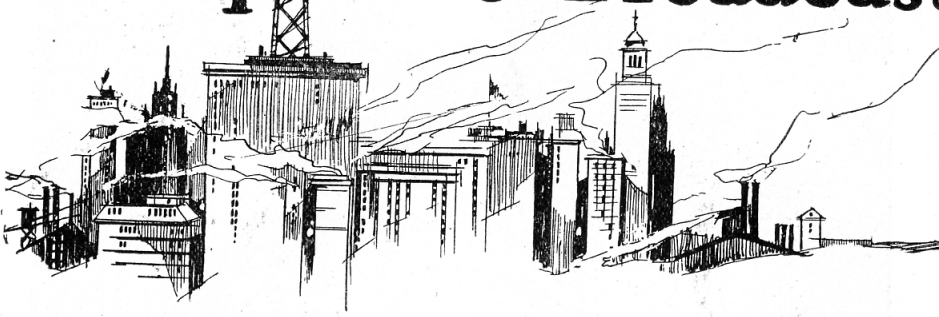


Peeps into Broadcast



A Bank Becomes a Broadcaster



Mr. Elmer G. Johnson, announcer of WJAX

THE Union Trust Company of Cleveland has inaugurated an interesting experiment, along the lines of adapting broadcasting to commercial use. It has established a station of

its own from which to send out financial and commodity reports. Appreciating the value of adding entertainment to its programs, it is gaining for itself a well-deserved popularity.

October 23, it broadcast the address of Lloyd George, former Premier of Great Britain, delivered upon the occasion of the laying of the cornerstone of the new Main Building of the Cleveland Public Library. Powerful receiving sets, with loud speakers, were set up in the school auditoriums and classes were suspended while the students gathered to hear the words of the famous statesman.

Countless thousands beside the school children heard Lloyd George from WJAX as was attested by the many telephone calls and telegrams from many different states and from Canada.

Union Trust Company's project of a radio financial news service to the farmers and business people is unique and promising.



Studio of WJAX, the Union Trust Company, Cleveland, Ohio