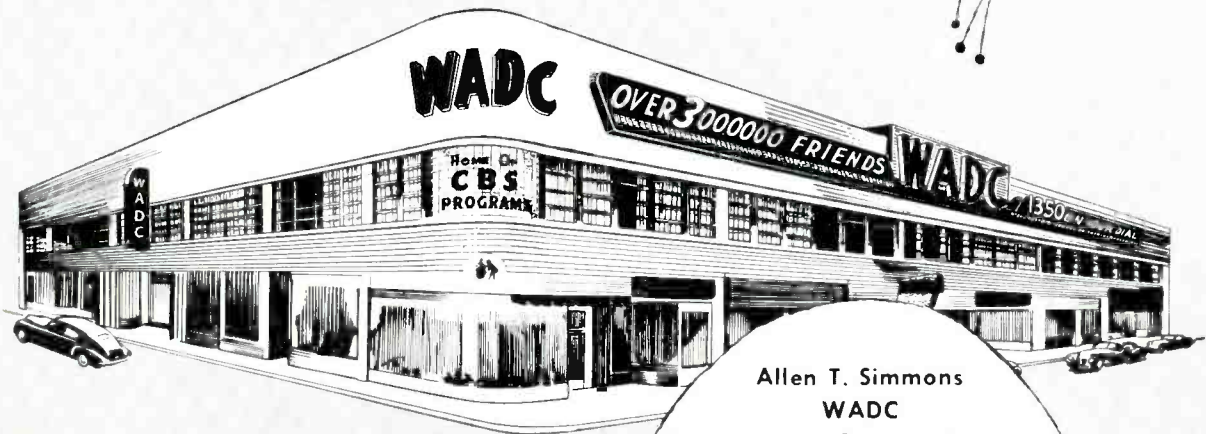


30 years with

WADC



"IN THE HEART OF AKRON SINCE 1949"

1925-1955

Allen T. Simmons
WADC
Founder and General Manager
: — :
President and Chairman of the Board
Allen T. Simmons, Inc.

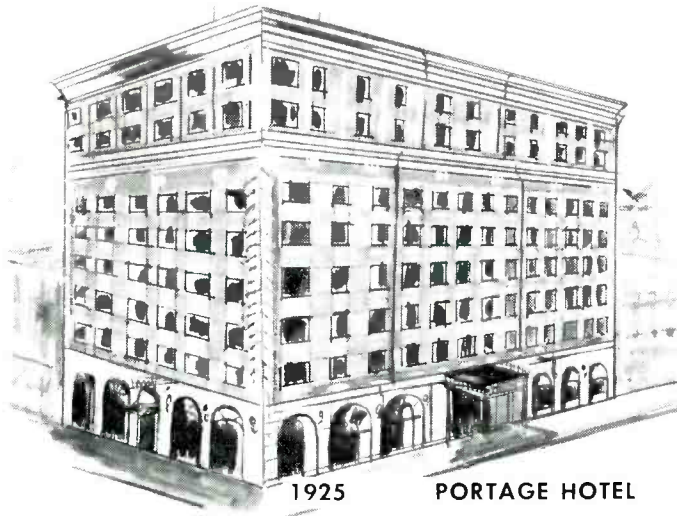


OVER 3,000,000 FRIENDS

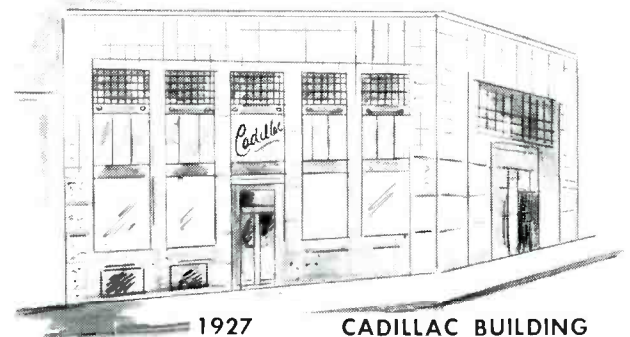
In the EARLY DAYS...



FIRST WADC MICROPHONE



1925 PORTAGE HOTEL



1927 CADILLAC BUILDING



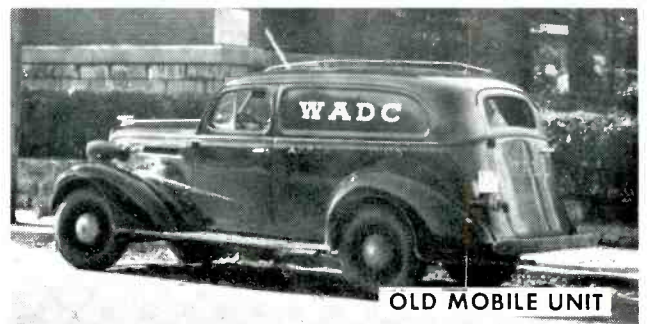
1929 TALLMADGE LOCATION



1931 OLD BEACON JOURNAL BUILDING



OLD CONTROL ROOM



OLD MOBILE UNIT



MASTER CONTROL DESK SHOWING SPECIALLY BUILT SWITCHING CONSOLE AND TRANSCRIPTION TURNTABLES
IN THE WADC BUILDING NOW.



STUDIO A — 21,600 CUBIC FEET LARGEST STUDIO IN WADC'S NEW BUILDING



EXECUTIVE OFFICE — ALLEN T. SIMMONS, FOUNDER AND GENERAL MANAGER



AERIAL VIEW OF AKRON, OHIO



— A WADC ADVERTISING CLINIC PHOTOGRAPHED —

Left to right (Seated) — Dolores Buehrle, Secretary; Mr. Simmons showing copy to Mr. Gus Burkhardt; Nina Magno, Vice President in charge of Womens Programs and Foreign Music; Left to right (Standing) Harold Hageman, News and Program Director; Arnold Bock, Chief Engineer; Renie Buehrle, Script and Copy Writer; Marion Alexander, Continuity Director; R. B. "Bob" Wilson, Assistant Manager and Commercial Manager; C. S. "Doc" Williams, Production Manager and Sales Promotion; Howard Boggs,

Sales Staff; Mary Jo Stasell, Promotion Manager; Margaret Bevans, Traffic Manager; and Ernest Stadvec, Sports-caster and Sales Staff.

Other WADC staff employees not shown in the above picture are: Helen Burns, Edward Moriarty, Frank Lengacher, Roger Adams, Gordon Anderson, Frankie Renner, Robert Morton, James Havener, Jerry McGowan, Richard Booth, Roger Carter, and Gordon Powers.



SERVICE TO OVER 3,000,000 FRIENDS AND LISTENERS

From a feeble almost inaudible (by present day standards) signal of 100 watts, WADC has grown to 50 times that power — 5000 watts.

However 50 times growth of power does not come near expressing the growth of WADC commercially or community wise. Very few people in Akron cannot point to someone they know, who at one time or another in 30

years has not broadcast over the WADC facilities.

Like a friend who stays up at night with you when you are ill; who entertains you when you are alone; who tells you of the latest happenings of your neighbors across the street and across the land — WADC will continue to be the friend it has always been to its more than 3 million friends.

LIST OF AIR SHOWS ON WADC

Bob Allen Show	Local and National	Nina Magno Show	(Ciccolini Accordion School (Manno's Market (Ninni's Bakery)
Arthur Godfrey	National Sponsors	My Little Margie	Philip Morris
Make Up Your Mind.....	Wonder Bread	Rudy Vallee	Kraft
Rosemary	Proctor & Gamble	Highways Of Melody	Dave Towell, Inc.
Wendy Warren	General Foods	Bill Stern	Budweiser & Allstate Insurance
The Romance of Helen Trent....	Toni Company & Aero Wax	Lowell Thomas	United Motor Service
Our Gal Sunday.....	Anacin	Choraliers	Longine
Road Of Life	Proctor & Gamble	Edward R. Murrow	Amoco
Ma Perkins	Proctor & Gamble	Godfrey Talent Scouts	Lipton Tea
Dr. Malone	Proctor & Gamble	Godfrey Digest	Bristol Myers
The Guiding Light.....	Proctor & Gamble	Perry Como	Chesterfield
2nd Mrs. Burton	Armour & Co.	Rosemary Clooney	Campana
Perry Mason	Proctor & Gamble	Two For The Money	Old Gold
Nora Drake	Toni Co. & Bristol Myers	Bing Crosby	General Foods & Consl. Cosmetics
Brighter Day	Proctor & Gamble	Bond News and Sports.....	Bond Clothes
House Party	Lever Bros., Kellogg, Pillsbury, Dole	6 O'clock News	Sun Clothiers
Sleepy Time Gal	Lawson Milk Co.	Saturday Morning News.....	Mogadore Savings Bank
Rev. Bill Denton	Furnace Street Mission	Five O'clock News	Ohio Edison Company
Weather Bureau	Spot Motors & DeWitt's	Fishing Guide	Permatone Tile Company
7:00 A. M. News	Akron Savings & Loan Co.	Blooming Bill	Dettling Brothers
Unity Viewpoint	Unity School of Christianity	Feature Races	Burkhardt Brewing Company
7:30 A. M. News	Sterling Bakery	Your Garden & Mine.....	Long Funeral Home
Spotlight Tune	Laughman Motors	Rev. Carl Burnham	Church On Fir Hill
7:55 A. M. News	Ross Oil Co.	Rev. Angley	Temple Of Healing Stripes
CBS News	Taystee Bread Co.	Nazarene Hour	Nazarene Churches Of Akron
Weather	Bank Of Akron	Dr. Charles Fuller	Gospel Broadcasting Assn.
8:30 A. M. News	Polsky's	Calvary Hour	Mennonite Church
Humbard Family	Calvary Temple	Robert Q. Lewis	H. Curtiss & Milner Prod.
Rev. C. C. Thomas.....	Haven Of Rest	Galen Drake	Animal Foundation & Sleepeze
Rev. P. L. Wiseman.....	Church Of God	Accent On Music	Olson Radio
Brotherhood Hour	Church Of God	Amos & Andy	CBS Sponsors
Renfro Valley	General Foods	Bob Trout News	Chevrolet
Rev. S. W. Csutoros	Hungarian Presbyterian Church	Specials From Yeagers.....	The Yeager Company
Christian Science Church.....	Christian Science Church	Melodic Moments	Pepsi-Cola & Get Up
Streetsboro Baptist Church.....	Streetsboro Baptist Church	Sunday Noon News	Giant Bargain Stores
Calvary Baptist Church	Calvary Baptist Church	Womans World	National & Local Accounts
St. Paul's Episcopal Church....	St. Paul's Episcopal Church	Hilltop House	Pharmaco
Gene Autry	Wrigley	Garden Gate	Ferry Morse
Music For You	Polsky's	Sat. & Sun. 5-Min. Newscasts ..	Longines
Hall Of Fame	Hallmark	5-Minute Newscasts	Chevrolet
Jack Benny	American Tobacco Co.	Tom Lewis "Festival Of Song" ..	Akron T.V. & Appliance
Our Miss Brooks	Whitehall-Toni	15 Min. Religious Talk.....	Am. Bd. of Mission To Jews

FAMILIAR WADC PERSONALITIES



Nina Magno conducts "Womans World"
"Music For Everyone"
"The Italian Hour"



Gladys Ammon —
"Sleepy Time
Gal Program"



Roger Carter —
"The Bob Allen Show"



"Bob" Wilson —
Dean of Akron Announcers



Harold Hageman —
WADC's Newscaster

30 YEARS OF BROADCASTING

APRIL 8, 1955

Beginning back in 1925, WADC has grown in power from 100 watts to 250, 250 to 500, 500 to 1000, 1000 to 2500, and on up to its present power of 5000 Watts. Many places have been called home for the offices and studios of this station, such as The Portage Hotel, the Cadillac Building, the old Beacon Journal Building, Tallmadge, Ohio — and now in its magnificent building in the heart of downtown Akron, Ohio. WADC has had many "firsts"—first to present such artists as Helen Jepson and Mary Van Kirk

— first to present its own concert orchestra in a sponsored series — first to bring direct weather forecasts from the United States Weather Bureau. WADC has been a member of the CBS Radio network as an affiliate for twenty-eight years, in fact, this station was among the first to comprise a 12 station group for this network. Known as the voice of CBS in Akron, WADC is on the air 24 hours daily and reaches listeners all over the country.

"The Voice And Choice Of Akron" One Of The Nation's Oldest Stations

Each Year Radio Gets Bigger and Bigger

Not only is this a birthday celebration for WADC, but more of a milestone in the fabulous career of one, Allen T. Simmons, Founder and President of the station, who has guided its destiny from an experimental idea to one of the nation's oldest and most successful enterprises. Simmons is looking forward to the next 30 years of WADC when he recently said: "Akron is the heart of America, and is in the center of 57 per cent of America's population and three quarters of the nation's industrial might within 500 miles of Akron, O. WADC must continue to grow and make history as it has over the past 30 years."

WADC January 1955 Schedule

Morning	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5:30		SIGN-ON - NEWS	SIGN-ON - NEWS	SIGN-ON - NEWS	SIGN-ON - NEWS	SIGN-ON - NEWS	SIGN-ON - NEWS
5:35		SLEEPY TIME GAL (Lawson Milk) LC	SLEEPY TIME GAL (Lawson Milk) LC	SLEEPY TIME GAL (Lawson Milk) LC	SLEEPY TIME GAL (Lawson Milk) LC	SLEEPY TIME GAL (Lawson Milk) LC	SLEEPY TIME GAL (Lawson Milk) LC
6:00		NEWS-- LS	NEWS-- LS	NEWS-- LS	NEWS-- LS	NEWS-- LS	NEWS-- LS
6:05		TIME TO SHINE p	TIME TO SHINE p	TIME TO SHINE p	TIME TO SHINE p	TIME TO SHINE p	TIME TO SHINE p
6:25		NEWS	NEWS	NEWS	NEWS	NEWS	NEWS
6:30	SIGN-ON - NEWS MUSIC	REV. BILL DENTON LC	REV. BILL DENTON LC	REV. BILL DENTON LC	REV. BILL DENTON LC	REV. BILL DENTON LC	REV. BILL DENTON LC
6:45	MUSIC - NEWS	INTERLUDE	INTERLUDE	INTERLUDE	INTERLUDE	INTERLUDE	INTERLUDE
6:55	WEATHER BUREAU (Spot Meter)	WEATHER BUREAU (Spot Meter)	WEATHER BUREAU (Spot Meter)	WEATHER BUREAU (Spot Meter)	WEATHER BUREAU (Spot Meter)	WEATHER BUREAU (Spot Meter)	WEATHER BUREAU (Spot Meter)
7:00	MODERN CONCERT HALL p	NEWS (At. S. & Loan) LC	NEWS (At. S. & Loan) LC	NEWS (At. S. & Loan) LC	NEWS (At. S. & Loan) LC	NEWS (At. S. & Loan) LC	NEWS (At. S. & Loan) LC
7:15	MODERN CONCERT HALL p	UNITY VIEWPOINT LC	UNITY VIEWPOINT LC	UNITY VIEWPOINT LC	UNITY VIEWPOINT LC	UNITY VIEWPOINT LC	UNITY VIEWPOINT LC
7:30	REV. C. C. THOMAS (Haven of Rest) C	NEWS (Sterling) LC	NEWS (Sterling) LC	NEWS (Sterling) LC	NEWS (Sterling) LC	NEWS (Sterling) LC	NEWS (Sterling) LC
7:35	REV. C. C. THOMAS (Haven of Rest) C	SPOTLIGHT TUNE (Loughman) LC	SPOTLIGHT TUNE (Loughman) LC	SPOTLIGHT TUNE (Loughman) LC	SPOTLIGHT TUNE (Loughman) LC	SPOTLIGHT TUNE (Loughman) LC	MELODY LANE (Loughman) LC
7:40	REV. C. C. THOMAS (Haven of Rest) C	MUSICAL CLOCK p	MUSICAL CLOCK p	MUSICAL CLOCK p	MUSICAL CLOCK p	MUSICAL CLOCK p	MUSICAL CLOCK p
7:55	REV. C. C. THOMAS (Haven of Rest) C	NEWS (Rose Oil) LC	NEWS (Rose Oil) LC	NEWS (Rose Oil) LC	NEWS (Rose Oil) LC	NEWS (Rose Oil) LC	NEWS (Rose Oil) LC
8:00	NEWS	CBS NEWS (Tortoise Bread) LC	CBS NEWS (Tortoise Bread) LC	CBS NEWS (Tortoise Bread) LC	CBS NEWS (Tortoise Bread) LC	CBS NEWS (Tortoise Bread) LC	CBS NEWS (Tortoise Bread) LC
8:15	P. L. WISEMAN (Bk. of Akron) LC	WEATHER BUREAU (Bk. of Akron) LC	WEATHER BUREAU (Bk. of Akron) LC	WEATHER BUREAU (Bk. of Akron) LC	WEATHER BUREAU (Bk. of Akron) LC	WEATHER BUREAU (Bk. of Akron) LC	WEATHER BUREAU (Bk. of Akron) LC
8:20	P. L. WISEMAN	INTERLUDE	INTERLUDE	INTERLUDE	INTERLUDE	INTERLUDE	INTERLUDE
8:30	BROTHERHOOD HOUR	NEWS (Polk's) LC	NEWS (Polk's) LC	NEWS (Polk's) LC	NEWS (Polk's) LC	NEWS (Polk's) LC	NEWS (Polk's) LC
8:45	BROTHERHOOD HOUR	MORN MUS WEA. B. (U'wa'n) LC	MORN MUS WEA. B. (U'wa'n) LC	MORN MUS WEA. B. (U'wa'n) LC	MORN MUS WEA. B. (U'wa'n) LC	MORN MUS WEA. B. (U'wa'n) LC	CHOSEN HOUR LC
9:00	RENFRO VALLEY (Gen. Food)	CBS NEWS	CBS NEWS	CBS NEWS	CBS NEWS	CBS NEWS	CBS NEWS
9:15	RENFRO VALLEY (Gen. Food)	MELODY SHOWCASE	MELODY SHOWCASE	MELODY SHOWCASE	MELODY SHOWCASE	MELODY SHOWCASE	MELODY SHOWCASE
9:30	REV. S. W. CSUTOROS	WOMAN'S WORLD NEWS	WOMAN'S WORLD NEWS	WOMAN'S WORLD NEWS	WOMAN'S WORLD NEWS	WOMAN'S WORLD NEWS	KATE CLAPP (Don R. Long) LC
9:45	CHRISTIAN BC. CHURCH	WOMAN'S WORLD	WOMAN'S WORLD	WOMAN'S WORLD	WOMAN'S WORLD	WOMAN'S WORLD	GARDEN GATE
10:00	SUNDAY MUSICAL	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	NEWS (Long.) CC GALEN DRAKE
10:15	SUNDAY MUSICAL	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	GALEN DRAKE
10:25	NEWS - (Chevrolet) CC	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	GALEN DRAKE
10:30	HUNGARIAN HOUR	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	GALEN DRAKE
10:45	HUNGARIAN HOUR	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	G. DRAKE (Colo-JCC NEWS (Long.) CC
11:00	CALVARY BAPTIST CH	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	ROBT. O. LEWIS
11:15	CALV. BAPT. CHURCH	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	ARTHUR GODFREY	ROBT. O. LEWIS
11:30	ST. PAUL'S EPIS. CHURCH	MAKE UP MIND (Wend. Bread) CC	MAKE UP MIND (Wend. Bread) CC	MAKE UP MIND (Wend. Bread) CC	MAKE UP MIND (Wend. Bread) CC	MAKE UP MIND (Wend. Bread) CC	ROBT. O. LEWIS (Miner) CC
11:45	ST. PAUL'S EPIS. CHURCH	ROSEMARY (P & G) CC	ROSEMARY (P & G) CC	ROSEMARY (P & G) CC	ROSEMARY (P & G) CC	ROSEMARY (P & G) CC	ROBT. O. LEWIS (H. Curries) CC

WADC January 1955 Schedule

Afternoon	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12:00	NEWS (Long.) CC LOCAL NEWS	WENDY WARREN (Gen. Food) CC	WENDY WARREN (Gen. Food) CC	WENDY WARREN (Gen. Food) CC	WENDY WARREN (Gen. Food) CC	WENDY WARREN (Gen. Food) CC	NEWS (Long.) CC ROMANCE
12:15	MUSICAL PROGRAM	AUNT JENNY (Spot) CC	AUNT JENNY (Spot) CC	AUNT JENNY (Spot) CC	AUNT JENNY (Spot) CC	AUNT JENNY (Spot) CC	ROMANCE
12:30	NINA MAGNO	HELEN TRENT (Ann-Arco-W.) CC	HELEN TRENT (Ann-Arco-W.) CC	HELEN TRENT (Ann-Arco-W.) CC	HELEN TRENT (Ann-Arco-W.) CC	HELEN TRENT (Ann-Arco-W.) CC	CBS
12:45	NINA MAGNO	OUR GAL SUNDAY (Ann-Arco-W.) CC	OUR GAL SUNDAY (Ann-Arco-W.) CC	OUR GAL SUNDAY (Ann-Arco-W.) CC	OUR GAL SUNDAY (Ann-Arco-W.) CC	OUR GAL SUNDAY (Ann-Arco-W.) CC	CBS
1:00	DR. CHAS. FULLER	ROAD OF LIFE (P & G) CC	ROAD OF LIFE (P & G) CC	ROAD OF LIFE (P & G) CC	ROAD OF LIFE (P & G) CC	ROAD OF LIFE (P & G) CC	CITY HOSPITAL
1:15	DR. CHAS. FULLER	MA PERKINS (P & G) CC	MA PERKINS (P & G) CC	MA PERKINS (P & G) CC	MA PERKINS (P & G) CC	MA PERKINS (P & G) CC	CITY HOSPITAL
1:30	DR. CHAS. FULLER	DR. MALONE (P & G) CC	DR. MALONE (P & G) CC	DR. MALONE (P & G) CC	DR. MALONE (P & G) CC	DR. MALONE (P & G) CC	NEWS Chev. CC Music Everyone LC
1:45	DR. CHAS. FULLER	GUIDING LIGHT (P & G) CC	GUIDING LIGHT (P & G) CC	GUIDING LIGHT (P & G) CC	GUIDING LIGHT (P & G) CC	GUIDING LIGHT (P & G) CC	GUIDING LIGHT (P & G) CC
2:00	SYMPHONETTE (Long.) CC	2nd MRS. BURTON (Gen. Food) CC	2nd MRS. BURTON (Gen. Food) CC	2nd MRS. BURTON (Gen. Food) CC	2nd MRS. BURTON (Gen. Food) CC	2nd MRS. BURTON (Gen. Food) CC	DON REID
2:15	SYMPHONETTE (Long.) CC	PERRY MASON (P & G) CC	PERRY MASON (P & G) CC	PERRY MASON (P & G) CC	PERRY MASON (P & G) CC	PERRY MASON (P & G) CC	DON REID
2:30	HY-WAY (Chev.) CC P.T. Phil. Orch.	NORA DRAKE (Ann-Meyers) CC	NORA DRAKE (Ann-Meyers) CC	NORA DRAKE (Ann-Meyers) CC	NORA DRAKE (Ann-Meyers) CC	NORA DRAKE (Ann-Meyers) CC	TEDDY WILSON
2:45	N. Y. PHIL. ORCH.	BRIGHTER DAY (P & G) CC	BRIGHTER DAY (P & G) CC	BRIGHTER DAY (P & G) CC	BRIGHTER DAY (P & G) CC	BRIGHTER DAY (P & G) CC	R HAYES
3:00	N. Y. PHIL. ORCH.	HILLTOP HOUSE (Pharm.) CC	HILLTOP HOUSE (Pharm.) CC	HILLTOP HOUSE (Pharm.) CC	HILLTOP HOUSE (Pharm.) CC	HILLTOP HOUSE (Pharm.) CC	STRING SERENADE
3:15	N. Y. PHIL. ORCH.	HOUSE PARTY (Lever) CC	HOUSE PARTY (Lever) CC	HOUSE PARTY (Lever) CC	HOUSE PARTY (Lever) CC	HOUSE PARTY (Lever) CC	STRING SERENADE
3:30	N. Y. PHIL. ORCH.	HOUSE PARTY (Philabury) CC	HOUSE PARTY (Philabury) CC	HOUSE PARTY (Philabury) CC	HOUSE PARTY (Philabury) CC	HOUSE PARTY (Philabury) CC	SKINNAY ENNIS
3:45	N. Y. PHIL. ORCH.	MIKE & BUFF (P & G) CC	MIKE & BUFF (P & G) CC	MIKE & BUFF (P & G) CC	MIKE & BUFF (P & G) CC	MIKE & BUFF (P & G) CC	SKINNAY ENNIS
4:00	NEWS (Longline) SUN. AFTERNOON	NEWS	NEWS	NEWS	NEWS	NEWS	TREAS SHOW
4:10	ON A SUNDAY AFTERNOON	INTERLUDE	INTERLUDE	INTERLUDE	INTERLUDE	INTERLUDE	TREAS SHOW
4:15	ON A SUNDAY AFTERNOON	RECORD GET TOGETHER	RECORD GET TOGETHER	RECORD GET TOGETHER	RECORD GET TOGETHER	RECORD GET TOGETHER	TREAS SHOW
4:30	ON A SUNDAY AFTERNOON	BETTY GRABLE - HARRY JAMES	BETTY GRABLE - HARRY JAMES	BETTY GRABLE - HARRY JAMES	BETTY GRABLE - HARRY JAMES	BETTY GRABLE - HARRY JAMES	TREAS SHOW
5:00	NEWS (Longline) CC	NEWS (O. Edison) (S) LC	NEWS	NEWS (O. Edison) LC	NEWS	NEWS (O. Edison) LC	ADV IN SCIENCE
5:05	ON A SUNDAY AFTERNOON	THIS I BELIEVE	THIS I BELIEVE	THIS I BELIEVE	THIS I BELIEVE	THIS I BELIEVE	ADV IN SCIENCE
5:15	ON A SUNDAY AFTERNOON	POPULAR TUNES p	POPULAR TUNES p	POPULAR TUNES p	POPULAR TUNES p	POPULAR TUNES p	FARM NEWS
5:30	ON A SUNDAY AFTERNOON	LOCAL NEWS (Loughman) LC	LOCAL NEWS (Loughman) LC	LOCAL NEWS (Loughman) LC	LOCAL NEWS (Loughman) LC	LOCAL NEWS (Loughman) LC	NEWS (Chevrolet) CC
5:35	ON A SUNDAY AFTERNOON	SPORTS	SPORTS	SPORTS	SPORTS	SPORTS	NEWS (Loughman) LC
5:45	ON A SUNDAY AFTERNOON	MUSICAL SHOW	MUSICAL SHOW	MUSICAL SHOW	MUSICAL SHOW	MUSICAL SHOW	Rev C C Thomas LC
5:55	NEWS - (Chevrolet) CC	MUSICAL SHOW	MUSICAL SHOW	MUSICAL SHOW	MUSICAL SHOW	MUSICAL SHOW	Rev C C Thomas LC
6:00	GENE AULRY (Wigley) CC	NEWS	NEWS	NEWS	NEWS	NEWS	CBS NEWS

WADG

AKRON, OHIO
1350 ON YOUR DIAL
HOME OF CBS PROGRAMS

JANUARY, 1955

ALLEN T. SIMMONS



WISHES YOU

A

HAPPY

AND

PROSPEROUS

1955

NATIONAL REPRESENTATIVE, GEORGE P. HOLLINGBERY CO.

WADC January 1955 Schedule

Morning Sunday Monday Tuesday Wednesday Thursday Friday Saturday

5:30		SIGN-ON - NEWS	SIGN-ON - NEWS	SIGN-ON - NEWS	SIGN-ON - NEWS	SIGN-ON - NEWS	SIGN-ON - NEWS
5:35		SLEEPY TIME GAL (Lawson Milk) LC	SLEEPY TIME GAL (Lawson Milk) LC	SLEEPY TIME GAL (Lawson Milk) LC	SLEEPY TIME GAL (Lawson Milk) LC	SLEEPY TIME GAL (Lawson Milk) LC	SLEEPY TIME GAL (Lawson Milk) LC
6:00		NEWS— LS	NEWS— LS	NEWS— LS	NEWS— LS	NEWS— LS	NEWS— LS
6:05		TIME TO SHINE P	TIME TO SHINE P	TIME TO SHINE P	TIME TO SHINE P	TIME TO SHINE P	TIME TO SHINE P
6:25		NEWS LS	NEWS LS	NEWS LS	NEWS LS	NEWS LS	NEWS LS
6:30	SIGN-ON - NEWS MUSIC	REV. BILL DENTON LC	REV. BILL DENTON LC	REV. BILL DENTON LC	REV. BILL DENTON LC	REV. BILL DENTON LC	REV. BILL DENTON LC
6:45	MUSIC - NEWS P	INTERLUDE LS	INTERLUDE LS	INTERLUDE LS	INTERLUDE LS	INTERLUDE LS	INTERLUDE P
6:55	WEATHER BUREAU LS	WEATHER BUREAU (Spot Motor) LC	WEATHER BUREAU (DeWitt) LC	WEATHER BUREAU (Spot Motor) LC	WEATHER BUREAU (DeWitt) LC	WEATHER BUREAU (Spot Motor) LC	WEATHER BUREAU (DeWitt) LC
7:00	MODERN CONCERT HALL P	NEWS (Ak. S. & Loan) LC	NEWS (Ak. S. & Loan) LC	NEWS (Ak. S. & Loan) LC	NEWS (Ak. S. & Loan) LC	NEWS (Ak. S. & Loan) LC	NEWS (Ak. S. & Loan) LC
7:15	MODERN CONCERT HALL P	UNITY VIEWPOINT LC	UNITY VIEWPOINT LC	UNITY VIEWPOINT LC	UNITY VIEWPOINT LC	UNITY VIEWPOINT LC	UNITY VIEWPOINT LC
7:30	REV. C.C. THOMAS (Haven of Rest) C	NEWS (Sterling) LC	NEWS LS	NEWS (Sterling) LC	NEWS (Sterling) LC	NEWS LS	NEWS LS
7:35	REV. C.C. THOMAS (Haven of Rest) C	SPOTLIGHT TUNE (Laughman) LC	SPOTLIGHT TUNE (Laughman) LC	SPOTLIGHT TUNE (Laughman) LC	SPOTLIGHT TUNE (Laughman) LC	SPOTLIGHT TUNE (Laughman) LC	MELODY LANE (Laughman) LC
7:40	REV. C.C. THOMAS (Haven of Rest) C	MUSICAL CLOCK P	MUSICAL CLOCK P	MUSICAL CLOCK P	MUSICAL CLOCK P	MUSICAL CLOCK P	MUSICAL CLOCK P
7:55	REV. C.C. THOMAS (Haven of Rest) C	NEWS (Ross Oil) LC	NEWS (Ross Oil) LC	NEWS (Ross Oil) LC	NEWS (Ross Oil) LC	NEWS (Ross Oil) LC	NEWS (Mogadore Bk.) LC
8:00	NEWS LS	CBS NEWS (Taystee Bread) LC	CBS NEWS (Taystee Bread) LC	CBS NEWS (Taystee Bread) LC	CBS NEWS (Taystee Bread) LC	CBS NEWS (Taystee Bread) LC	CBS NEWS (Taystee Bread) LC
8:15	P. L. WISEMAN LC	WEATHER BUREAU (Bk. of Akron) LC	WEATHER BUREAU (Bk. of Akron) LC	WEATHER BUREAU (Bk. of Akron) LC	WEATHER BUREAU (Bk. of Akron) LC	WEATHER BUREAU (Bk. of Akron) LC	WEATHER BUREAU LS
8:20	P. L. WISEMAN LC	INTERLUDE P	INTERLUDE P	INTERLUDE P	INTERLUDE P	INTERLUDE P	INTERLUDE P
8:30	BROTHERHOOD HOUR LC	NEWS (Polsky's) LC	NEWS (Polsky's) LC	NEWS (Polsky's) LC	NEWS (Polsky's) LC	NEWS (Polsky's) LC	NEWS (Polsky's) LC
8:45	BROTHERHOOD HOUR LC	MORN. MUS. P WEA. B. (L'ws'n) LC	MORN. MUS. P WEA. B. (L'ws'n) LC	MORN. MUS. P WEA. B. (L'ws'n) LC	MORN. MUS. P WEA. B. (L'ws'n) LC	MORN. MUS. P WEA. B. (L'ws'n) LC	CHOSEN HOUR LC
9:00	RENFRO VALLEY (Gen. Foods) CC	CBS NEWS CS	CBS NEWS CS	CBS NEWS CS	CBS NEWS CS	CBS NEWS CS	CBS NEWS CS
9:15	RENFRO VALLEY (Gen. Foods) CC	MELODY SHOWCASE LS	MELODY SHOWCASE LS	MELODY SHOWCASE LS	MELODY SHOWCASE LS	MELODY SHOWCASE LS	MELODY SHOWCASE LS
9:30	REV. S. W. CSUTOROS LC	WOMAN'S WORLD NEWS P	WOMAN'S WORLD NEWS P	WOMAN'S WORLD NEWS P	WOMAN'S WORLD NEWS P	WOMAN'S WORLD NEWS P	KATE CLAPP (Don R. Long) LC
9:45	CHRISTIAN SC. CHURCH LC	WOMAN'S WORLD P	WOMAN'S WORLD P	WOMAN'S WORLD P	WOMAN'S WORLD P	WOMAN'S WORLD P	GARDEN GATE CS
10:00	SUNDAY MUSICAL LS	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	NEWS (Long.) CC GALEN DRAKE CS
10:15	SUNDAY MUSICAL LS	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	GALEN DRAKE CS
10:25	NEWS— (Chevrolet) CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	GALEN DRAKE CS
10:30	HUNGARIAN HOUR LC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	GALEN DRAKE CS
10:45	HUNGARIAN HOUR LC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	G. DRAKE (Calg.) CC NEWS (Long.) CC
11:00	CALVARY BAPTISH CH LC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ROBT. Q. LEWIS CS
11:15	CALV. BAPT. CHURCH LC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ARTHUR GODFREY CC	ROBT. Q. LEWIS CS
11:30	ST. PAUL'S EPIS. CHURCH LC	MAKE UP MIND (Wnдр. Bread) CC	MAKE UP MIND (Wnдр. Bread) CC	MAKE UP MIND (Wnдр. Bread) CC	MAKE UP MIND (Wnдр. Bread) CC	MAKE UP MIND (Wnдр. Bread) CC	ROBT. Q. LEWIS (Milner) CC
11:45	ST. PAUL'S EPIS. CHURCH LC	ROSEMARY (P & G) CC	ROSEMARY (P & G) CC	ROSEMARY (P & G) CC	ROSEMARY (P & G) CC	ROSEMARY (P & G) CC	ROBT. Q. LEWIS (H. Curtiss) CC

WADC January 1955 Schedule

Afternoon Sunday Monday Tuesday Wednesday Thursday Friday Saturday

Time	Program	Station	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12:00	NEWS (Long.) LOCAL NEWS	CC LC	WENDY WARREN (Gen. Foods) CC	WENDY WARREN (Gen. Foods) CC	WENDY WARREN (Gen. Foods) CC	WENDY WARREN (Gen. Foods) CC	WENDY WARREN (Gen. Foods) CC	NEWS (Long.) ROMANCE CC CS
12:15	MUSICAL PROGRAM	P	AUNT JENNY (Spry) CC	AUNT JENNY (Spry) CC	AUNT JENNY (Spry) CC	AUNT JENNY (Spry) CC	AUNT JENNY (Spry) CC	ROMANCE CS
12:30	NINA MAGNO	P	HELEN TRENT (Toni-Aero-W.) CC	HELEN TRENT (Aero-Wax) CC	HELEN TRENT (Toni-Aero-W.) CC	HELEN TRENT (Aero-Wax) CC	HELEN TRENT (Toni-Aero-W.) CC	CBS CS
12:45	NINA MAGNO Wea. Bureau	P	OUR GAL SUNDAY (Anacin) CC	OUR GAL SUNDAY (Anacin)—P&G CC	OUR GAL SUNDAY (Anacin) CC	OUR GAL SUNDAY (Anacin)—P&G CC	OUR GAL SUNDAY (Anacin) CC	CBS CS
1:00	DR. CHAS. FULLER LC		ROAD OF LIFE (P & G) CC	ROAD OF LIFE (P & G) CC	ROAD OF LIFE (P & G) CC	ROAD OF LIFE (P & G) CC	ROAD OF LIFE (P & G) CC	CITY HOSPITAL CS
1:15	DR. CHAS. FULLER LC		MA PERKINS (P & G) CC	MA PERKINS (P & G) CC	MA PERKINS (P & G) CC	MA PERKINS (P & G) CC	MA PERKINS (P & G) CC	CITY HOSPITAL CS
1:30	DR. CHAS. FULLER LC		DR. MALONE (P & G) CC	DR. MALONE (P & G) CC	DR. MALONE (P & G) CC	DR. MALONE (P & G) CC	DR. MALONE (P & G) CC	NEWS (Chev.) Music Everyone CC LC
1:45	DR. CHAS. FULLER LC		GUIDING LIGHT (P & G) CC	GUIDING LIGHT (P & G) CC	GUIDING LIGHT (P & G) CC	GUIDING LIGHT (P & G) CC	GUIDING LIGHT (P & G) CC	MUSIC FOR EVERYONE LC
2:00	SYMPHONETTE (Longines) CC		2nd MRS. BURTON (Gen. Foods) CC	2nd MRS. BURTON (Gen. Foods) CC	2nd MRS. BURTON (Gen. Foods) CC	2nd MRS. BURTON (Gen. Foods) CC	2nd MRS. BURTON (Gen. Foods) CC	DON REID CS
2:15	SYMPHONETTE (Longines) CC		PERRY MASON (P & G) CC	PERRY MASON (P & G) CC	PERRY MASON (P & G) CC	PERRY MASON (P & G) CC	PERRY MASON (P & G) CC	DON REID CS
2:30	NEWS— (Chev.) N.Y. Phil. Orch. CC CS		NORA DRAKE (Toni) CC	NORA DRAKE (Bristol Myers) CC	NORA DRAKE (Toni) CC	NORA DRAKE (Bristol Myers) CC	NORA DRAKE (Toni) CC	TEDDY WILSON CS
2:45	N. Y. PHIL ORCH. CS		BRIGHTER DAY (P & G) CC	BRIGHTER DAY (P & G) CC	BRIGHTER DAY (P & G) CC	BRIGHTER DAY (P & G) CC	BRIGHTER DAY (P & G) CC	R. HAYES CS
3:00	N. Y. PHIL ORCH. CS		HILLTOP HOUSE CS	HILLTOP HOUSE (Pharmaco) CC	HILLTOP HOUSE CS	HILLTOP HOUSE (Pharmaco) CC	HILLTOP HOUSE CS	STRING SERENADE CS
3:15	N. Y. PHIL ORCH. CS		HOUSE PARTY (Lever) CC	HOUSE PARTY (Kellogg) CC	HOUSE PARTY (Lever) CC	HOUSE PARTY (Green Giant) CC	HOUSE PARTY (Lever) CC	STRING SERENADE CS
3:30	N. Y. PHIL ORCH. CS		HOUSE PARTY (Pillsbury) CC	HOUSE PARTY (Pillsbury) CC	HOUSE PARTY (Pillsbury) CC	HOUSE PARTY (Pillsbury) CC	HOUSE PARTY (Dole) CC	SKINNAY ENNIS CS
3:45	N. Y. PHIL ORCH. CS		MIKE & BUFF CS	MIKE & BUFF CS	MIKE & BUFF CS	MIKE & BUFF CS	MIKE & BUFF CS	SKINNAY ENNIS CS
4:00	NEWS (Longines) SUN. AFTERNOON		NEWS LS	NEWS LS	NEWS LS	NEWS LS	NEWS LS	TREAS. SHOW CS
4:10	ON A SUNDAY AFTERNOON CS		INTERLUDE LS	INTERLUDE LS	INTERLUDE LS	INTERLUDE LS	INTERLUDE LS	TREAS. SHOW CS
4:15	ON A SUNDAY AFTERNOON CS		RECORD GET TOGETHER LS	RECORD GET TOGETHER LS	RECORD GET TOGETHER LS	RECORD GET TOGETHER LS	RECORD GET TOGETHER LS	TREAS. SHOW CS
4:30	ON A SUNDAY AFTERNOON CS		BETTY GRABLE—HARRY JAMES P	BETTY GRABLE—HARRY JAMES P	BETTY GRABLE—HARRY JAMES P	BETTY GRABLE—HARRY JAMES P	BETTY GRABLE—HARRY JAMES P	TREAS. SHOW CS
5:00	NEWS (Longines) CC		NEWS (O. Edison) (5) LC	NEWS LS	NEWS (O. Edison) LC	NEWS LS	NEWS (O. Edison) LC	ADV. IN SCIENCE CS
5:05	ON A SUNDAY AFTERNOON CS		THIS I BELIEVE LS	THIS I BELIEVE LS	THIS I BELIEVE LS	THIS I BELIEVE LS	THIS I BELIEVE LS	ADV. IN SCIENCE CS
5:15	ON A SUNDAY AFTERNOON CS		POPULAR TUNES P	POPULAR TUNES P	POPULAR TUNES P	POPULAR TUNES P	POPULAR TUNES P	FARM NEWS CS
5:30	ON A SUNDAY AFTERNOON CS		LOCAL NEWS (Laughman) LC	LOCAL NEWS (Laughman) LC	LOCAL NEWS (Laughman) LC	LOCAL NEWS (Laughman) LC	LOCAL NEWS (Laughman) LC	NEWS (Chevrolet) CC
5:35	ON A SUNDAY AFTERNOON CS		SPORTS LS	SPORTS LS	SPORTS LS	SPORTS LS	SPORTS LS	NEWS (Laughman) LC
5:45	ON A SUNDAY AFTERNOON CS		MUSICAL SHOW LS	MUSICAL SHOW LS	MUSICAL SHOW LS	MUSICAL SHOW LS	MUSICAL SHOW LS	Rev. C. C. Thomas LC
5:55	NEWS— (Chevrolet) CC		MUSICAL SHOW LS	MUSICAL SHOW LS	MUSICAL SHOW LS	MUSICAL SHOW LS	MUSICAL SHOW LS	Rev. C. C. THOMAS LC
6:00	GENE AUTRY (Wrigley) CC		NEWS LS	NEWS LS	NEWS LS	NEWS LS	NEWS LS	CBS NEWS CS

05	6:05	GENE AUTRY (Wrigley) CC	MUSIC P	MUSIC P	MUSIC P	MUSIC P	MUSIC P	CBS NEWS CS
10	6:10	GENE AUTRY (Wrigley) CC	WEATHER BUREAU (Lawson's) LC	WEATHER BUREAU (Lawson's) LC	WEATHER BUREAU (Lawson's) LC	WEATHER BUREAU (Lawson's) LC	WEATHER BUREAU (Lawson's) LC	CBS NEWS CS
15	6:15	GENE AUTRY (Wrigley) CC	BILL STERN (Budweiser) CC	BILL STERN (All States Ins.) CC	BILL STERN (Budweiser) CC	BILL STERN (All States Ins.) CC	BILL STERN (Budweiser) CC	CALVARY HOUR (Mennonite) LC
20	6:30	HALL OF FAME (Hallmark) CC	HIGHWAYS OF MELODY (Towell) LC	HIGHWAYS OF MELODY (Towell) LC	HIGHWAYS OF MELODY (Towell) LC	HIGHWAYS OF MELODY (Towell) LC	HIGHWAYS OF MELODY (Towell) LC	CALVARY HOUR (Mennonite) LC
45	6:45	HALL OF FAME (Hallmark) CC	LOWELL THOMAS (Un.Motor Serv.) CC	LOWELL THOMAS (Un.Motor Serv.) CC	LOWELL THOMAS (Un.Motor Serv.) CC	LOWELL THOMAS (Un.Motor Serv.) CC	LOWELL THOMAS (Un.Motor Serv.) CC	POP. TUNES LS
00	7:00	JACK BENNY (Am. Tobacco) CC	TENNESSEE ERNIE CS	TENNESSEE ERNIE CS	TENNESSEE ERNIE CS	TENNESSEE ERNIE CS	TENNESSEE ERNIE CS	NEWS (Chev.) CC Rev. C. Burnham CC
15	7:15	JACK BENNY (Am. Tobacco) CC	TENNESSEE ERNIE CS	TENNESSEE ERNIE CS	TENNESSEE ERNIE CS	TENNESSEE ERNIE CS	TENNESSEE ERNIE CS	REV. C. BURNHAM (Brown & Vine) LC
30	7:30	AMOS & ANDY CS	CHORALIERS (Longines) CC	CHORALIERS (Longines) CC	CHORALIERS (Longines) CC	CHORALIERS (Longines) CC	CHORALIERS (Longines) CC	NAZARENE HOUR LC
45	7:45	AMOS & ANDY CS	EDW. R. MURROW (Amoco) CC	EDW. R. MURROW (Amoco) CC	EDW. R. MURROW (Amoco) CC	EDW. R. MURROW (Amoco) CC	EDW. R. MURROW (Amoco) CC	NAZARENE HOUR LC
00	8:00	OUR MISS BROOKS (Whitehall-Toni) CC	MR. & MRS. NORTH CS	STOP THE MUSIC CS	FBI IN PEACE & WAR (Wrigley) CC	SUSPENSE CS	CRIME PHOTOGRAPHER CS	GUNSMOKE (Chesterfield) CC
30	8:30	MY LITTLE MARGIE (Philip Morris) CC	GODFREY T. SCTS. (Lipton) CC	STOP THE MUSIC CC	21ST PRECINCT CS	NIGHT WATCH CS	GODFREY DIGEST (Brist. Myers) CC	JUKE BOX JURY CS
00	9:00	EDGAR BERGEN (Kraft) CC	PERRY COMO (Chesterfield) CC	STOP THE MUSIC CC	PERRY COMO (Chesterfield) CC	ROSEMARY CLOONEY CS	PERRY COMO (Chesterfield) CC	2 FOR THE MONEY (Old Gold) CC
15	9:15	EDGAR BERGEN (Kraft) CC	BING CROSBY CS	BING CROSBY CS	BING CROSBY CS	BING CROSBY CS	BING CROSBY CS	TWO FOR MONEY (Old Gold) CC
30	9:30	EDGAR BERGEN (Kraft) CC	AMOS & ANDY SHOW CS	AMOS & ANDY SHOW CS	AMOS & ANDY SHOW CS	AMOS & ANDY SHOW CS	AMOS & ANDY SHOW CS	SAT. COUNTRY STYLE CS
45	9:55	EDGAR BERGEN (Kraft) CC	BOB TROUT (Chevrolet) CC	BOB TROUT (Chevrolet) CC	BOB TROUT (Chevrolet) CC	BOB TROUT (Chevrolet) CC	BOB TROUT (Chevrolet) CC	ALLAN JACKSON (Chevrolet) CC
00	10:00	NEWS— CS	MR. KEEN CS	MR. KEEN CS	MR. KEEN CS	MR. KEEN CS	MR. KEEN CS	SAT. COUNTRY STYLE CS
15	10:15	MIHALIA JACKSON CS	DANCE ORCH. CS	DANCE ORCH. CS	DANCE ORCH. CS	DANCE BAND CS	DANCE ORCH. CS	SAT. COUNTRY STYLE CS
30	10:30	FACE THE NATION CS	NEWS—MELODIES OF TODAY CS	NEWS MELODIES OF TODAY CS	NEWS—MELODIES OF TODAY CS	NEWS—MELODIES OF TODAY CS	NEWS—MELODIES OF TODAY CS	GANGBUSTERS CS
00	11:00	CBS NEWS CS	CBS NEWS CS	CBS NEWS CS	CBS NEWS CS	CBS NEWS CS	CBS NEWS CS	CBS NEWS CS
15	11:15	U. N. REPORTS CS	FOR YOU (Polsky) LC	FOR YOU (Polsky) LC	FOR YOU (Polsky) LC	FOR YOU (Polsky) LC	FOR YOU (Polsky) LC	SPORTS RESULTS LS
30	11:30	DANCE BANDS CS	FOR YOU (Polsky) LC	FOR YOU (Polsky) LC	FOR YOU (Polsky) LC	FOR YOU (Polsky) LC	FOR YOU (Polsky) LC	DANCE BAND CS
45	11:45	DANCE BAND CS	SPORTS-RESULTS LS	SPORTS-RESULTS LS	SPORTS-RESULTS LS	SPORTS-RESULTS LS	SPORTS-RESULTS LS	DANCE BAND CS
00	12:00	CBS NEWS CS	CBS NEWS CS	CBS NEWS CS	CBS NEWS CS	CBS NEWS CS	CBS NEWS CS	CBS NEWS CS
05	12:05	DANCE BANDS CS	DANCE BANDS CS	DANCE BANDS CS	DANCE BANDS CS	DANCE BANDS CS	DANCE BANDS CS	DANCE BANDS CS
10	1:00	CBS NEWS CS	CBS NEWS CS	CBS NEWS CS	CBS NEWS CS	CBS NEWS CS	CBS NEWS CS	CBS NEWS CS
15	1:05	SIGN-OFF	ACCENT ON MUSIC (Olson) LC	ACCENT ON MUSIC (Olson) LC	ACCENT ON MUSIC (Olson) LC	ACCENT ON MUSIC (Olson) LC	ACCENT ON MUSIC (Olson) LC	ACCENT ON MUSIC (Olson) LC

1:30
To
5:30



"THE OLD NIGHT HAWK"
NEWS — MUSIC — WEATHER
WADC ON THE AIR 24 HOURS A DAY
MONDAY THROUGH SATURDAY



The **NIGHT HAWK** SHOW

MUSIC ★ NEWS ★ BIRDTALK* — ALL NIGHT LONG

1:05 A. M. to 5:30 A. M. — NIGHTLY except SUNDAY

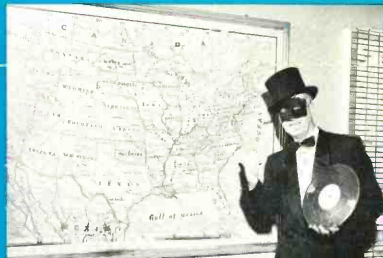
The *Night Hawk* Show offers to millions of radio listeners a choice variety of Music, Advertisements, News, Weather Reports and interesting Side Lights of the Day. The *Night Hawk* plays the type of music that pleases everyone—the latest hit tunes of the day as well as the old sentimental favorites, requests, and once in a while a little music on the heavy side for a change of pace. Up-to-the-Minute News is offered with headlines on the half hour, and a complete round-up of Local, State and National News on the hour. You get 3 complete Weather Round-ups of the East and Mid-western United States and road conditions as needed. Pleasant Listening—All Night Long—Six Nights a Week.

* CHATTER



"EVERYTHING'S UNDER CONTROL"—ROOM . . .

Where within easy reach of the *Night Hawk* is the latest in Recording and Studio Equipment. WADC has come a long way from the old hand-wound Panatrope record player to the present use of 3 Model 300 Ampex Tape Recorders, and High Fidelity 33 $\frac{1}{3}$, 45 and 78 RPM turntables, all providing higher fidelity to millions of listeners.



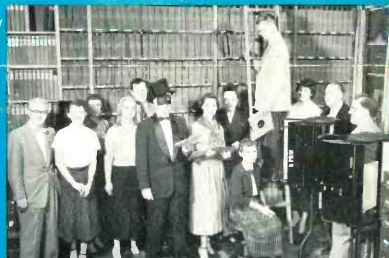
THE *NIGHT HAWK* REALLY MIGRATES . . .

To bring listening pleasure to all the Mid-West, and points beyond as proven by letters from Canada, Florida, Puerto Rico, Alaska, North Dakota, Maine—in fact, from the breadth of the Canadian Border—to and including the Gulf and below. The *NIGHT HAWK* can sell for you—near or afar for he really "Covers the Air."



STRICTLY FOR THE EARLY BIRDS . . .

From the 4 Studios of WADC you will have at your disposal all the electronic, musical, and reproducing equipment necessary to make any kind of commercial "live" or recorded—for any type of radio program from the 30 second spot announcements to the hour or longer recorded programs. The *Night Hawk* will even warble your commercial as shown above—if it will "SELL FOR YOU!"



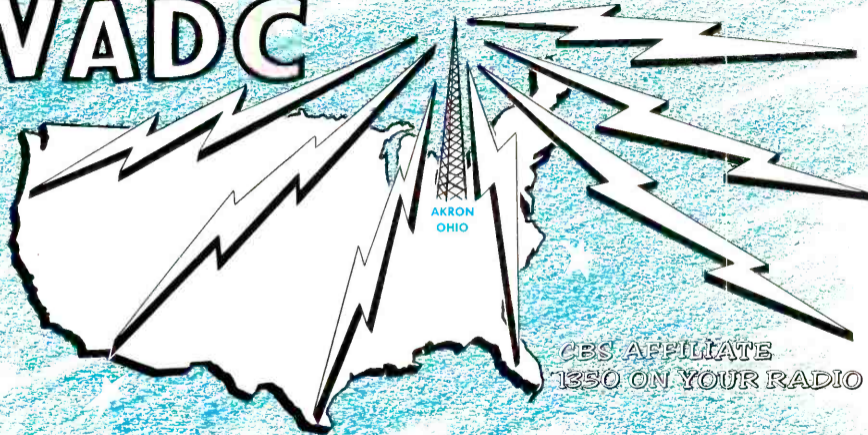
13 BIRDS TO HELP FEATHER YOUR NEST . . .

An experienced "flock" of Continuity Writers, Mail Order Clerks, Program Directors, Engineers, Musical Director, Announcers, and the *Night Hawk* himself are all available for your commercials or program. From the 30 second spot announcements up—your message gets all the attention needed from this experienced staff to help you get Greater Sales—at Lower Rates.

For Further Information and rate card contact our National Representative—George P. Hollingbery Co. with Offices in Chicago, New York, Atlanta, Los Angeles, San Francisco. For direct service call Jefferson 5-6165 -Akron, Ohio.

RADIO STATION WADC
MAIN & MILL STREETS
AKRON • 8 • OHIO

WADC



CBS AFFILIATE
1350 ON YOUR RADIO

Since April 8, 1925, Radio Station WADC has been an outstanding leader in the entertainment field. Originator of CBS Network shows such as the Soap Box Derby, a contributor to the "Voice of America" Programs beamed all over the World, WADC is proud of its contributions to the entertainment of the Mid-West, America, and in fact — the World.

With entertainment first in mind, WADC originated its ***Night Hawk*** Show in October, 1954 — for there was a definite need and desire for an all-night program of this caliber as proven by letters received from all parts of America, Canada and Cuba. Letters from Night Shift Workers, Vacationists, just plain Night Owls, etc. — a vast, rich "Buying Audience."

One of the first sponsors of a half-hour segment of the ***Night Hawk*** Show, Olson Radio Warehouse — a nationally famous Radio Parts and High Fidelity Sound Equipment Mail Order Firm, relates they are "highly pleased by the results gained from our association with The ***Night Hawk*** Show." On the inside of this folder you'll see what a Top Salesman The ***Night Hawk*** can be for YOU!



The ***Night Hawk*** Show offers Nightlong Coverage of the World's Largest and Most Varied **"BUYING AUDIENCE"**

www.americanradiohistory.com

WADC

CBS AFFILIATE
1350 ON YOUR RADIO

One of America's pioneer Radio Stations, WADC was founded by Allen T. Simmons nearly 30 years ago on April 8, 1925 — originally transmitting with a power of 100 Watts. From this first small studio in the Portage Hotel in Akron, WADC made many progressive moves and improvements — the most significant being in 1927 when WADC, with eleven other charter stations, joined the Columbia Broadcasting System. Each of these moves was into larger quarters until the completion of the present Studio Building, in the heart of downtown Akron, on May 6, 1949 — the realization of every broadcaster's and advertiser's dreams — one of the most spacious, productive, and modern Radio Stations in the World. Keeping ahead of the times, WADC has also continuously improved its technical know-how until today a transmitting power of 5000 Watts day and night has been achieved with a resulting higher fidelity enjoyed by millions of listening friends.



MAIN & MILL STREETS
AKRON • 8 • OHIO

The VOICE and CHOICE of MILLIONS of RADIO FRIENDS

www.americanradiohistory.com



The Night Hawk Show



Sec. 34.66, P. L. & R.
U. S. POSTAGE
PAID
AKRON, OHIO
Permit No. 149

Form 3547 Requested



FOUNDED APRIL 8, 1925

5000 WATTS POWER

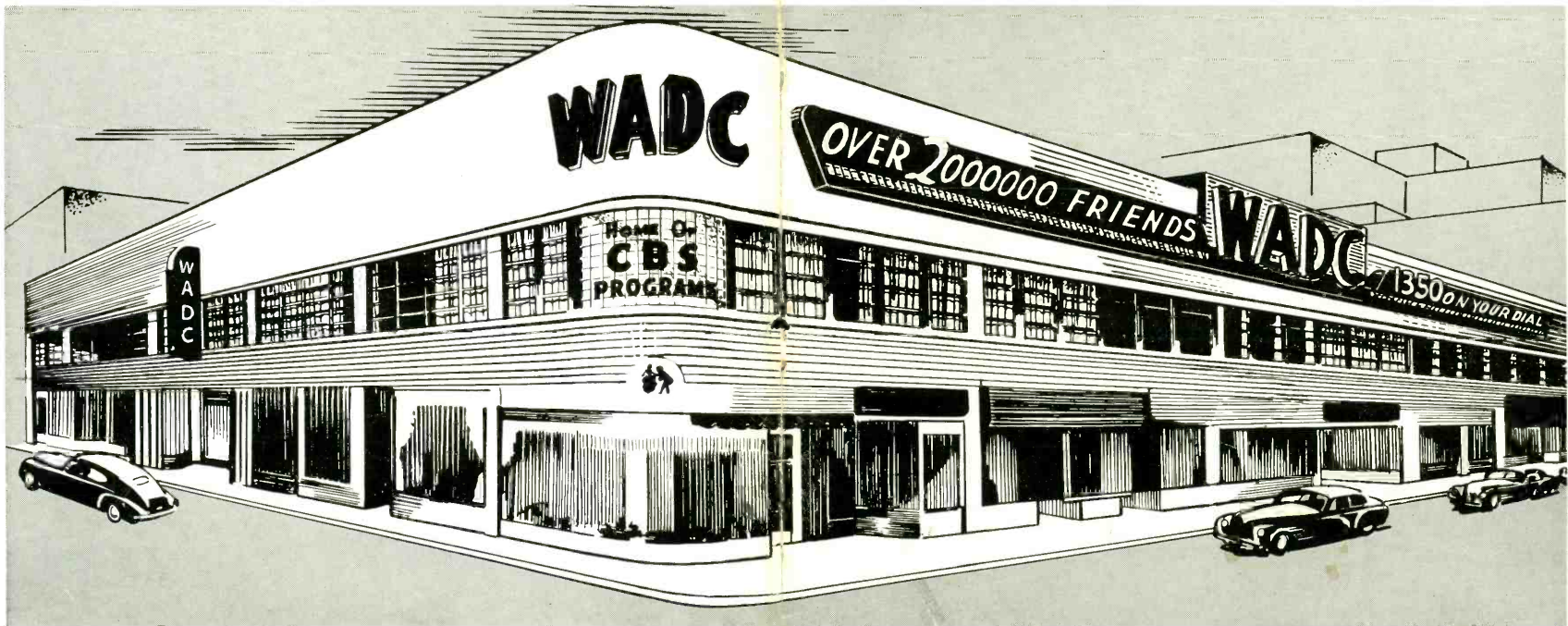
1350 ON THE DIAL

Owned and Operated by
ALLEN T. SIMMONS

WADC

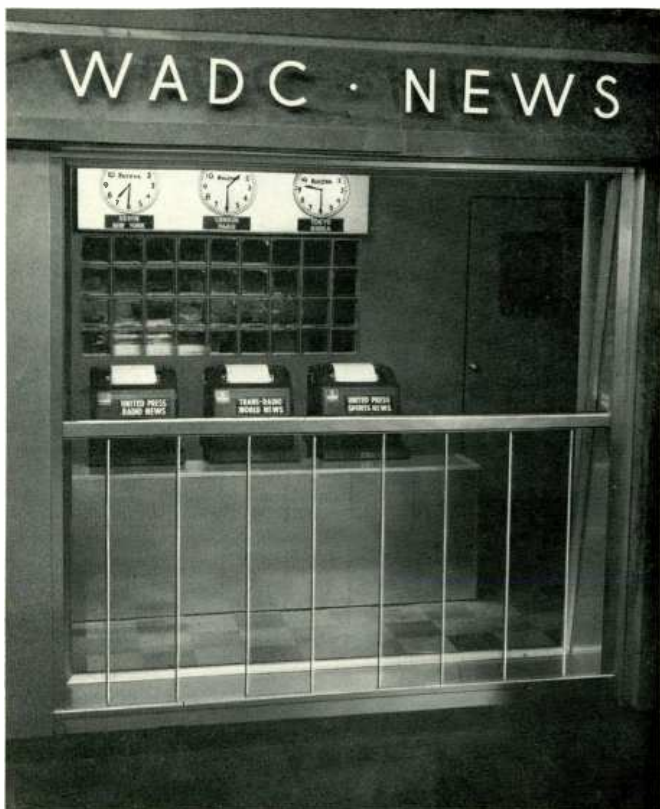
AKRON, OHIO
1350 ON YOUR DIAL
HOME OF CBS PROGRAMS

One of the Nation's Oldest Stations



MILL STREET

MAIN STREET



WADC NEWS ROOM

NEWS AS IT HAPPENS FROM THE WIRES OF
UNITED PRESS AND TRANSRADIO DIRECT TO
THE WADC NEWS ROOM.

News of the world . . . nation . . . state . . . city . . .
community . . . colorful, factual, concise reports and views of
personalities and events. Feature stories, complete sports
coverage, and frequent news briefs and highlights as situa-
tions progress to keep listeners abreast of the times.

On April 8, 1925, WADC started broadcasting under the ownership and management of Allen T. Simmons.

From a small station operating on 100 watts power, and with limited studio facilities, WADC has grown to become one of the nation's finest stations . . . the home of CBS programs in Akron, Ohio.

WADC trusts it will continue to merit the acceptance of those who welcome the best in radio entertainment.



FOUNDED APRIL 8, 1925

5000 WATTS POWER

1350 ON THE DIAL

Owned and Operated by
ALLEN T. SIMMONS

WADC

AKRON, OHIO
1350 ON YOUR DIAL
HOME OF CBS PROGRAMS

One of the Nation's Oldest Stations



MILL STREET

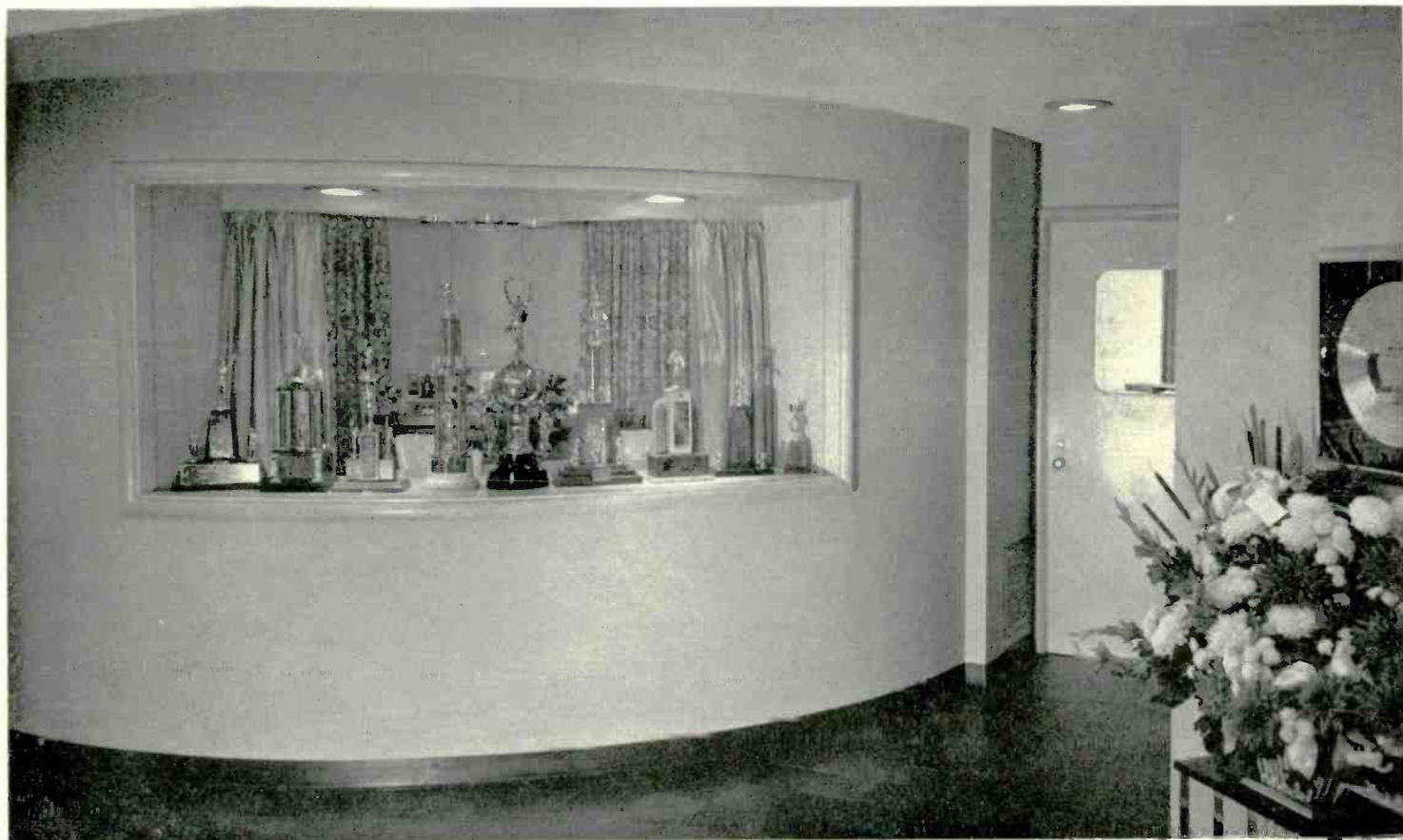
MAIN STREET



AERIAL VIEW OF AKRON, OHIO



RECEPTION LOUNGE



FOYER VIEW WINDOW SHOWING TROPHIES WON BY THE
WADC BOWLING TEAM AND ALLEN T. SIMMONS' STABLES



EXECUTIVE OFFICE — ALLEN T. SIMMONS, OWNER - OPERATOR, STATION WADC



ALLEN T. SIMMONS



PARTIAL VIEW OF STAFF OFFICES



WILLIAM PALEY
Chairman of the Board, CBS

WADC — BASIC CBS STATION

WADC has been a basic member station of the Columbia Broadcasting System since its inception. Today over 2,000,000 friends listen to WADC for the better air shows of this outstanding network.



DR. FRANK STANTON
President of Columbia Broadcasting System

Pictured here are the top executives of CBS, along with Mr. Simmons, Owner and Operator of WADC



WILLIAM C. GITTINGER
Vice President and Assistant to the President, CBS



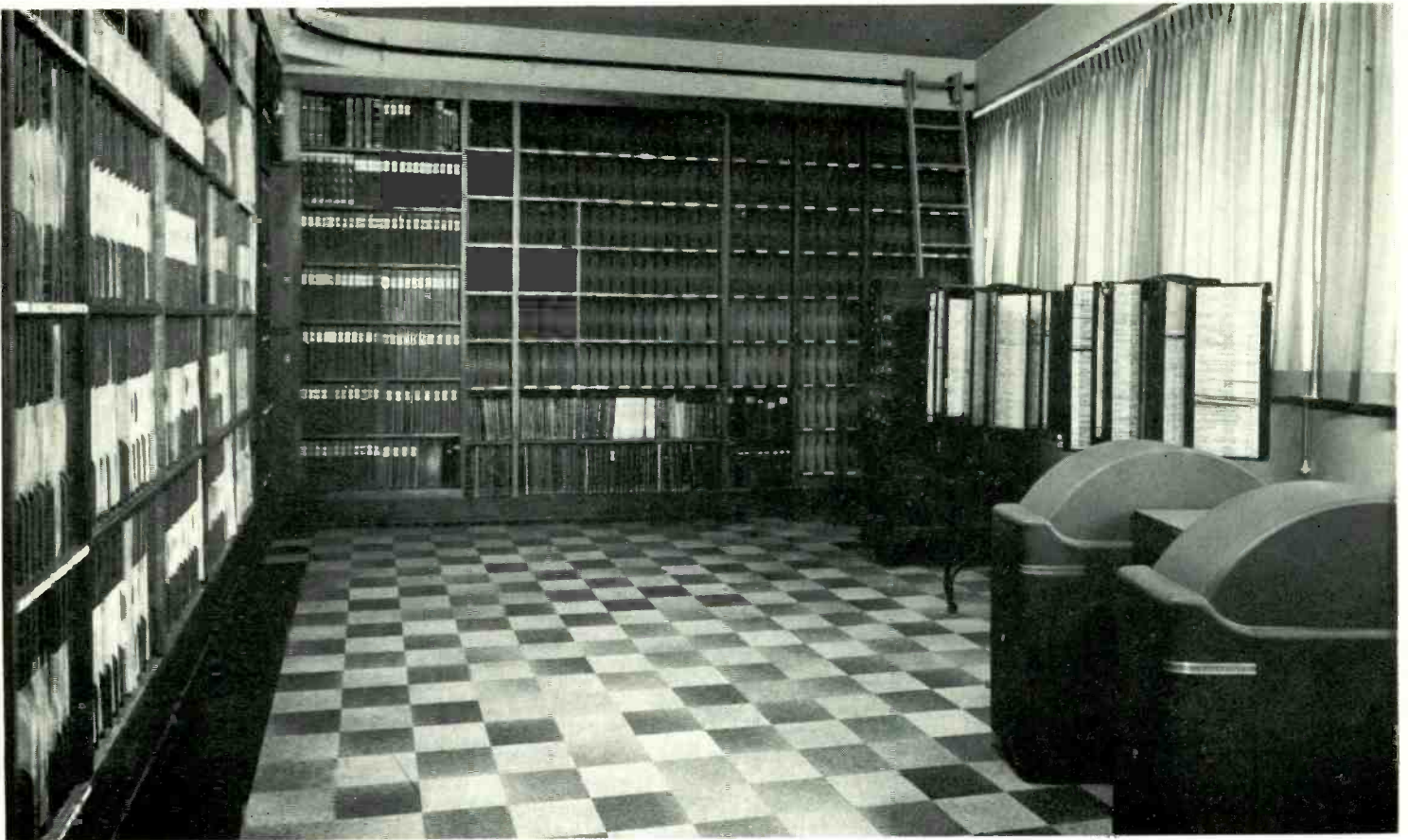
JOSEPH H. REAM
Executive Vice President, CBS



HERBERT V. AKERBERG
Vice President in charge of Station Relations, CBS



ALLEN T. SIMMONS
Owner and Operator, WADC



TRANSCRIPTION AND RECORD LIBRARY



STELLA GOBIS, EXECUTIVE SECRETARY



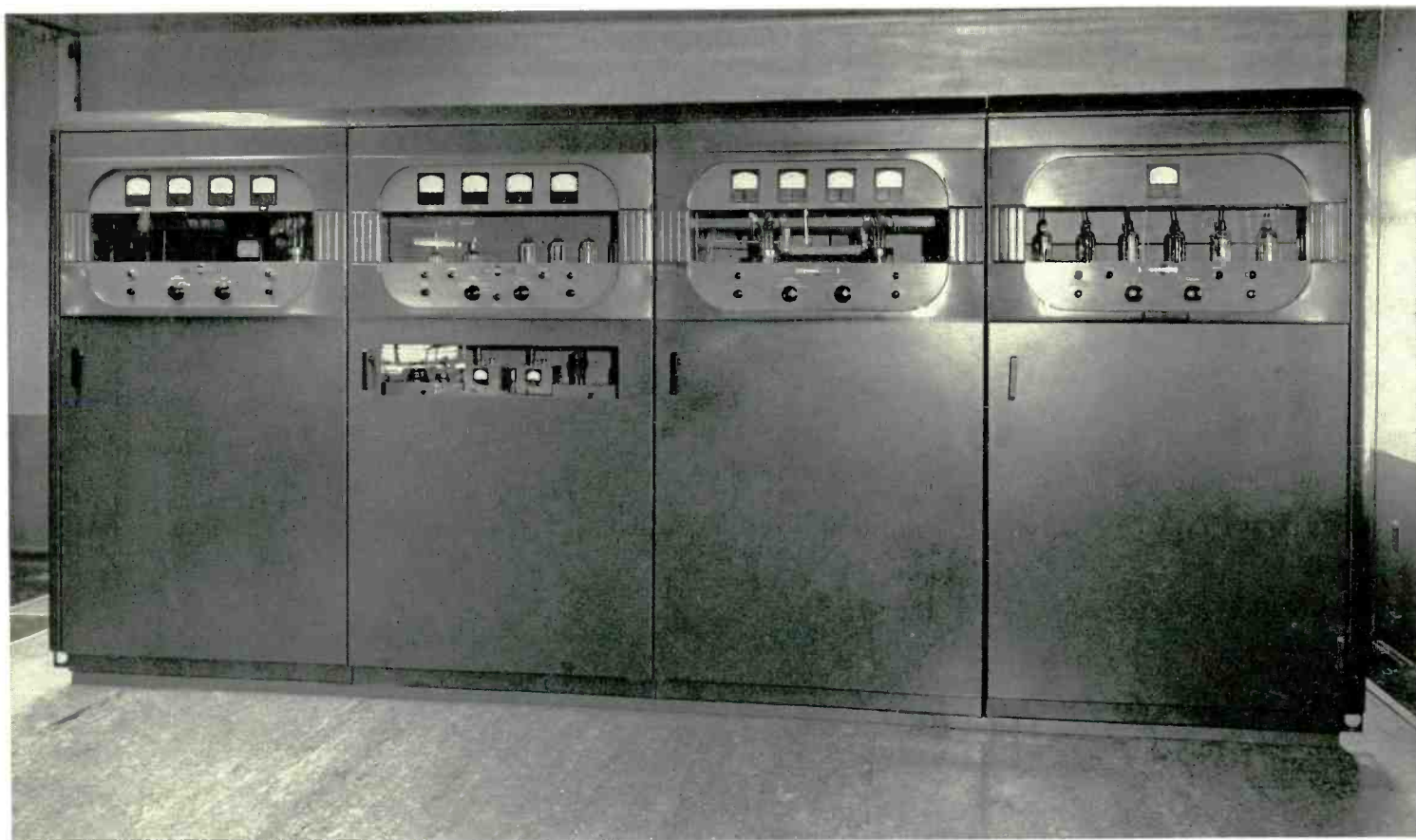
DISC RECORDERS



MASTER CONTROL DESK SHOWING SPECIALLY BUILT
SWITCHING CONSOLE AND TRANSCRIPTION TURNTABLES



STUDIO A—AM AND TV—21,600 CUBIC FEET



LATEST AND FINEST BROADCAST TRANSMITTER, FIRST OF ITS KIND IN AMERICA



EXECUTIVE OFFICE — ALLEN T. SIMMONS' STABLES



MR. SIMMONS WITH HELEN C. STEWART,
AGENT AND TRAINER FOR ALLEN T. SIMMONS' STABLES



FOUNDED APRIL 8, 1925

5000 WATTS POWER

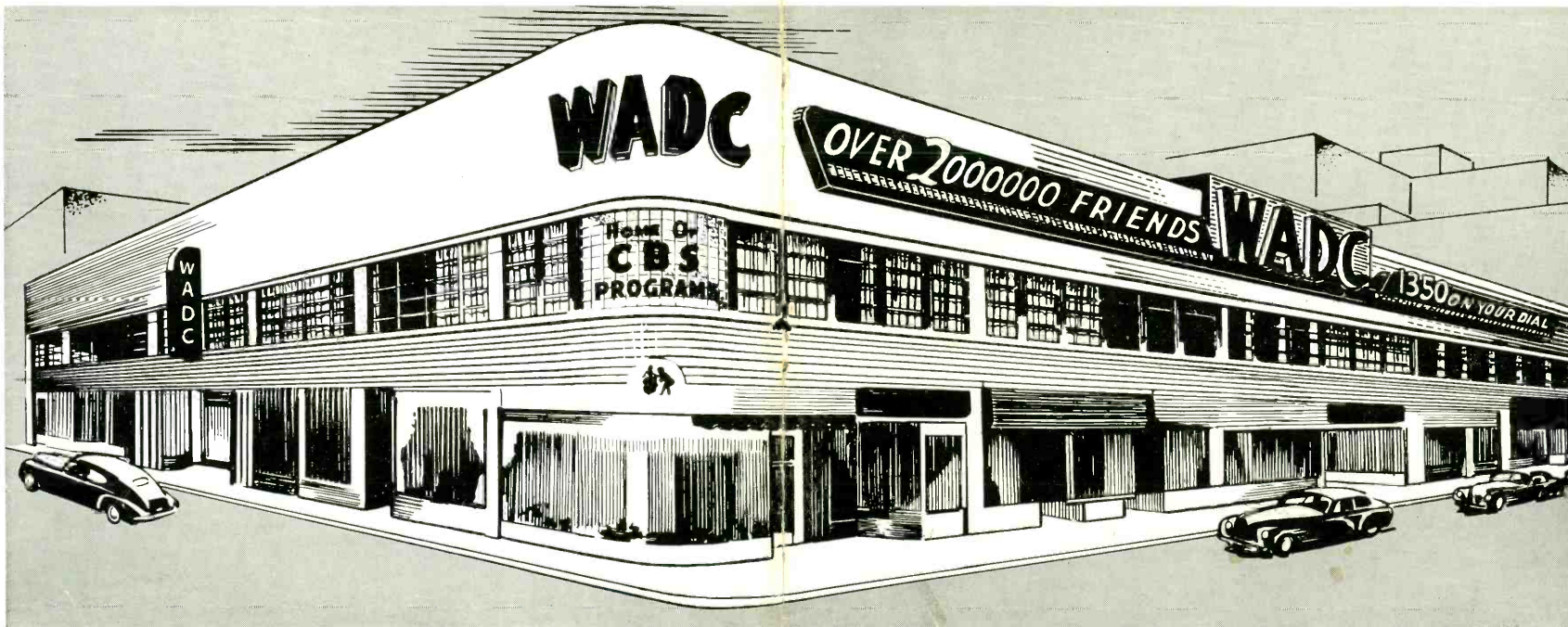
1350 ON THE DIAL

Owned and Operated by
ALLEN T. SIMMONS

WADC

AKRON, OHIO
1350 ON YOUR DIAL
HOME OF CBS PROGRAMS

One of the Nation's Oldest Stations



MILL STREET

MAIN STREET