

Gala Affair Scheduled For WBRC'S Birthday

PRESIDENT



M. D. Smith, Jr., prominent Birmingham business man, is president of the Birmingham Broadcasting company, which operates station WBRC. Before his official connection with radio, Mr. Smith was one of the first radio advertisers in Alabama.

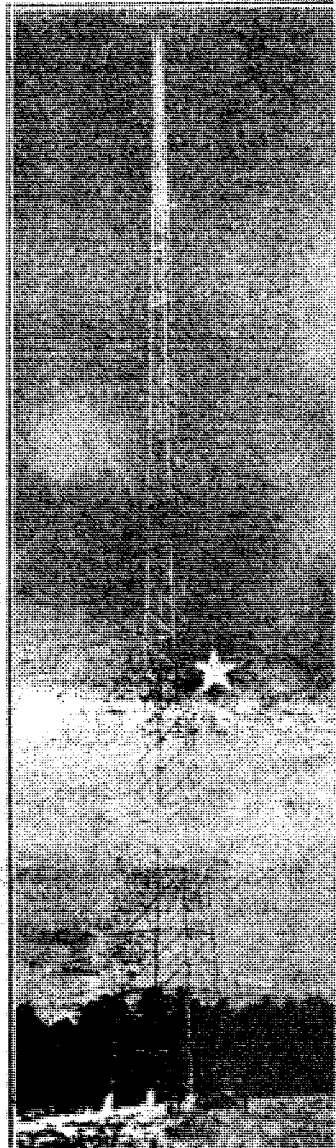
MANAGER



W. A. (Bill) Young has been manager of WBRC since July 15, 1929. Prior to that he was assistant manager of another Alabama station. He has seen radio grow from a hobby to a major industry, and is proud of the record which WBRC has made.

New Signal Tower,
11th Anniversary
Advancement

Friday evening, Oct. 30, from 10 to 11 p.m., WBRC will present "Eleven Years of Progress," a program designed to acquaint the listeners of Alabama with the



The new Vertical Radiator Antenna, installed at WBRC transmitting plant is a model of efficiency. Towering nearly 300 feet from the ground and located on one of the highest mountains around Birmingham, this large

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progress made by WBRC during the past 11 years.

Included on the program will

VICE PRESIDENT



K. G. Marshall, vice-president of the Birmingham Broadcasting company, directs the commercial policies of WBRC programs. He has made a detailed study of the commercial side of radio with highly satisfactory results.

FOUNDER



J. C. Bell is the founder and Sec.-Treas. of WBRC, the three last call letters being the initials of his concern, Bell Radio Corporation. He has been connected with radio since his teens, and is regarded as one of the finest technical men in the radio industry.