

WADC BROADCASTING STATION

FORM 10-25M- BARR-LEWIS

Announcement for _____

Date _____

When to Broadcast _____

1

Red: It's Thirty Years with WADC---1925 to 1955---

2

Orch: Fanfare Medley

3

Red: Tonight for one hour, Akron and northeastern Ohio doffs

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their hats to Akron's pioneer station, WADC, and it's

5

Founder, Allen T. Simmons. 30 years of progress in

6

any man's experience represents quite a span. The

7

last thirty years of WADC provides a sort of pageant

8

in the broadcasting industry. Tonight is a memorable

9

occasion here in WADC's largest studio with many

10

friends and notables assembled to pay tribute to this

11

30th Birthday Celebration of Station WADC.

12

It is our pleasure tonight to have with us the Denny

13

Thompson Orchestra, Chic Herr at the organ and a

14

former announcer of the early days, Mr. Merv Robertson.

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We are asking Denny Thompson and Chic Herr to go back

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memory lane and play something from the old musical

17

collection they used in their first broadcasts over WADC.

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Denny: (Introduce, etc.)

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Orch: _____

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Red: And now, we turn the microphone over to one of WADC'S
former announcers, Mr. Merv Robertson.

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1 Merv: Thank you, Red Hageman. I'm glad to have this
2 opportunity of coming back tonight for WADC's Anniversary
3 program. I would like to tell our listeners just a
4 little about that early beginning of WADC.
5 The days of 1925 found the Akron automobile dealers
6 preparing for their annual automobile show, to be held
7 in April. The idea of broadcasting the show was
8 conceived by someone, and the association set to work
9 to get the 1925 Akron Auto Show "on the air". The
10 condition of radio in Akron at that time might best
11 be described as "feeble". There had been an amateur
12 outlet, 8UX, operated at his home, 50 S. Balch Street,
13 and owned by Mr. Donald A. Hoffman, in early 1920. 8UX
14 however, went out of existence with the formation of
15 Akron's pioneer commercial station, WOE, which was
16 located on South Main Street, opposite the B.F. Goodrich
17 Company. This powerful five watt voice of Akron was
18 operated part time by Mr. Ed Gammeter, who had just
19 previous to the founding of WOE, started the Buckeye
20 Radio Store.

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Because of the condition, or lack of same, of radio in Akron in 1925, the Auto Dealers Association secured a temporary license to broadcast from the show room. The call letters WADC and a power of five watts were assigned to the temporary station. Mr. Jack Gritton became locally famous as WADC's first announcer, and the Auto Show of 1925 went down in Akron history as a resounding success. All Akron thronged to the show to watch this new wonder, Radio, in action.

A West Virginia farm boy, turned rubber worker, turned proprietor of the Allen Theater on South Main Street, seeing this interest in radio, purchased the equipment, increased the power to a booming-by-comparison one hundred watts, secured a permanent license, and moved into the Portage Hotel. Mr. Allen T. Simmons had entered the radio broadcasting business.

Orch: (Dramatic fanfare)

Merv: In fact, The Hotel Fort Worth in Fort Worth, Texas, called at 8:25 p.m. and reported they were receiving

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1 the program. The first official broadcasting by
2 station WADC was done by the Carnes-Richards Hotel
3 Portage Orchestra, which played "Queen of Autumn" by
4 Biggs, and "Indian Dawn" by Zamecnik, ^{the last} or Mrs. Miriam
5 Ward was the first person to sing over WADC. Another
6 evidence of the lack of the precision in timing and
7 programming of radio in 1925 is found in the closing
8 sentence of the article--"The rest of the program
9 followed generally the schedule announced."
10 Akron's brand new station was located, to be exact,
11 in room 509 of the Portage Hotel. This room was
12 divided into "a reception room and a performance studio."
13 Then, in 1927, WADC moved to the Cadillac Building on
14 West Market Street. Time on the air was gradually
15 increased, and Mr. Fred Bock, one of the longest time
16 members of the WADC Staff and now with his own
17 advertising agency can tell you more than I. Here is
18 Fred Bock:
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1 Fred: Up to then, we were sure no one would listen to the
2 radio before 9:00 o'clock. WADC's affiliation with
3 the Columbia Broadcasting System when it was founded
4 in 1927, helped increase the station's time on the air.
5 CBS was carried two hours a night on Tuesday, Thursday
6 and Sunday, at first. This grew to two hours a night,
7 and next an afternoon show was added. An interesting
8 fact to note in passing is that the first network
9 program carried by WADC was an hour NBC show in 1926,
10 the name and date of which unfortunately, appears to
11 be lost. Another interesting device was that early
12 microphone. An early microphone is a curious sight
13 to behold. It is a carbon affair, the mechanical details
14 of which we will not go into here, with a large metal
15 ring some eight inches in diameter surrounding the
16 actual diaphragm, which is approximately two inches in
17 diameter. An announcer, before speaking gave the
18 outside ring two or three solid whacks with the heel of
19 his hand, to shake loose the particles of carbon.
20 Otherwise, the microphone would distort the sound--
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1 we would describe the distortion as "cracking."
2 Announcers became left or right-handed at the microphone
3 as they did not speak directly into it, but "across" it--
4 that is, at right angles to a line aimed directly at
5 the "mike".

6 Merv: Denny, what were some of the popular songs of '27 and
7 on the 1929-----strike up the band-----

8 Orch: _____

9 Merv: That kind of music brings back the old days to me. How
10 about you Bob Wilson? Bob is the dean of Akron
11 Announcers. He has been with WADC almost since its
12 inception. Bob, tell us about your move to Tallmadge.

13 Bob: On October 12th, 1929, the Federal Radio Commission
14 authorized WADC to move to Tallmadge, Ohio, and the
15 station was moved early in November of that year.
16 WADC's regular sign-on time for 1930 was 9:00 a.m.
17 The station signed on the air at 10:00 a.m. on New Year's
18 Day, carried the East-West all-star football game at
19 4:30 that afternoon, and signed off at midnight--quite
20 a large day. This was quite a large year for WADC and
21 Mister Allen T. Simmons.

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Date _____

When to Broadcast _____

1 Paul Whiteman and the Old Gold Orchestra celebrated their
2 first anniversary on the air over CBS and WADC on
3 February 4th, 1930. In 1931 WADC added space in the
4 Beacon Journal Building. The rooms were to be used
5 for a new studio, reception room, and new offices. The
6 studios and quarters at Tallmadge were reported to be
7 being kept. This was merely an expansion move. The
8 staff was to be increased accordingly. These new
9 quarters downtown made WADC's operation much more smooth.
10 Particularly, it aided broadcasters from the city in that
11 they were not required to go to Tallmadge, but could
12 use the downtown studios.

13 Merv: Mayor Emmitt Orr of Tallmadge is with us tonight, I
14 think this would be a good place in our program for
15 the Mayor to speak. Mayor----

16 Mayor
17 Orr: ()
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1 Merv: Thank you, Mayor Orr for those fine words about WADC.
2 And Bob Wilson, what is next of importance way back
3 yonder-----
4 Bob: It would be difficult for me to recall the many, many
5 happenings, Merv--but well I remember in about 1934
6 when WADC installed a wire into the Mayflower Hotel
7 permitting us to pick up the Denny Thompson Orchestra--
8 I'd say right here would be an ideal spot for one of
9 those numbers----
10 Denny: No sooner said than done. Let's try one we did many
11 times in our early broadcasts fellows _____
12 Merv: WADC has certainly come a long way over the past
13 thirty years. Red Hageman, WADC's Program Director,
14 can certainly give us some idea about WADC's increase
15 in power over the years. How about it, Red?
16 Red: The station has progressed from a handful of equipment
17 which was overburdened with 100 watts and covered
18 only a small area, to a present day system which
19 includes over 40 miles of wire, some 100 electrical
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When to Broadcast _____

1 relays, 250 vacum tubes, making the most modern
2 efficient studio and transmitting equipment that money
3 can buy. The modern day WADC has been heard in such
4 places as New Zealand, Australia, South Africa and the
5 Mediterranean.

6 WADC has broadcast from four different antena sites
7 and with 8 different transmitters.

8 WADC as we know it today is found at 1350 kilocycles on
9 the dial and has a power of 5000 watts. We know that
10 at its inauguration it was at 258 meters on the dial
11 and had a power of 100 watts. The station has been
12 located since at 1260 kilocycles, 1320 kilocycles, and
13 now at 1350 kilocycles on the dial. Power has been
14 increased in easy stages from 100 to 250 to 500 to
15 1000 to 2500, to the present 5000 watts.

16 Merv: We have several more of the Akron area Mayors with us
17 tonight, I see over here is Mayor Wolf of Cuyahoga Falls,
18 Wilson you can do the honors.
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1 Bob: Well, one thing certain several of our WADC staff live
2 in Cuyahoga Falls, so WADC is entitled to ask him for a
3 little speech---or we'll ask for a reduction in taxes---
4 what about it.

5 Red: That's not a bad suggestion. I've lived in the Falls
6 several years---maybe I could get a rebate-----

7 Bob: He says he'll say a few words. Just kidding, Mayor. It
8 is indeed a pleasure now to welcome on our 30th Anniversary
9 Mayor Wolf of Cuyahoga Falls---

10 Mayor
11 Wolf: (Speaks)

12 Merv: Thank you, Mayor Wolf---Here's Akron's own Chic Herr,
13 organist and arranger--who also remembers the early
14 programs he had on WADC. Chic, let's hear a musical
15 serenade to WADC's 30th Anniversary.

16 Chic: (Comments and announces and plays)

17 Red: Another Akron area Mayor has taken time to be with us
18 tonight. We appreciate his cooperation very much, and
19 right now, I want to welcome to the WADC microphone the
20 Mayor of the Magic City, Barberton---Mayor Carson---

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When to Broadcast _____

1 Mayor
Carson: (Speaks)
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3 Red: Thanks---many thanks to you, Mayor Carson, for those
4 kind words about our station. A bunch of telegrams
5 have just been handed me----let's ask Denny Thompson's
6 orchestra and Chic to give us a little Happy Birthday
7 Music as we read some of these telegrams.
8 Red: (Read Autry Telegram)
9 Merv: (Read Eve Arden Telegram)
10 Bob: (Read Amos and Andy Telegram)
11 Denny: (Read Jack Benny Telegram)
12 Red: (Read both Bill Conrad and Gale Storm & Charley Farrell's
13 Telegrams) Mr. Simmons has asked me to announce to
14 our many friends and listeners that many of the network
15 shows on CBS Radio tomorrow will salute WADC on it's
16 30th Anniversary. Be sure to listen tomorrow to "Second
17 Husband", "Houseparty", and "Tennessee Ernie" as they
18 will carry special mention of our 30th Anniversary.
19 Merv: Here's a statement by our own Akron Mayor Leo Berg.
20 Denny, a little fanfare for Mayor Berg--
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22 Orch: Fanfare-----
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1 Oper: (Play Berg's tape) *Tape #28*
2 Bob: Speaking for both Mr. Simmons and the station, permit
3 me to thank you, your Honor, for those complimentary
4 words. And, let me add that Allen T. Simmons has been
5 the stabilizing influence and inspiration that has
6 made WADC what it is today. All those who have worked
7 with and for him will say that his views are absolute,
8 and he has the distinct ability to come up with the
9 right idea at the right time. This is not only 30
10 years for WADC but 30 years as a broadcaster for
11 Allen T. Simmons. I propose that Denny and the boys
12 play one of Mr. Simmons favorite musical selections---
13 O.K. Denny----
14 Denny: (Give title) _____ (Play)
15 Merv: We sort of left our history pass there for awhile as
16 we listened to our four Mayors, and all the telegrams,
17 when did WADC move into its present location here at
18 the corner of Main and Mill in it's own building?
19 Red: That was in 1949, Merv. And thousands and thousands
20 of Akron folks and people from the entire listening
21 area journeyed here to tour the new offices and studs.
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1 Under Simmons guidance, WADC has grown from an experimental
2 infant to the entertainment giant that it is today. From a
3 feeble almost inaudible (by present day standards) signal of
4 100 watts, WADC has grown to 50 times that power----5000 watts.
5 However 50 times growth of power does not come near expressing
6 the growth of WADC commercially or community wise. Very few
7 people in Akron cannot point to someone they know, who at one
8 time or another in 30 years has not broadcast over the WADC
9 facilities.

10 Like a friend who stays up at night with you when you are ill;
11 who entertains you when you are alone; who tells you of the
12 latest happenings of your neighbors across the street and
13 across the land---WADC will continue to be the friend it
14 has always been to its more than 3 million friends twenty-
15 four hours a day.

16 Bob: I might add, Red, that tomorrow on April 8th, our
17 Anniversary, WADC will have completed 10,957 days of
18 broadcasting.
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1 Red: We're proud of our location in the heart of downtown
2 Akron and we hope that those who haven't seen our
3 facilities will pay us a visit.

4 Merv: Thank you, Red, and I have beside me a personality that
5 has been identified with WADC for a long, long time. In
6 fact, has has been Akron's outstanding sportscaster, for
7 these many years and has recently been made public
8 relations director for Ascot Park. He is none other
9 than Bill Griffiths, whose voice has been heard by
10 millions as he described basketball, baseball, and the
11 many other famous sporting events during his days at
12 WADC. You can hear Bill nightly during the week at
13 11:15 on WADC with his race results and sports news.
14 Bill, no WADC Anniversary celebration would be complete
15 without a few words from you.

16 Bill: That's why I'm here, Merv. I feel very close to WADC
17 and Allen Simmons. I have always enjoyed working with
18 and for him. I have also known him as a sportsman.
19 Being in the sports field, I have watched his rise in
20 the racing and breeding of horses---until today he ~~owns~~
21 ~~owns~~ owns and operates one of the best known horse breeding
22 farms in the country--the Idle Hour Farm at Lexington,
23 Kentucky. Nightly I recite the racing results from
24
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1 the various tracks over America, almost every broadcast
2 I read the names of horse in the winning columns that
3 have been the offsprings of Simmons bloodhorse line.
4 Tonight I bring congratulations to Allen Simmons and
5 WADC on this 30th Anniversary in radio broadcasting,
6 not only for myself, but from the management of Ascot.
7 And thanks for the opportunity, Merv.

8 Denny: (Play "Thanks for the Memory") or some such tune---

9 Bob: Merv; I have a gentleman here by my side who knows
10 Allen T. Simmons and WADC very well. He is the
11 executive Secretary of the Akron Chamber of Commerce,
12 Mr. George Brittain---George---

13 Oper: (Play George Brittain Tape) *Tape #24*

14 Oper: (Play Simmons Tape) *3rd Cut*

15 Merv: Well, what do you know, the boss actually talked on
16 his own station. Music Denny.

17 Denny: (Play "Hail to the Chief" or something like it)

18 Merv: The letters, telegrams, and phone calls have been
19 pouring in all day today--let us say thanks for all the
20 beautiful floral pieces and kind words--I see our time
21 is closing in--I'll ask Red Hageman to conclude tonight's
22 30th Anniversary Broadcast program.

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When to Broadcast _____

1 Red: O.K. Merv. Thirty years of service is a record of
2 which few stations can boast. However, we feel that
3 congratulations should properly be extended to our
4 great listening audience for their years of unusual
5 and helpful service. Speaking for the staff of WADC,
6 all those present here tonight, and all of our friends
7 and listeners, let me say "Happy Birthday" to Allen T.
8 Simmons and WADC on thirty years broadcasting well done--
9 goodnight everyone.

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