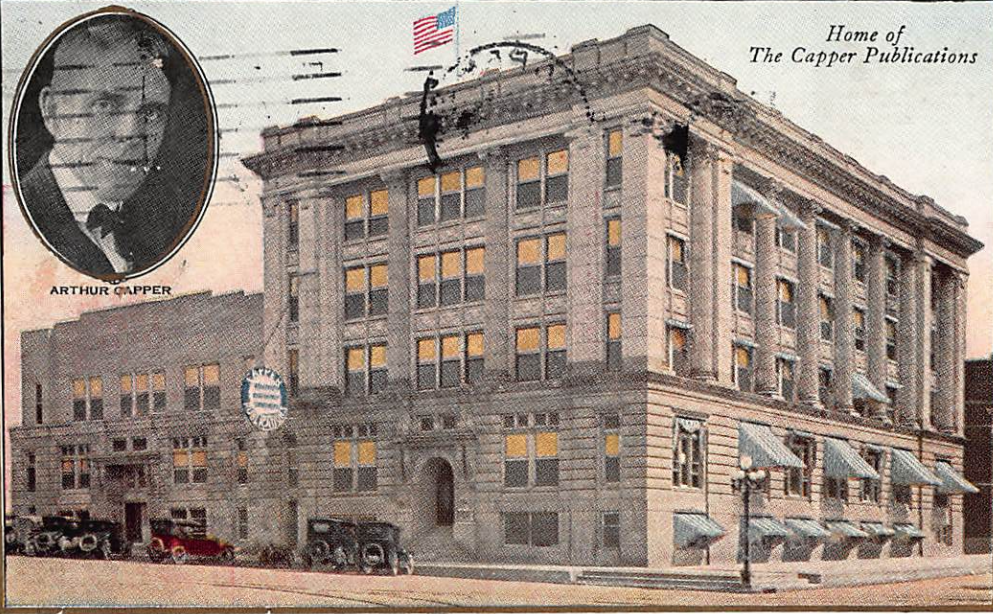




ARTHUR CAPPER

*Home of
The Capper Publications*



WIBW

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OUR BUSINESS CODED

- To do the right thing at the right time, in the right way.
- To do some things better than they were ever done before.
- To be honest and square in all our dealings.
- To eliminate errors.
- To know both sides of the question; to be courteous.
- To be an example; to work for love of the work.
- To recognize no impediments; to master circumstances.
- To act from reason rather than from rule; to be satisfied with nothing short of perfection.

BROADCAST SCHEDULE

6 a.m. Alarm Clock club.	6 p.m. Late markets and news.
7 a.m. Devotional	6:15 p.m. Dinner Concert.
10:10 a.m. Women's Radio Forum.	8:30 p.m. Evening Entertainment.
12:15 Noon Day Concert.	9:45 p.m. News Review.
1 p.m. Markets.	10 p.m. Time signal.
3 p.m. Musical Matinee.	Sign off.
5:30 p.m. Children's Hour.	

Midnight Frolic 11 to 12 p.m. Friday and Saturday.

On the Air—A. M. 6 to 7:30; 10:10 to 11.

P. M. 12:15 to 1:25; 3 to 4; 5:30 to 7; 8:30 to 10,



For Address Only

MAIL EARLY FOR CHRISTMAS



Arthur Capper

Joseph Prauner

17 Spring St.

Williams

N. Y.