

100 WATT

1420 K. C.



RITZ HOTEL

PADUCAH, KY.

*REPORTED 5000 cycles
OFF FREQUENCY—*

*ANOTHER TEST
3-16th MIDNITE TIL 2:00
3-17th - - - -*

NEHI BEVERAGE STATION

We are { PLEASED } to advise you that we { CAN } verify your recep-
 { SORRY } { CANNOT }
 tion of our station, WPAD, on 3-3-31 1931—AT AM.

Our present operating schedule is 7:00 a. m. to 9:30 a. m.; 11:00 a. m. to 2:00 p. m.; 4:30 p. m. to 11:00 p. m.

Your future reports will be appreciated and promptly acknowledged. WPAD has two studios equipped with Baldwin Grands and Condenser Microphones.

DBL. 78 R. P. M. TURNTABLES
 DBL. 33 $\frac{1}{8}$ R. P. M. TURNTABLES

100% MODULATION
 CRYSTAL CONTROL

PADUCAH BROADCASTING CO.

BY

The signature is in dark ink, written in a cursive style. It reads 'Pierce S. Lacey'.

MANAGING DIRECTOR

WE USE BALDWIN'S EXCLUSIVELY