

# WJAG Norfolk, Nebraska

¶ The only radio station in northeast Nebraska. Covers 22 counties like a blanket, 34,000 radio sets, 35,000 farms, 291,000 people. Has a large, loyal and responsive audience. You can reach more people in Nebraska for less money over WJAG than through any other single medium. Owned by The Norfolk Daily News.

## To DX listeners:

We received so many reports from our DX program of November 13, 1936 that we find it impossible to acknowledge all individually and we must ask you to accept this as a personal letter.

This will verify your report which has been carefully checked and found to be correct with our log.

We also wish to thank those who sent clippings, photos, and post cards.

Our regular hours of broadcasting week days are 6:30 a.m. C. S. T. to sundown and Sundays 10 a.m. to 5 p.m., C. S. T. We are a daylight station.

WJAG is owned by The Norfolk Daily News, "The World's Greatest Country Daily". The station was founded in 1922. We operate on 1060 Kilocycles with a power of 1000 Watts.

Some of you asked for information about Norfolk. It is a town of 11,000, the trading center of a large agricultural territory. We cover the Third Congressional District of Nebraska, 22 counties, with a population of 293,000. The terrain is level in the river valleys and hilly or rolling beyond. The soil is loess to a great depth. The average mean temperature ranges from 18.5 degrees Fahrenheit in January to 73.8 in July, annual mean 47. Average rainfall is 27.75 inches coming mostly in the growing season. Norfolk has a dry and salubrious atmosphere, a small percentage of cloudiness and a large percentage of sunshine.

Nebraska ranks first among the states of the United States in production of hay, second in livestock and winter wheat, third in corn, fourth in butter and rye, fifth in oats.

Thanking you for your report, we are

Sincerely yours,

RADIO STATION WJAG

By Art Thomas, Mgr

ACT:dm

P. S. We broadcast a DX program on the second Friday in each month from 12:30 to 1:00 a.m. C. S. T., then the second Friday in November of each year, we broadcast all night from 12:30 to 6:30 a.m., C. S. T.