

WMC



780 Kilocycles—384.4 Meters
5,000 Watts Day—1,000 Watts Night
611 Ft. Antenna

W4XCA



31,600 Kilocycles—250 Watts
Height Antenna, 420 Ft.

Owned and Operated By
THE COMMERCIAL APPEAL
"The South's Greatest Newspaper"

THANK YOU
For Your Report
Which We Confirm

H. H. Slavick

Station Director

WMC Studios—Hotel Gayoso, Memphis
W4XCA Station Atop Sterick Bldg.

