

WBAL
A RADIO
A SOUND
ACTION



A Sound of Action

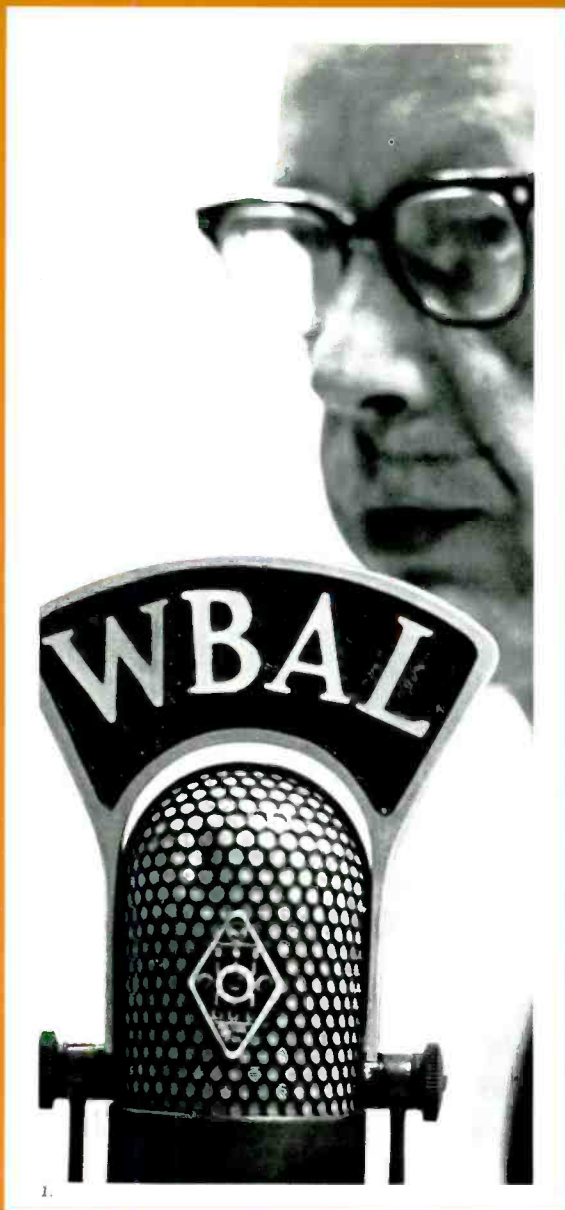
The 50,000-watt sound of WBAL Radio today is a sound of action. It means more action for your advertising dollar.

WBAL is located in Maryland's Broadcast Center, the largest and most modern radio facility in the State. Broadcast Center has no technical equal in the market. Your commercials are aired under the best conditions possible, always guided by topflight production crews.

But there's much more to it than that. WBAL Radio's sound of action has many vital ingredients . . . people, events, entertainment, service. And these are the things the following pages are all about.

WBAL Radio, 50,000 watts
Baltimore, Maryland / NBC Affiliate





The Sound Basis

WBAL Radio first went on the air in 1925. Since that time, Baltimore has become the nation's twelfth leading metropolitan market, and WBAL's 50,000-watt power has made it the **only** radio voice that reaches into every segment of that market.

The Baltimore market, in fact, consists of two cities. First, there's Baltimore itself, the nation's seventh largest metropolis, with a population of nearly 1,000,000. The second city is outside Baltimore, in Maryland's "urban" counties, where another 1,500,000 potential buyers receive WBAL loud and clear. Out-of-state coverage is a valuable plus.

With the power to reach and move millions of listeners comes tremendous responsibility. WBAL endeavors to meet the responsibility with its sound of action, based on action in the best interests of its community, its audience and, consequently, its advertisers.

1. *WBAL microphones send out Maryland's only 50,000-watt radio voice.*
2. *Statton's 40th anniversary party featured transportation, 1925 style.*



LISTENING WITH L. J. N.

WEEK-END reception was fairly good, better Saturday night than Sunday evening. Both volume and quality fell off yesterday, and for a great part of the time there was more or less disturbance in the city. How much of this was general for the entire city or of a local nature I cannot, of course, be sure, yet I had several telephone calls from different parts of the city complaining of the quality of reception.

This was especially true of the Washington broadcast. During the presentation of the Capital Theatre broadcast there was never a moment in evidence the volume that is normal and there was besides a disturbing gurgle whistle. It is this last bit of disturbance about which I am not sure. It may have been a strictly local interference with me, and yet I believe it was quite widely spread.

While volume last night was not up to normal in any direction, as the evening wore on signal quality improved somewhat. The air lanes were more open to the South and Southwest than they were due West—that I mean is that the usual intensity of signal from the Chicago stations was much lower than usual. To the direct North conditions were also not so good for reception, our old friend KDKA never really showing its usual form. New York stations were also decidedly off color.

Cuba Makes Its Usual Sunday Visit

ABOUT the only time I get Cuba these days is on Sunday night. Did pull in WJW at Havana the other evening for a short time, but Sunday's most always have little trouble in tuning in 8 WJW situated at Havana. It is generally coming in with a fairly good signal. I say "fair" because the station is owned and operated by Frank Jones, who is a real radio fan.

Sparking of signals being stronger from the South and Southwest, last night around 11 o'clock had in KFTL at Houston, Texas. They had a "King of the Hound" down there playing request numbers, and half of the time was taken up in reading telegrams.

I suppose that there is a certain demand for it, but I have yet to be convinced of the propriety of taking up time during a radio broadcast in reading out texts of telegrams or even the names of the senders. Quite a few stations following this custom during certain hours. Many more do not permit it at any time. Personally, as I have stated, I stand with the latter.

Water-Kent Hour as Rather Pleasing

AS I have stated, the Capital Theatre program was messed up quite a bit for me. Later, when the Atwater-Kent Hour of Music went on the air, conditions were a bit better. Many have

WBAL ON AIR TONIGHT

Among the distinguished soloists who will appear on the opening program to be broadcast by WBAL this evening will be Maud Albert, contralto.

Miss Albert enjoys an enviable reputation, having appeared as a soloist with the leading symphonic organizations throughout the country. She will be heard in two groups of solos, including several operatic arias. Her accompaniments will be played by Philip J. Frey.

The program will also include a group of duets and solos by Elsa Baklor, soprano, and George Castell, baritone.

Details of the opening of the station will be found elsewhere in this edition of The News.

ON ETHER LANE TONIGHT

WCAP, BALTIMORE—275.
8:30 P. M. Belvedere. A Grand Quartet featuring Michael Weiner, violinist, broadcasting direct from the dining-room of the Belvedere Hotel.

7:45 P. M. An hour's courtesy to Station WBAL, we are standing by.

10:30 P. M. The World's Belvedere Band, broadcasting direct from the ballroom of the Belvedere Hotel.

WHT, WASHINGTON—409.
1 P. M. Belmore Hotel Orchestra, broadcast from the Sherman Hotel.

5:15 P. M. Ellsworth Tompkins, barytone, broadcast from the main floor.

5:30 P. M. Irving Beaman's "The Better the Orchestra, Under the direction of Joe Beaman."

6:30 P. M. "The Apple King of Franks," by E. L. Roberts, secretary of the Washington Apple Week Committee.

"La Gioconda" on From WCAP

WCAP, BALTIMORE—409.
7:20-7:30 P. M. Daily market summaries, under the auspices of the Department of Agriculture.

7:50-8 P. M. Musical program by the Robinson Quartet, 3rd Street, including: "The Master and the Slave," Mandel, violin; E. Baker, violin; piano.

8:15 P. M. "Musical Your Boy a Chance," a talk by Frank J. Brown.

8:15-8:45 P. M. "Glorious solos by the Lyric Stage," including: "The Master and the Slave," Mandel, violin; E. Baker, violin; piano; Benjamin V. Morrison, bass; Mrs. John Milton Sylvester, soprano and accompanist.

8:45-9 P. M. "Tower Health Talk," from Metropolitan Tower, New York city.

9:10 P. M. "Music by the A. & P. Gipsies," from the studio of Station WCAP, New York city.

10:10 P. M. Grand opera, "La Gioconda," by the WEAF Grand Opera Company, under the direction of George Sayers, from the studio of station WCAP, New York city.

10:15 P. M.—Washington Post hour.

A. & P. Gipsies on at WCAP

WEAF, NEW YORK—195.
6 P. M.—Dinner music from the Rose Room of the Hotel Waldorf-Astoria.

7 P. M.—The Thomas Hughes, concert pianist.

7:15 P. M.—Joseph Cooper, dramatic recital.

8:45 P. M.—J. J. Brown, balladist.

9:10 P. M.—Thomas Hughes, concert pianist.

9:15 P. M.—"Tower Health Talk."

9:30 P. M.—Music by the A. & P. Gipsies.

10 P. M.—Grand opera, "La Gioconda," by WEAF Grand Opera Company, under the direction of George Sayers, from the studio of station WCAP, New York city.

OPENING PROGRAM TONIGHT FOR WBAL

The initial program of WBAL is set for tonight on a wave length of 376 meters.

7:30 to 8 Concert Orchestra—Gustav Klemm, conductor.
8 to 8:30 Group of Addresses—
Herbert A. Wagner introducing
Gov. Albert C. Ritchie and
Mayor Howard W. Jackson

8:30 to 9:15 Vocal Solos—Maud Albert, contralto.
Violin Solos—Max Rosenstein.
Vocal Solos—Maud Albert.
Piano Solos—George Bolek.
Vocal Solos—James Wilkinson, barytone.
Piano Solos—George Bolek.

9:15 to 10 Elsa Baklor, soprano, and
George Castelle, barytone.
Duets and Solos.

10 to 10:45

Around the Radio Clock

- EVENING CONCERTS**
- 7:15 P. M.
WEAF (402) New York. Flunksteers.
also WJW.
- 7:30 P. M.
WCAP (406) Washington. Vocal.
- 8 P. M.
- WEAZ (575) South Bend, Ind. Vocal.
WMI (429) Atlanta. Musical.
- WEAT (184) Iowa City. Musical.
WEBC (175) State College, Brian Music.
KXNF (206) Shenandoah. Smith-Belding Trio.
- WAGO (319) Richmond Hill. Musical.
WJZ (353) Detroit. A. & P. Gipsies.
- 8:15 P. M.
- WNYC (262) New York. Special Concert.
WGY (306) Schenectady. Studio Musical.
- 8:30 P. M.
- WZJ (115) New York. Sunday Hall.
WJLT (366) Philadelphia. Artist recital.
WDAF (265) Hartford. Musical.
WEZ (555) Springfield. Musical.
- 8:45 P. M.
- WHA (539) Madison. Musical.
- 9 P. M.
- WEAF (402) New York. A. & P. Gipsies.
also WJW, WEAP, WJZZ, WJAM, WGO, WJW.
- WEAF (402) New York. Frature orchestra.
KDKA (509) East Pittsburgh. Spoor's Radio Home Hour.
- WJZ (115) Cincinnati. Concert.
WEAF (402) Philadelphia. Radio Minutemen.
- WJW (306) Kansas City. Ivanhoe Band.
WGR (110) Buffalo. Vocal.
WLW (123) Cincinnati. Times-Star.
- 9:15 P. M.
- WRNY (258) New York. Music Travel.
- 9:30 P. M.
- WB (138) New Mexico College. Concert.
WEAA (476) Dallas. Vocal.
- WEAF (385) San Antonio. Trio.
WOW (531) Jefferson City. Musical.
KFAB (341) Lincoln. Studio program.
- 9:45 P. M.
- CFBY (411) Montreal. Studio.
- 10 P. M.
- WPKX (286) Washng. Soc. Musical.
WJW (306) New York. Concert.
WEAF (402) Washng. Post hour.
KTHB (345) Hot Springs. New Arlington.
- 10:15 P. M.
- WBAL (322) Denver. Mr. Phil Epstein music.
- WJW (306) Omaha. Grand opera.
WEAF (402) Cincinnati. Studio program.
- 10:30 P. M.
- WRAP (476) Fort Worth. Concert.
WJW (306) Washng. Town Clerk of the Night Watch.
- 10:45 P. M.
- KTHB (322) Hot Springs. Organ.
- 11 P. M.
- WRN (361) New York. Organ.
WBAI (326) Cincinnati. Vocal.
KTHB (345) Hot Springs. Vocal.
RFVW (240) Ft. Worth. Vocal.
RGW (402) Portland. Vocal.
WJW (306) New York. Studio program.
RSD (346) St. Louis. Dutch Masters hour.
- 11:30 P. M.
- KJFA (154) Seattle. Studio.
KJR (385) Seattle. Post-Intelligencer.
- 12 MIDDNIGHT.
- WDAE (224) Tampa. Piano, health subject.
WJW (306) New York. Studio program.
WJLT (366) Chicago. Your Hour Lecture.
WJW (306) New York. Studio program.
KHO (422) San Francisco. Concert.
- 1:15 A. M.
- KLX (609) Oakland. Lake Merritt Ducks.

SAM ROBBINS the leader of the Century Roof Orchestra, has just released to the air a waltz song that is sure to make a big hit. The radio audience of WFER is to be asked to select a name for the new song. It will be featured each day at the luncheon dansant at the Century Roof.

WANT TO DANCE?

(Name of Orchestra to Give)

WGW (399) Schenectady. WGY.

WJW (317) Detroit. Read Motors.

CFBY (411) Montreal. Mount Royal.
KXNF (206) Shenandoah. Smith-Belding.

WJW (306) Cincinnati. Dance.
WJW (306) New York. Astory Park.
WFH (256) Chicago. France.

REAR (341) Lincoln. Belshawa.
WJW (306) New York. Wiles.
WMC (500) Memphis. Hotel Gayoso.

10 P. M.

WJLT (366) Philadelphia. Goldsmith.
WJLT (366) Philadelphia. Audience.
WJW (306) New York. Studio program.
WRN (373) Hartford. Popular.
WJW (306) New York. Studio program.
WEAF (402) Cincinnati. Normals.

Richmond (Va.) Gets on the Air

WVA, RICHMOND, VA.—126.
8:30 P. M. Musical program by the Richmond Symphony Orchestra, directed from the grill of the Hotel Richmond, New York city.

CLEVER IDEA IS USED BY KOA

Broadcasting officials have concocted psychological remedies which are guaranteed to glue public speakers before the microphone during an address and otherwise cure pernicious pacing and wandering about the lecture platform.

Credit for this unique discovery, called "the magic rug remedy," goes to technical staff members at KOA, Denver broadcasting station of the General Electric Company.

First announcement of the cure was made today following a 10-month trial involving the worst offenders among national and Western speakers who have appeared before radio listeners.

"Not once has our magic device failed to turn the trick," asserted Alfred Thomas, resident engineer in charge of technical operations. "Most any type of rug fills the bill if it is soft and of contrasting color with the floor. It should, however, be of small dimensions, say, three or four feet. It is placed a few feet from the microphone, the distance depending wholly upon the voice of the person to be heard."

"Unconsciously the speaker assumes a position on this rug before the microphone and there remains until his remarks are concluded. Subconsciously, he regards this piece of floor covering, with its imaginary boundaries, as an island of safety and is disinclined to venture elsewhere about the stage. As a result, broadcast listeners are enabled to hear the talk in full. Otherwise, some of the speaker's comments would be lost to the invisible audience."

Ministers, it was pointed out, are the best behaved before the microphone, while political speakers are the worst.

"KOA's plan to prevent a speaker from taking gymnastic exercises on the lecture platform is indeed novel," declared Dr. D. E. Phillips, eminent psychologist of the University of Denver.

"The small rug upon which he stands gives him the unconscious or dimly conscious suggestion that it was intended for that specific purpose. As he proceeds with the talk, any tendency to step off likewise gives an unconscious warning. 'The opposite is also true—a wide, open platform gives a stimulus to parade about.'"

He Is Jazz King



The "Zoo Talks," prepared under the auspices of the Smithsonian Institution and the National Zoological Park for broadcasting through WRC every Saturday night, are receiving wide attention in the Capital, especially in the District schools. They are presented by prominent biologists and naturalists. The zoo talks scheduled to the immediate future are: November 7, "The Muskrats at Home," which will be given by E. A. Preble of the Biological Survey, who has recently returned to the Capital after several months of study of the muskrat, and November 14, "Our Autumn Friends," by Dr. F. C. Lincoln, also of the Biological Survey.

A second series of talks presented weekly through WRC by the Smithsonian Institution on Thursday evenings will contain the following addresses: November 10, "The Work of the Bureau of Standards," by Dr. George K. Burgess, director of the Bureau, and November 12, "Furries," by Miss Doris M. Cochran of the National Museum.

Berliner Improves Studio Acoustics

The veteran inventor, Emil Berliner of Washington, D. C., has come forth with an elastic wad to improve acoustics in radio studios, theatres, churches and sanctuaries. The idea may vary in size for decorating purposes, but present is eight inches square.

"It will make for better acoustics in broadcasting studios," Mr. Berliner said. The sound properties of any room will be bettered by its use.

'LA GIOCONDA' IS AT WCAP

The first tabloid opera to be presented on the new schedule of Monday night broadcasting presentations by the WEAF Grand Opera Company will be "La Gioconda" this evening, at 10 P. M., to be broadcast by WEAF, New York, N. Y., WOP, Philadelphia, Pa., WFAG, Worcester, Mass., WJAR, Providence, R. I., WCAP, Pittsburgh, Pa. and WCAP, Washington, D. C.

"La Gioconda," a product of those happy days when the untrained music lover was considered, but at the same time, full of charm, for the experienced musician, has plenty of melody, generously embellished with interesting harmonic

SILENT STATIONS TONIGHT

- Eastern:** KCAC, WEAR, WEBJ, WFL, WGBS, WGY, WHAZ, WIP, WJY, WJW, WREO.
- Central:** KEDM, KYW, WBBM, WBCN, WEDM, WGSB, WGN, WHAS, WBO, WBLD, WBS, WMAQ, WMRB, WOC, WOL, WJH, WJRD.
- Western:** KHJ.

ZOO TALKS ON FROM WRC

The "Zoo Talks," prepared under the auspices of the Smithsonian Institution and the National Zoological Park for broadcasting through WRC every Saturday night, are receiving wide attention in the Capital, especially in the District schools. They are presented by prominent biologists and naturalists. The zoo talks scheduled to the immediate future are: November 7, "The Muskrats at Home," which will be given by E. A. Preble of the Biological Survey, who has recently returned to the Capital after several months of study of the muskrat, and November 14, "Our Autumn Friends," by Dr. F. C. Lincoln, also of the Biological Survey.

A second series of talks presented weekly through WRC by the Smithsonian Institution on Thursday evenings will contain the following addresses: November 10, "The Work of the Bureau of Standards," by Dr. George K. Burgess, director of the Bureau, and November 12, "Furries," by Miss Doris M. Cochran of the National Museum.

Your AUTOMOBILE Is Only As Good As It RIDES

For Easy Riding See
WATSON STABILATORS
Parsons & Glashoff
Distributor
65 West Oliver Street
W. From 6075

Not to exceed 28 lines

Colds Fever Grippe Go Stop them today

Stop them quickly—all their distressing symptoms. End the fever and headache. Prevent the poisons out. Hills break colds in 24 hours. They tone the whole system. The prescription tablets have led almost countless people to a life of fewer helplessly delay.



1.



2.



3.

WBAL People

WBAL people give the station its personality and its prestige. Whether they're newsmen, announcers, technicians or administrative people, they're all highly skilled professionals.

WBAL people mean reach, efficiency and believability for your commercial message. They produce the sound of radio as radio ought to be

... a balanced blend of entertainment, information and public service with the accent on full range programming to serve the many varied interests of the listening audience.

1. *Alfred E. Burk, WBAL vice president and general manager.*
2. *John Grimes, operations manager, helps guide Maryland's largest operation in broadcast journalism.*
3. *Galen Fromme, WBAL news director, is Baltimore's top-rated radio newsmen.*
4. *WBAL's Jack Lacy, one of Baltimore's most popular radio personalities, officiates at the coronation of Mrs. Maryland.*



4.



1.



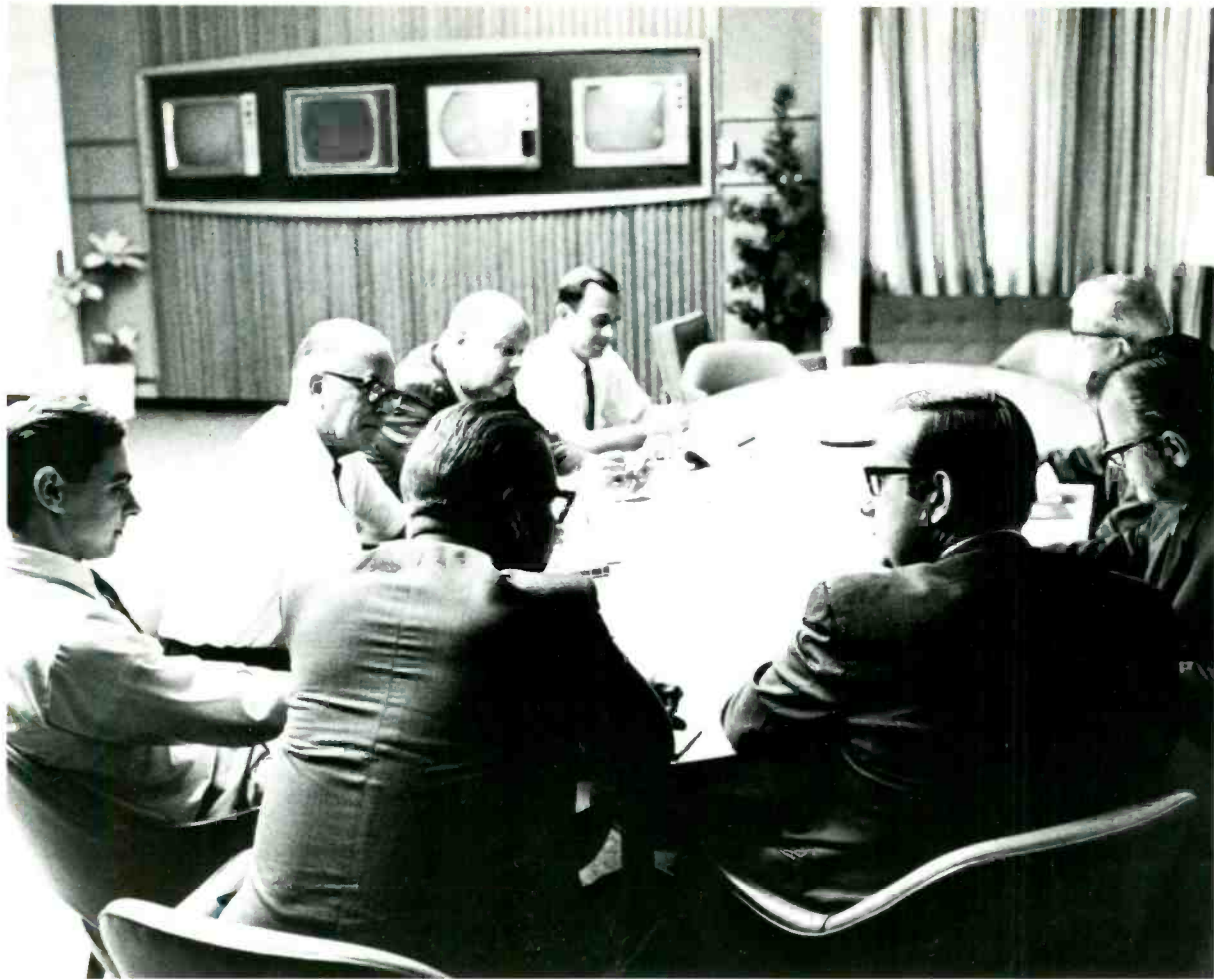
2.



3.



4.



5.

WBAL People in Action

1. Tom Moore, general sales manager of WBAL Radio.
2. Harley Brinsfield, restaurateur and nighttime personality.
3. Morning man Don Kelly gets the day going for Metropolitan Baltimore.
4. Jay Grayson, "Mr. Afternoon" in Baltimore.
5. Top management of WBAL Radio solves problems, sets station policy in its weekly meetings.



→ 6 → 6A → 7 → 7A → 8 → 8A → 9 → 9A
KODAK TRI-X PAN FILM

→ 16 → 16A → 17A → 18A → 19 → 19A → 20 → 20A
KODAK TRI-X PAN FILM

→ 16 → 16A → 17A → 18A → 19 → 19A → 20 → 20A
KODAK TRI-X PAN FILM

→ 25A → 26 → 26A → 27 → 27A → 28 → 28A → 29 → 29A
KODAK TRI-X PAN FILM

→ 25A → 26 → 26A → 27 → 27A → 28 → 28A → 29 → 29A
KODAK TRI-X PAN FILM

→ 6 → 6A → 7 → 7A → 8 → 8A → 9 → 9A → 10 → 10A
KODAK TRI-X PAN FILM

→ 6 → 6A → 7 → 7A → 8 → 8A → 9 → 9A → 10 → 10A
KODAK TRI-X PAN FILM

→ 15A → 16 → 16A → 17 → 17A → 18A → 19 → 19A
KODAK TRI-X PAN FILM

→ 15A → 16 → 16A → 17 → 17A → 18A → 19 → 19A
KODAK TRI-X PAN FILM

→ 15A → 16 → 16A → 17 → 17A → 18A → 19 → 19A
KODAK TRI-X PAN FILM

→ 15A → 16 → 16A → 17 → 17A → 18A → 19 → 19A
KODAK TRI-X PAN FILM



1.



2.



3.



4.



5.

The Action of Events

WBAL Radio's regular news reporting is based on the facts of events. Behind it are the full facilities of the WBAL news department, Baltimore's most complete operation in broadcast journalism. Not to mention the full facilities of NBC News, whose News on the Hour — network radio's leading news program — broadcasts events from all corners of the globe 17 times a day.

A major contributor to the authority of WBAL news is news director Galen Fromme. Mr. Fromme, an accredited White House correspondent, is the dean of Baltimore's radio newsmen. His newscasts regularly top all the ratings.

The news department that Mr. Fromme

heads works on the proven theory that immediacy is the name of the game in radio news reporting. A regular WBAL Radio news crew is on the street constantly, relaying interviews and on-the-scene descriptions for immediate airing or recording for later broadcast. And major events of vital concern are produced and aired as WBAL Radio News Specials.

1. *WBAL Radio goes to Baltimore's traditional and famous Flower Mart in Mount Vernon Square.*
2. *Broadcasts by the Baltimore Symphony, one of the nation's best, are carried on WBAL Radio.*
3. *NBC's Chet Huntley and David Brinkley broadcast the national news on WBAL Radio.*
4. *Maryland's Spiro T. Agnew is covered nationally and locally by WBAL Radio News.*
5. *WBAL Radio listeners are always part of the audience at Maryland gubernatorial inaugurations.*
6. *A WBAL Radio newsmen broadcasts directly from the scene of a major fire.*



WBAL

NEWS-SPORTS



Entertainment in Action

In the vast market of metropolitan Baltimore—and beyond—WBAL Radio means entertainment for millions of people constantly on the go . . . entertainment while they're driving, while they're inside or outside at home, and even while they're at work.

WBAL's entertainment in action means generous segments of music . . . today's music — the sounds and artists that people want to hear. It means warm, friendly, informative and professional air personalities.

Sports are also a major part of WBAL Radio's entertainment in action. During the baseball season, WBAL is the broadcast home of Baltimore's American League Orioles. In the

winter, there's all the exciting play-by-play action of both the Baltimore Clippers ice hockey team and the Baltimore Bullets of the National Basketball Association. And WBAL is the station that sports-minded Baltimore turns to for major league baseball's All Star game and the biggest sports event of them all — the World Series.

In short, WBAL Radio entertainment moves with Metro Baltimore's millions. And moves them to buy the goods and services offered by WBAL advertisers.

1. *WBAL Radio carries all the games of the American League Baltimore Orioles, who make their home stands in 53,000 seat Memorial Stadium.*
2. *Conway Robinson's show at dawn on WBAL is rural Maryland's top radio program.*
3. *WBAL Radio catches Baltimore at play at the zoo.*
4. *Bob Benson of WBAL-FM is a favorite of Baltimore's classical music devotees.*
5. *WBAL Sports Director Jim West is the man Baltimoreans depend on for authoritative sports reporting.*
6. *Trumpeter Al Hirt and other top entertainers have appeared on WBAL Radio interviews.*



2.



3.



4.



5.



6.





2.



3.



4.



5.

The Responsibility of Action

As the most powerful broadcaster in its community of several million, WBAL Radio believes it has a responsibility to serve that community by being actively involved in it.

That's why WBAL sent a crew to Africa with a safari to obtain animals for the Baltimore Zoo. That's why WBAL took its microphones to Vietnam to interview Maryland boys in action. That's why WBAL made time available to Maryland's governor and two U.S. senators to explain their positions during times of local and national crisis. That's why WBAL launched a campaign to combat Baltimore's air pollution. And that's why WBAL continues to devote its sound of

action to community action as a regular part of its operation. It's simply a matter of being a good citizen.

This kind of community service has meant much to Baltimore . . . and to WBAL Radio. It's the station that Baltimoreans — and Marylanders outside of Baltimore — listen to for more than just a sound in the background.

1. Heart of the action. The downtown business district and the inner harbor of Baltimore, the nation's seventh largest city.
2. It's elephant-watching time as WBAL Radio takes some special guests on an outing.
3. WBAL Radio regularly hosts community action meetings.
4. Galen Fromme does an on-the-spot report on safe driving.
5. Al Burk, WBAL Radio general manager, makes the presentation of a service club award.



The Rewards of Action

For its sound of action, WBAL Radio has won many highly gratifying awards . . . local and national awards for artistic achievement, technical achievement and community achievement.

But, in the final analysis, the award that advertisers are most interested in is increased sales. And WBAL Radio's sound of action delivers the listeners who are buyers.

It's the reward for being where the action is.





WBAL Radio

3800 Hooper Avenue
Baltimore, Md. 21211 • 301-467-3000
50,000 watts • NBC affiliate
Nationally represented by
McGavren-Guild-PGW Radio, Inc.

WBBA
RADIO
ROOT