

# PRESENTING PIERCE, KGO; KAY, WSB

## Jennings Pierce, KGO

**B**AKERSFIELD is the name of a city. It is the place in California where Jennings Pierce, announcer at KGO, the General Electric Pacific coast station, was born twenty-six years ago.

There is small wonder that the boy took to dry farming. But a desert ranch is a stubborn thing, and young Pierce determined to educate himself in the art of making a dry ranch yield interest on the investment. He graduated from the University of California and became an expert in the department of agriculture.

Not long ago Mrs. Pierce, who got interested in the statistics of dry farming at the University of California and later was won over by the man behind the statistics, called him on the phone at the studio of KGO and said:

"Is it going to rain today, dear?" (they had never married then about three months). "I want Yokohama to hang out the clothes."

Jennings looked up the weather report which had just arrived from the bureau, ran his eager eye down the interesting columns and replied: "No, Gearest, no rain today."

"Well, in about half an hour it was pouring. The phone rang again on the desk of Pierce at KGO, this time with a zing—the operator catching the spirit of the little lady who called. The rest of it will be left for your imagination.

Is it strange that a man so interested in dry farming should find his life's work all laid out for him by Providence as an announcer at KGO, known to thousands as "JP," reading the stock market reports, weather reports, agricultural reports and news items?

Not long ago a listener wrote: "For heaven's sake, get off the air! I've had enough about hogs, steers, hay and Pennsylvania fours. Give me jazz music." But in the same mail another letter carried this information: "Your report on the live stock market last week saved me the price of a receiver. Thanks, old boy. My wife is sending you a cake."

## Lambdin Kay, WSB

**D**O YOU remember the little kid who was crying on this page last week, and we told you to watch who he was? Well, this is the baby himself.

He is WSB's "chief announcer," and likewise essays the chores of director, editor, booking agent, impressario, reporter, handshaker extraordinary, and so on. The composite literary larceny proceeds something like this:

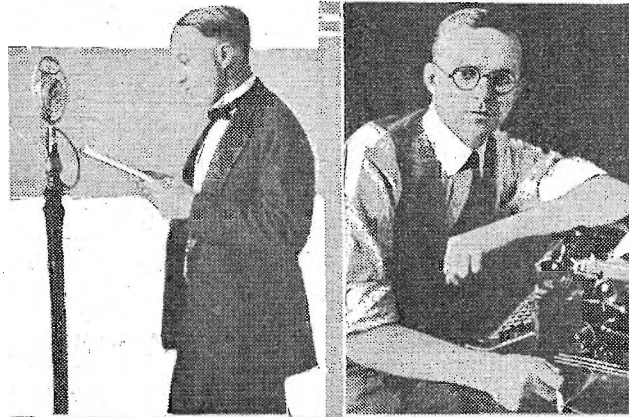
Age: 31—at least. Height: Inconsiderable. Appearance: Deceiving. Hair: Red, and fading (numerically). Condition of servitude: Single. Habits: Irregular. Hobby: Tucking bow necktie inside collar. Weakness: Poetry—trying to write it. Politics: Nil. Religion: Trace (Episcopalian). Ambition: Eight hours sleep. Ideal: Theodore Roosevelt. Aversions: English peas, O. O. McIntyre, cats, four-flushers, bridge-whist, "Love Sends a Little Gift of Roses." Preferences: Beefsteak, Charlie Chaplin, large blondes, Sherlock Holmes, golf. Record: (expurgated) cradle, school, college, stenog, sales manager, publisher, movie magnate, shoe polish peddler, news agent, cub reporter, "country" editor, laborer at a Radiocasting factory. Birthplace: (inhabited briefly during infancy) Brooklyn, N. Y. Ameliorating circumstances: Mother a Texan, father a Missourian, raised mainly in Georgia.

Thought up "The Voice of the South" as world's first radio program, likewise three-note chime as first identification signal; likewise WSB 10:45 Radiowis as first aerial fraternity.

Believe that an announcer is meant to be heard; that every solitary soul complimentary enough to tune in deserves to hear everything that's going on; that the Radio public owns the air regardless of the government. Radiocasters or dots-and-dashers; that a station that can't or doesn't regard the rights of a majority of its listeners should be legally dynamited; that an orator who clutters the ether with words for more than four minutes should then be strangled violently enough for the audience to hear his death-gurgles; that the audience likes anything from banjo-picking to grand opera if it's good; that being welcomed by your home circle is worth tons of mail from South Africa; that the human race is a fine institution; that a Radiocasting station's opportunity and obligation as a public servant are an awesome thing; and that running one is more work and more fun than any other job on earth.

## Radio for Aviation Fields

**BERLIN.**—A law has been passed in Germany calling for the installation of a Radio set on every aviation landing field. The set must be capable of receiving meteorological bulletins from all parts of Europe and of communicating with all passenger planes while in the air.



Above are shown two well-known announcers. On the left is Jennings Pierce, KGO, who tells the Radiophans on the Pacific coast just what the weather will be, also the price of haws! To the right, is the one and only Lambdin Kay, WSB, who has a past that reads like fiction, and when it comes to announcing—well just listen to him sometime, and you will see why we talk this way.

## Political Parties Are Committed to Radio

Feel That People Have Secured Insight Into Politics

**WASHINGTON, D. C.**—It is apparent that the Republican National committee is committed to the use of the Radio from recent statements made by William M. Butler, chairman of the committee.

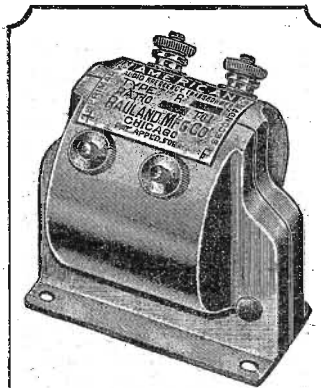
"There is no denying that the general Radiocasting of the Democratic and Republican conventions has given the people of the country a more direct interest in the campaign than they have ever had before," said chairman Butler recently in discussing the use of the Radio.

"Millions of people through the Radio were able to sit at home and hear the wheels revolve themselves," continued Mr. Butler.

"They feel that they have secured an insight into the political activities which they have never enjoyed before and as a result there is more sober serious thinking of the campaign as something vitally connected with the prosperity of the nation rather than merely a contest for office between candidates.

"I think those of us who listened in must have had sober moments when from the convention halls the actual voices of the delegates came to our ears as well as the disturbances and interruptions."

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