

STATION WNAC

Established July 31, 1922

owned and operated by

Day Phone
HANcock 8200
Night Phone
HANcock 1324

JOHN SHEPARD, 3rd
President
R. L. HARLOW
General Manager

The Shepard Stores—Boston, Mass.

Main Studios—1 and 2 WINTER PLACE

Transmitter—SQUANTUM, QUINCY, MASS.

Member

COLUMBIA BROADCASTING SYSTEM
NATIONAL ASSOCIATION
OF BROADCASTERS

March, 1929

BROADCASTING

16 hours of continuous enter-
tainment and education every
day.

Operating Station WBIS
Boston Information Service

Associated Station
WEAN—Providence

Used by more clients than
any station in New England.

Originators of Morning Broadcasts

Wave Length.....243.8 metres
Frequency1230 kilocycles
Power1000 watts

LINUS TRAVERS
Commercial Manager
CHARLES W. PHELAN
Director Cooperative
Broadcasts
JEAN SARGENT
Program Manager
Director Women's Club
BEN HADFIELD
JOSEPH LOPEZ
IVAN DALE
Presentation Directors
A. M. HOXIE
Public Relations
CHARLES HECTOR
Musical Director
FRANK MACDONALD
Asst. Musical Director
IRVING B. ROBINSON
Technical Director
J. SMITH DODGE
Chief Field Operator
ELEANORE GEER
Staff Pianist
CLAIRE CRAWFORD
Director WBIS
GRACE LAWRENCE
Reporter WBIS

Dear Radio Friend:-

Your letter in regard to the
reception of our programs is indeed welcome to
everyone associated with WNAC.

We had been assured by the
engineers that with the new transmitter, our
programs would reach a greater audience than
ever before, and your letter is just another
substantiation of those assurances.

We realized that with the
change in wave length, assigned to us last
November, we were going to lose many of our
radio friends. Now it is a source of much
satisfaction to us all to again renew our
old friendships.

Your criticisms or comments
of our programs are always welcome, and we
will endeavor to live up to the high standard
to which we believe our audience is entitled.

Thank you.

Cordially yours,

R. L. Harlow
General Manager.

REMOTE CONTROLS: Churches—Cathedral Church of St. Paul, King's Chapel, Park Street Congregational, Temple Israel.
Sports—Braves Field, Fenway Park, Harvard Stadium.
Hotels and Restaurants—Lido Venice, Copley Plaza, Palais D'Or, Shepard Colonial, Symphony.
Miscellaneous—Boston Herald, Boston Traveler, Parkman Bandstand, The Tent.