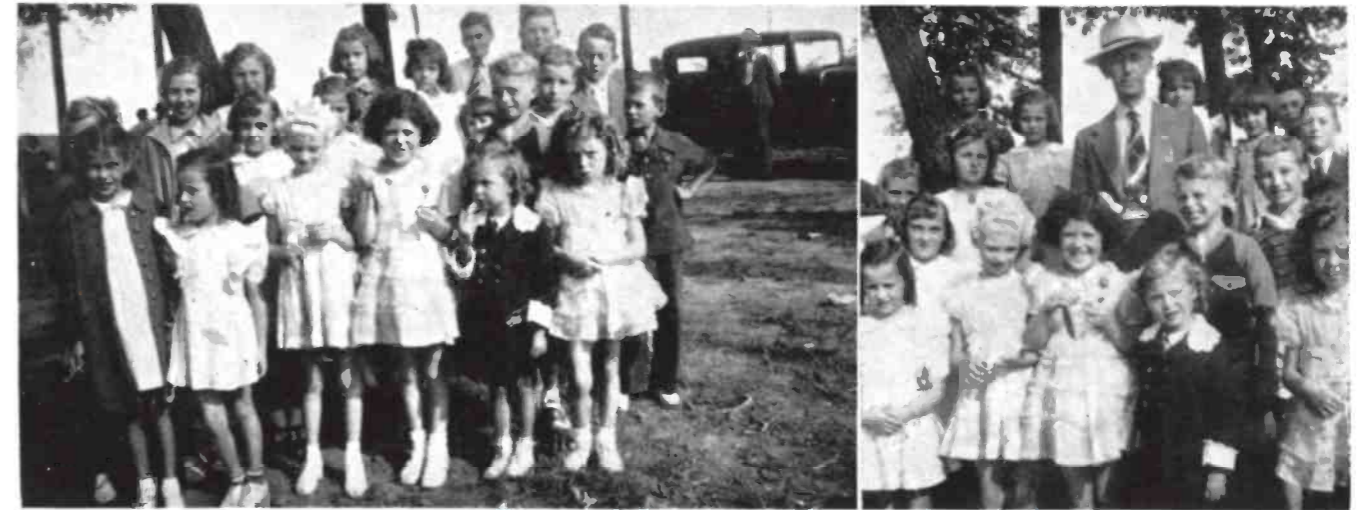


WMMN - WEST VIRGINIA'S FRIENDLY STATION

## BUILDING FUTURE RADIO STARS

WMMN believes there is a definite place for a program for the "Kiddies," and when N. L. Royster, better known to thousands of a'r listeners as "Uncle Nat" first suggested a kiddie program, he was immediately given the "Go ahead" signal by the station management. In November, 1939, "Uncle Nat's Kiddie Club" program was born. Using live talent from among his membership, Uncle Nat

intersperses the program with refreshing stories that appeal to the children as well as older folks, poems, contests, puzzles and spelling matches from time to time. Uncle Nat believes that some of the children of today are destined to be the stars of tomorrow, so he is always willing to audition any child who applies.



SOME OF UNCLE NAT'S KIDDIE CLUB MEMBERS

In the eleven months it has been on the air once each week, the club has grown to more than 10,000 paid members. Any child may become a member by merely sending in their name, address and birthday. Many theatres have played the Kiddie Club program in person on their stage. Uncle

Nat is now broadcasting his program from a local theatre stage in Fairmont. "Mom" Royster, Uncle Nat's wife, lends a great deal of her time and attention in helping him add features that will appeal to children.



## ROY STARKEY

Roy Starkey, the singing cowboy hails from Wells, Texas, down in the "Cow country" and has been with some of the largest radio stations. Was on the NBC blue network with Doyle White in a radio act known as "Silhouettes of the West." Roy was raised on the range and is an expert rider. For 12 years in radio and rodeo work, riding bucking horses and singing in the arenas.

WMMN - YOUR STATION FOR PUBLIC SERVICE

# OUR EXPERT STAFF OF ENGINEERS AT WMMN



Max A. Morgan, WMMN engineer, was born in Fairmont 29 years ago, and has been with the station nearly five years. His hobby is short wave radio and radio measurements. Max is chief transmitter engineer.

"Jim" or J. A. Ford is a Fairmont boy, 31 years of age and is the latest addition to the engineering staff. Jim joined WMMN last year and works mostly at the controls in the studio. Jim likes to hunt and fish.

WMMN is proud of its engineering force. All on the staff are between 25 and 31 years of age. Everyone is married, and four of them have been with WMMN more than four years. Their average for the group is 3 years and 7 months. Their general hobbies seem to be playing round with radio in their spare time.



D. W. "Don" Gruitt, is the only engineer outside of Fairmont on the WMMN staff. He was born in McKees Rocks, Pa., 30 years ago and started in radio in Pittsburgh. Don is married to a West Virginia girl.

W. J. "Newt" Barnes is from Grafton, W. Va., is 27 years old, and joined WMMN almost five years ago. Newt spends his spare time making, developing and enlarging pictures.



Bob Hough, a Fairmont man and thirty years of age, has the knack of being able to fix radios and build equipment. He has a son, Charles, 8 years of age, who will probably be fixing radios soon.



"Shorty," our German police dog, is the only engineer who is on duty 24 hours each day. He was presented to the engineers by a neighbor.



Russell Morgan is the youngest of our engineers, being only 25, but has been working at the transmitter, control room or other engineering jobs for six years. His hobby is short wave radio.

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## SAGEBRUSH ROUNDUP TWO YEARS OLD

A VIEW of the cast of the opening night of the 1940 edition. Only half of the radio stars are shown in this picture because of the fact that WMMN divides the cast of the 'Sagebrush Roundup' into two Companies, one working on alternate Saturdays. (Bottom) A good view of the audience on opening night in the National Guard Armory in Fairmont, W. Va. This picture was made at 7:30 P. M., 30 minutes before the opening performance of the "Sagebrush Roundup" on Saturday evening, September 28, 1940.

TWO years ago the first edition of the "Sagebrush Roundup" got under way in the Fairmont Armory here. Days and nights were spent selecting a name for it, and finally "Uncle" Nat Royster suggested to Mr. Kelchner, manager of

the station, the name "Sagebrush Roundup," which was immediately adopted. The first show of the "Roundup" was presented in the large studio at the station, and the first ten scripts originated and were written by N. L. "Uncle Nat" Royster, with Murrell Poor, "The Old Partner" directing it. In the cast were Curley Mitchell and his "Ploughboys," the Buskirk Family, Tex Mitchell, the Trading Post Gang, Cowboy Loye and his Blue Bonnet Group, and the "Rhythm Rangers with little Sammie Ash. Then, as now, the "Sagebrush Roundup" was presented in the Fairmont Armory here in Fairmont, with old time square dancing after the show. It met with instantaneous approval from the public, and has since played to more than 300,000 people.



WMMN - FIRST IN NEWS IN WEST VIRGINIA

## THE KIDDIES' FRIEND



BORN in Iron Station, N. C., near Charlotte, N. C., N. L. Royster, better known to radio audiences as "Uncle Nat," started out in life to be a doctor. His love for the stage found him with William Farnum and William S. Hart in the stage show "Ben Hur." Later he was director of advertising and publicity for Goldwyn Pictures Corp. and left there to own and edit the Southern Picture News in Atlanta, Ga. He went back to the theatre, and became director of a chain of theatres for Warner Bros.

When Uncle Nat came to WMMN four years ago he had his own radio show, "The Smoky Mountain Gang," later forming a new show, "The Smoky Mountaineers," but disbanded it when he was made manager of the WMMN Artists' Bureau. He started his Kiddie Club program of the air in November, 1939, and it now numbers more than 10,000 paid members. His one pride and joy is his "Kiddie Club," and his loyalty to WMMN. His hobbies are photography, raising flowers and showering attentions on his wife, who is known to all the gang as "Mom" Royster.

## THE SAGEBRUSH RING MASTER



Joe Edison entered the newspaper field via illustrating and in 1929 turned to radio, working at such stations as WHK, WXYZ, WSPD, WEEU, WKBN, and now with

WMMN in 1940. Joe is married and has one son. His hobbies are photography, sculpturing and illustrating. His favorite drink is root beer without a chaser.

WMMN - FIRST IN SPORTS IN WEST VIRGINIA

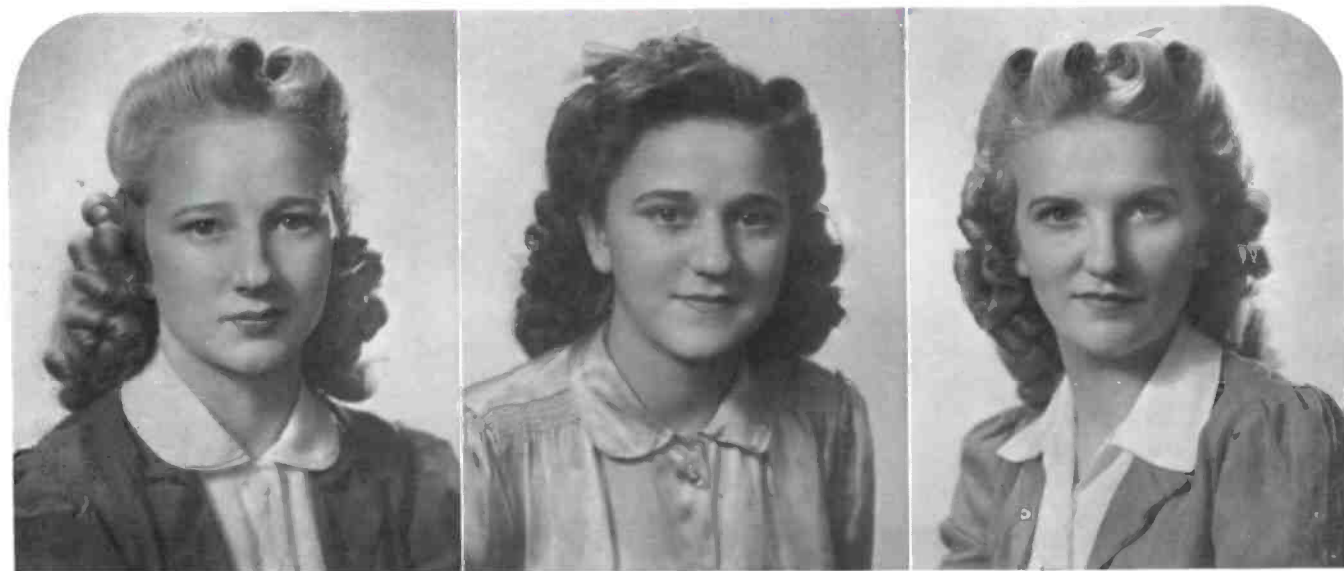
## Radio's Staunchest Friend

**COWBOY LOYE**  
Loye Donald Pack, better known around WMMN as "Cowboy Loye" was born in Nashville, Tenn. in 1900. Always an adventurous fellow, Cowboy traveled over most every state in the union, and served for some time on Baker ranch in southern Nebraska where he learned many of the old



time Cowboy songs he now sings over the air. Cowboy Loye came to WMMN in 1937 and during his radio career he has helped start many of our favorite radio stars of today. He has one girl and two boys, and just ask him how he likes to go coon hunting or chasing foxes over our West Virginia hills.

## The Blue Bonnet Girls



The "Blue Bonnet" Girls, who were born on a 100 acre farm near Hundred, W. Va., sing on Cowboy Loye's "Blue Bonnet Group." (Left) Sylvia Curry, (center) Lillie Curry, (right) Florence Curry. Featuring their old time hymns and songs, they found a waiting audience for their beautiful harmony singing, which is heard every day over station WMMN.



WMMN - WEST VIRGINIA'S FRIENDLY STATION

## BUDDY STARCHER—ALL AROUND STAR



**B**UDDY Starcher, one of the best loved radio stars at WMMN, was born near Ripley in Jackson County, W. Va., and spent the first sixteen years of his life on a farm, then four years as a coal miner and woodsman. Buddy started in radio at the age of 20, and made his debut at WFBR in Baltimore, Md. Buddy has served in every department of radio, announcer, entertainer, master of ceremonies, salesman and continuity writer. He also wrote and produced "The Boarding House" and "Court at Night." He is a proud holder of several mail records at WMMN.



BUDDY STARCHER, Featured Singer and Entertainer at WMMN

## WMMN'S STUDIO AT MORGANTOWN

**A**BOUT a year and a half ago WMMN opened their Morgantown, W. Va., studio in the Administration Building at the University of West Virginia. From this studio is broadcast a weekly program from the West Virginia University, as well as other events of statewide and nationwide importance. In charge of the Morgantown studio is Gerald Jenny. A moving factor in the weekly broadcasts is Dr. Charles E. Lawall, President of the West Virginia University, who lends his aid and wide educational experience in many broadcasts from this studio.



WMMN - YOUR STATION FOR PUBLIC SERVICE



SLIM  
MAYS  
and  
CURLEY  
MITCHELL



Debs Eugene Mays, one of radio's most popular stars, was born in Bell County, Kentucky, in 1913. "Slim," as we know him at WMMN, gets his name from the fact that he is six feet one and a half inches high. His hobby is hunting and fishing. He is now at WMMN with his "Buckaneers." Another one of the Buckaneers is Robert

French Mitchell, familiarly known to his friends as "Curley." He was born in Buffalo, W. Va., and worked on a farm until 1933, when he started in radio in Charleston, W. Va. He has appeared in radio for two years with Cowboy Loye's Blue Bonnet Groupe. Curley's hobbies are horseback riding, fishing and hunting.

## Campbell Sisters — the Sagebrush Sweethearts



THE "Sagebrush Sweethearts", that's what we folks here at WMMN call the three Campbell Sisters, and according to reliable advice they are "Sweethearts," "Sweethearts of song harmony." Born in Texas, they left there in 1923, moving to the Ohio valley where they lived on a farm until 1928 when they moved once more to the big city

of Cleveland, Ohio, where they attended school. Jane, on the left in the picture, is a typical brunette, is 21 and proud of it, while Evelyn in the center is the youngest, being only 18. The gorgeous red head on the right in the picture is Lorene, and, brother, if you think the girls don't sing harmony, you'd better think again.

## WMMN HAS MANY COMEDY FEATURES



This Ethiopian character (left) is none other than "Uncle Rufe," who does the blackface character known as "Rufus." Uncle Rufe Armstrong was for many years a blackface comedian on the Keith, Orpheum and Interstate vaudeville circuits. He now owns the Coon Hunters.

That tall, lean, lanky hungry looking object on the right is the other half of the Armstrong Family, better known to thousands over the air as "Petunia," who before coming to WMMN was featured in her comedy eccentric character in many road shows from various radio stations.



## Do You Realize What WMMN Means to This Section of West Virginia?

WE WONDER whether many of our listeners realize the importance of station WMMN to the northern half of West Virginia and the Manongahela Valley territory. If we go into figures just a bit, we might tell you that station WMMN drew over 150,000 pieces of mail in 1938, more than 300,000 in 1939, and so far in 1940 has drawn close to 375,000 letters and post cards from its listeners. Those figures show only one thing; that WMMN is reaching citizens of West Virginia and surrounding states in such a manner as to command their attention. In a great many homes, WMMN is practically the only station they listen to.

Another great item is the payroll of station WMMN which cost a pretty sum per year, and doesn't take into consideration the salaries paid to radio stars on their commercial programs, which in itself runs in the thousands.

The various radio stars in their own personal appearances and their appearances with the "Sagebrush Roundup" play to more than 400,000 people

each year, proving their popularity and drawing power in this territory.

Fairmont and West Virginia printers are richer by at least \$10,000 per year from the printing given out by station WMMN. Did you know that the Electric teletypewriters at WMMN receive an average of more than 50,000 words per day from the International news headquarters, 300,000 words per week, or over 15,000,000 words per year of the latest news happenings from all over the world.

When you consider all these things, and of the thousands of miles of telephone wires it takes to bring the news and daily programs to WMMN, as well as many other items, you must admit that station WMMN is really and truly one of the most valuable assets that West Virginia has. We're mighty proud of WMMN and hope that you are too, because between the station and their listeners we can continue to be a power for good in all walks of life.

WMMN - THE RADIO VOICE OF WEST VIRGINIA

WMMN - YOUR FRIENDLY VOICE OF SERVICE

## WMMN HAS MANY NOVEL FEATURES



### JACK GREW

Jack Grew, musical director, was born in New York, January, 1909. Jack studied at the Cincinnati, Ohio, College of Music when he was twelve years of age. During his school days, he played at many of the Balaban and Katz loop theatres. Jack's pet dream is to "feed" his organ program to the entire CBS coast to coast chain.



On the left below, is the WMMN mail room, in charge of Emma Lou Harr. Through this mail room last year passed more than a half million pieces of mail.

To the right below, is the announcers booth. At all hours of the day and night, the various announcers are constantly on watch supervising the various programs.



## BACK TO HIS FRIEND OF OLD



BLAINE SMITH, whose picture is seen above, was born on a farm in the "Tall Corn" state of Iowa, near the town of Dickens, on Sept. 2, 1915. In his early boyhood days Blaine read of a radio talent hunt being put on at a local theatre and right there his radio career started. On the stage with thirty other contestants, Blaine failed to win the prize, but a scout from an eastern radio station was on hand, and soon Blaine was on a train speeding east. His brother, Cal, joined him later and they came to WMMN. After nearly two years here they joined WLS, Chicago, for a year; and now Blaine is back on WMMN with his sweet songs and a new radio show called "Home Folks." In the show are Bill Hatfield, mandola; Ted McCoy, steel guitar; and the famous Davis Twins, "Sonny and Honey." Blaine is proud to be back with his thousands of radio friends again on WMMN.



WMMN - YOUR STATION FOR PUBLIC SERVICE

WMMN - FIRST IN SPORTS IN WEST VIRGINIA

THE MAN  
BEHIND  
THE  
ETHER



The chief engineer in charge of the WMMN engineering department is James Roy Heck, who assumed his duties almost three years ago. Roy was transmitter engineer at WMMN for six and a half years. He helped to install the present studios and the 1000 watt transmitter and later the 5000 watts. Roy is married, and while his hobbies are tennis and bowling, he still keeps a lot of short wave radio stuff around the house.



*A* VIEW of the Transmitter near Monongah, W. Va. This site was selected in 1936 when WMMN began broadcasting from their new studios. The building contains 8 rooms and a two car garage, and all the equipment necessary to put the signal on the air.

WMMN - YOUR FRIENDLY VOICE OF SERVICE

Jake Taylor's "Rail Splitters"



*H*ERE is Jake Taylor and his entire company of "Rail Splitters," including Roy Starkey, the "Singing Texas Cowboy." Jake has surrounded himself with a grand array of talent, and not only puts on a grand air show, but has one of the best stage shows in this part of the country. A feature with "The Rail Splitters" is "Shorty", the Dumbest Man in radio. Jake is the author of many songs, and has published several editions of his song book.

WMMN - YOUR STATION FOR PUBLIC SERVICE



## GAINER AND GAINER



ABOVE you will note the latest fashions in Grandsons and Grandpa's attire, and we must admit they are all a very fine looking bunch of boys. Grandpa is just barely over voting age. Pete Hendsler, and Biff Bledsoe will soon

be old enough to vote too. Lennie Ale-shire is the eldest of the quartette. Grandpa Jones and his Grandsons are a regular feature of WMMN, and is one of the heaviest mail drawing attractions on the air.



ABOVE is Father and son, better known at WMMN as "The Singing Gabbards," but now since Rusty's Dad has left him, it is just "Arizona Rusty." Born in 1918 in Jackson County, Ky., Rusty went to Arizona and there they tacked on the name of "Arizona Rusty." Rusty does a pretty good job of riding "mean" horses. Real name, Arthur Gabbard.



ENOCH M. Haney first saw the light of day in Smithfield, Pa., April 19th, 1914. "Eli," as he is best known, plays banjo, mandolin and guitar and is a "mean" vocalist. Was one of the features with the old "Hickory Nuts" gang, but is now with Uncle Rufe's "Coon Hunters."



PRACTICALLY the first radio act on the station in its earlier days was a team known as Gainer and Gainer, who started their entertainment careers at the very time that WMMN went on the air for the first time. Their Sunday evening sacred song program was a regular feature for six long years, and was one of the most popular programs of that time, receiving hundreds of requests for

their songs, which was a novelty for those "First" days. "The Old Rugged Cross" was the number for which they received most requests. Mrs. Gainer played accompaniment and sang contralto, while Mr. Gainer sang tenor. Mr. Gainer is now connected with the commercial department at WMMN, which position he has held for several years.

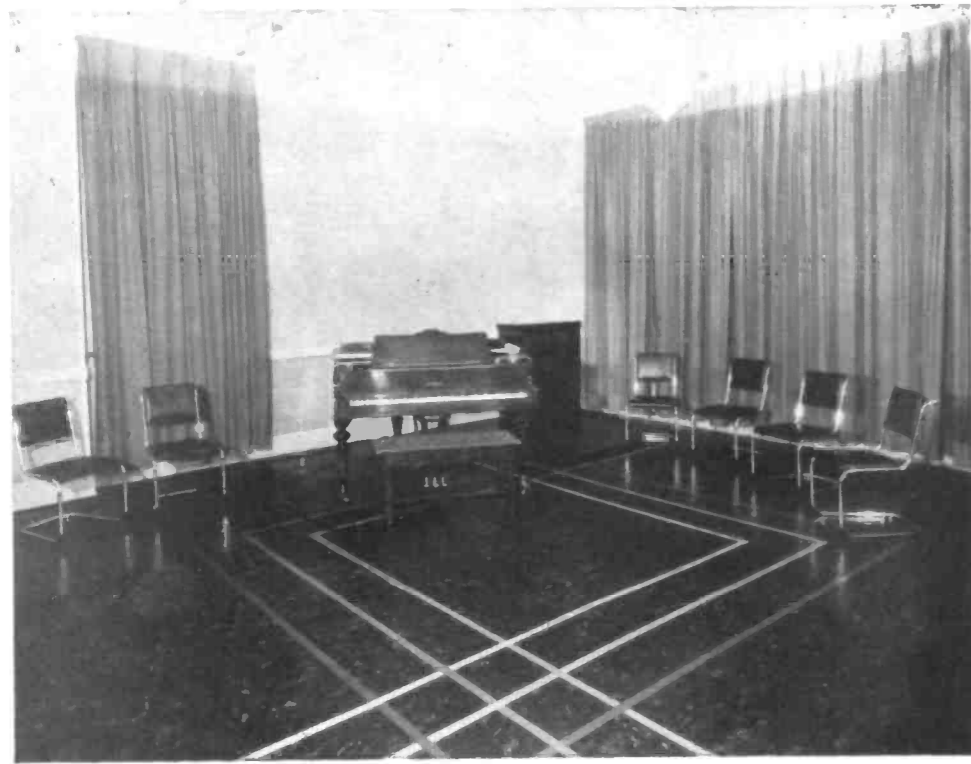
## The Story Behind 5,000 Watts of Friendship

YEARS have a very funny habit of gliding by swiftly and while at times they run turbulantly, nevertheless they eventually straighten out and end up fairly smooth. It seems only yesterday to many who are now at station WMMN that the call letters went out over the ether for the first time. In fact, it was on December 22, 1928, that the first broadcast was heard over station WMMN, which received the letters from the initials of Senator M. M. Neely, and its installation was possible only through the earnest cooperation of Senator M. M. Neely and Judge Ira E. Robinson of Grafton, chairman of the Federal Radio Commission at that time. The equipment of WEBH, in the Edgewater Beach Hotel, Chicago, Ill., was transported to Fairmont and set up in the Fairmont Hotel. Broadcast-

ing from a studio on the mezzanine floor, the first program was given to the world on December 22, 1928. Through the cooperation of the two men named, WMMN received a franchise to operate on a Canadian shared channel, which assured them that no Canadian station would interfere with them while on the air. The station broadcast with a 500 watt power, on a wave length of 336.9 meters, equaling a frequency of 890 kilocycles, by authority of the Federal Radio Commission, and was the equal of any of the other six stations in the same channel which gave WMMN the privilege of using a full 24-hour service if desired. In March, 1935, the Fort Industries, Inc., of Toledo Ohio, purchased WMMN and immediately began an expansion program which involved thousands of dol-

lars for new equipment. Plans were immediately perfected with the Columbia Broadcasting Company whereby station WMMN would carry a number of CBS chain features and some of the finest coast to coast programs. The old towers which were on the roof of the Fairmont Hotel were removed, and new modern towers were built near Monongah, on top of the highest mountain near Fairmont, thereby enabling WMMN to send their programs out to listeners more clearly and without local disturbances of any kind. New housings and transmitter was installed as well as the latest in sending equipment. In December, 1938, WMMN started broadcasting on their increased wattage, going to 5,000 daytime and 1,000 at night, thus a five to one increase in power in the daytime.

## MYTHICAL ROOMS OF PLEASURE



**S**TUDIO number one at Station WMMN has housed many famous radio personalities, and most of them prefer it to studio two, due to the fact that it fronts on Adams street where a delightful view may be had of business and trading activities on this busy street. The studio is equipped with the latest sound proofing material, and contains a piano, with a complete sound effect machine.



To the right is a view of Studio Two, much larger than studio number one, and contains two beautiful grand pianos, also a studio organ that is the equal to any used in broadcasting studios. In this studio, some of the larger groups broadcast their programs, and frequently the "Sagebrush Roundup" preview is held in this large studio. A number of seats have been prepared for visitors during broadcast hours.



WMMN - FIRST IN NEWS IN WEST VIRGINIA

## Proving the Home Atmosphere of WMMN



**T**HE MAN responsible for the maintenance of station WMMN is none other than J. F. Wright, better known to all the radio talent as just "Joe." Joe did get up enough courage to tell us that he was born October 26th, 1885 at Elk Garden W. Va. Married and the father of three girls, Joe

started to work for WMMN on April 1st, 1935. Generous to a fault, with a natural sunny disposition, Joe makes friends with everyone, and his one hobby is collecting photographs of radio stars. Here you have a good view of what is known around WMMN as "The Penthouse."



WMMN - FIRST IN SPORTS IN WEST VIRGINIA



## WMMN Sunday Evening Playhouse Group

SEVERAL months ago, station WMMN broadcasted an adaptation of a well known play and the demand was so great that immediately the "WMMN Sunday Playhouse" was born. The WMMN Sunday playhouse group either present an original play or adapt some well known book or play for their show each Sunday evening at 8:30. The production is under the personal supervision of Her-

bert Goddard, staff announcer at WMMN. The players featured and shown in the picture are Gwen Stoker, Robert Hall, Helen Jarvis Hutchinson, and Herbert Goddard. Other well known players, not shown in the photograph are Johnnie Vance, Elaine Hutchinson, Ray Stoker, Lloy Bennett, Brooks Higinbotham, Mabel Everly and Mrs. Rose Delligatti.

## HOO'S WHO IN SLEEPY-TIME PROGRAM

At the left is Jack Grew, popular organist at WMMN, who lends his musical abilities to the "Sleepy-time" program heard every evening at 11 P. M.

When an announcer on the WMMN "Sleepy-time Program" is good enough to talk himself into slumberland, well, that's something. To the right is "Herb" Goddard, in charge of this popular program.



WMMN - WEST VIRGINIA'S FRIENDLY STATION

## Calvary Road a WMMN Sunday Feature



A FEATURE of WMMN is the "Calvary Road" group of religious singers who appear each Sunday morning. Composed of from ten to twenty good voices, these singers feature many of

the old time Negro spirituals, as well as hymns of long ago. W. D. Broughton is head of this religious group of singers, and under his management is brought forward some of the finest spiritual hymns.

## His Music Has Thrilled Thousands

LOVING his piano as an old master might love his violin, J. W. "Happy" Havlichek broadcast his 1170th program of piano music over station WMMN. His piano programs are loved by thousands of listeners, and in point of service "Happy" probably rates highest among WMMN entertainers. He has been broadcasting ever since the first day the station opened, with the exception of two summer vacations.



WMMN - YOUR STATION FOR PUBLIC SERVICE

## In Memoriam



**M**URRELL Poor, better known to his thousands of friends in this territory as "The Old Partner," was for many years with a famous Chautauqua circuit and toured the United States. Later, he entered radio as an air salesman, then with his own radio shows. "The Old Partner" came to WMMN in the early part of 1936, and soon became program director, at the same time continuing his daily program. Later he formed "The Trading Post Gang" which included Big

Eared Zip, Little John, and Custer Allen. At this time he had relinquished his position as program director, and was making personal appearances with his own show. It was while returning from a personal appearance at Mill Creek, W. Va., on a very foggy night that his car left the road and "The Old Partner" was fatally injured. Certainly every man has his little faults, but we are inclined to think that with what few he may have had, those were forgiven him ere he reached the other side.

Murrell wouldn't have wanted us to say much about him, so in keeping with what we think would be his desire, we simply say that we miss a certain friend.

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*W M M N Family Album - 1941*

Compiled and Edited by N. L. Royster