

Radio Broadcasting Station

W L A C



Owned and Operated by

The Life and Casualty Insurance Co.

A. M. Burton, President

J. T. Ward, Vice-President & Executive in Charge of Radio

WALTER N. CAMPBELL  
"Walt"  
Director-Announcer

MRS. CLYDE WALTERS  
Program Director

Nashville, Tennessee

May 3, 1928

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

Dear Mr. Brauner:

We acknowledge with gratitude your correspondence concerning our program and we wish to assure you that we are deeply appreciative of your comment. We hope to be able to bring you many happy hours in the future.

It is the aim of the Thrift Station to present only the highest type of entertainment and such as will be educational as well.

You will note on the reverse of this letter that we broadcast an early morning program which begins at 6:45 C.S.T. We will be glad to hear from you as to your reception of this particular period.

In addition to the enclosed individual stamp of our station we are mailing you under separate cover a souvenir which is known as "Everybody's Friend."

I wish to assure you again that we appreciate your kind message.

Yours very truly,

Walter N. Campbell  
Director-Announcer

WNC:MW

Operating on a wave length of 225.4 meters & 1,000 watts

# W L A C

*The Thrift Station*

The Life and Casualty Insurance Company & Nashville, Tennessee



The Crystal Studio



Our Reception Room

## Our Schedule

Monday and Wednesday—6:45 to 7:45 A.M.; 12:25 to 12:55 P.M.; 6:00 to 9:00 P.M.  
Tuesday and Thursday—6:45 to 7:45 A.M.; 12:25 to 12:55 P.M.; 6:00 to 7:00 P.M.; 9:00 to 12:00 P.M.  
Friday—6:45 to 7:45 A.M.; 12:25 to 12:55 P.M.; Night, SILENT

Saturday—6:45 to 7:45 A.M.; 12:25 to 12:55 P.M.; 7:00 to 9:00 P.M.  
Sunday—7:45 to 8:45 A.M.; 6:30 to 7:30 P.M.; 9:15 to 10:15 P.M.  
(Setting-up exercises on Tuesday, Thursday and Saturday mornings at 7 o'clock.)

225.4 Meters  
Wave Length

1000 Watts  
Western Electric Transmitter