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. Station's 40th anniversary party featured transportation, 1925 style.
OPENING PROGRAM TONIGHT FOR WBAL

The initial program of WBAL is set for tonight on a wave length of 570 meters.
7:30 to 8:00 - Concert Orchestra - Gustav Klein, conductor.
8:00 to 8:30 - Group of Addresses -
Herbert W. Fangman, introducing
Governor Albert C. Ritchie and
Mayor Howard W. Jackson.
8:30 to 9:15 - Vocal Solos - Maid Albert, contralto.
Violin Solos - Max Rosenkranz.
Vocal Solos - Maid Albert.
Piano Solos - George Bolek.
Vocal Solos - James Williamson, baritone.
Piano Solos - George Bolek.
10:00 to 10:15 - Elsa Baklor, soprano, and
George Castell, baritone. Duets and Solos.

Around the Radio Clock

EVENING CONCERTS
WAFF (1030) - Washington, D.C.
6:30 P.M. - The Washington Symphony Orchestra
WZTV (1260) - Washington, D.C.
6:30 P.M. - The Washington Symphony Orchestra
WJNO (1270) - Washington, D.C.
6:30 P.M. - The Washington Symphony Orchestra
WJZ (1350) - Baltimore, Md.
6:30 P.M. - The Washington Symphony Orchestra

He Is Jazz King

CUBA MAKES ITS USUAL SUNDAY VISIT

BERLINER IMPROVES STUDIO ACOUSTICS

SILENT STATIONS TONIGHT

ZOO TALKS ON FROM WRB

SFZAN'S MAGNETIC PROPERTIES

YOUR AUTOMOBILE IS Only As Good As It RIDES

For Keeping It...

STABILATORS

Parsons & Glasshoff
Distributor

Not to exceed 28 lines

Colds

Fever, Chills,
Grippe, Influenza

Go Stop them today

Your symptoms will be
cured by Mason's

When it comes with
the Grippe, Influenza

It's bad enough to
feel sick without
the other grippe

Influenza

Mason's four times
a day brings
quick relief.

It's not just a
home remedy,
Mason's has been
proven to be
effective for
grippe, influenza

and colds for
over 50 years.

Only Mason's
came first,
proving its
efficacy.

So when you feel
that first chill,
reach for Mason's.
It's the best
cure for the
grippe, influenza,
and colds.

Mason's is not
just a home remedy,
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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.
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.
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.
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.
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.
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.

www.americanradiohistory.com
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.