



Midland Broadcast Central

MIDLAND BROADCASTING CO.

KANSAS CITY MISSOURI

950 Kilocycles, 315.6 Meters

## Broadcasting Schedules

### DAILY, EXCEPT SUNDAY

- 6:30- 7:30—Monday, Wednesday, Saturday, Musical Program; Tuesday, Thursday, Friday, Morning Devotional.
- 7:00- 7:30—"Keeping Fit," Health Program.
- 7:30- 8:00—Educational and Entertaining.
- 9:00- 9:30—Monday, Thursday, Saturday, Music. Tuesday, Wednesday, Friday, Ida Bailey Allen.
- 9:40-10:00—Varied Program.
- 10:00-10:30—Sears-Roebuck "Homemakers' Hour."
- 10:40-11:30—Program Features, Organ Music. \*
- 12:10- 1:10—Dinnerbell Program (Junior R. F. D. Saturday).
- 3:30- 5:00—Matinee Program; News 4:55.
- 6:00- 7:00—Dinner Hour Program.
- 7:00- 8:00—Monday and Friday, Columbia Chain.
- 8:00-10:00—Columbia Chain and Local Programs.
- 10:00- 1:00—Tuesday, Thursday, Saturday, Varied except Thursday 10:00-11:00.

### SUNDAY

- 7:30- 9:00—L. D. S. Features, Bible Study.
- 9:30-10:30—Linwood Christian Church.
- 10:30-11:00—L. D. S. Community Church.
- 2:00- 6:00—Columbia Chain and Local Programs.
- 6:00- 7:00—L. D. S. Radio Vespers.
- 7:00-10:00—Columbia Chain Programs.
- 10:00-11:00—L. D. S. Studio Service.

OUR main studios and offices are located on the 16th floor of Kansas City's tallest hotel, the Aladdin. Our studios are located in the Journal Post Building, Sears-Roebuck Building and at Independence, Mo., where the plant or transmitter is situated.



THIS SIDE OF CARD IS FOR ADDRESS

Dear Radio Friend:

Thanks for your communication reporting reception of KMBC. We are always glad to hear from our listeners and hope you will write us again, telling us how you receive KMBC at your location.

Founded in Kansas City in 1921 and licensed in April, 1922, with call letters WPE (later with call letters KFIX and KLDS, since deleted), KMBC now operates as a public service broadcasting station, occupying all the time assigned it by the Government from 6:30 A. M. to 1:00 A. M.

Cordially yours,

MIDLAND BROADCAST CENTRAL

Joseph Brauner,  
17 East Spring St.,  
Williamsville, N. Y.