



RADIO STATION WHAR
SEASIDE HOTEL, ATLANTIC CITY, N. J.

THE Seaside Hotel, located at the ocean end of Pennsylvania Avenue, has for over a half century occupied a position of prominence among Atlantic City's leading hotels—maintaining a standard that appeals to persons desiring refinement in appointment and service—its atmosphere emanates a charm that is pleasing.

MAILING CARD

500 Watts.
275 Meters
1090 Kilocycles.

WHAR

275 METERS

Broadcasting Schedule

~~2.00 P. M. Seaside Hotel Orchestra~~
~~7.30 P. M. Lecture Period~~
~~7.45 P. M. Press News, Market Reports, etc.~~

~~8.00 P. M. Seaside Hotel Orchestra~~

WEDNESDAY—SILENT DAY

SUNDAY

2.45 P. M. Short Sacred Recital
3.00 P. M. Sermon by prominent Atlantic City clergymen.
9.00 P. M. Classical Concert
Seaside Hotel Orchestra

Broadcasting Schedule.

7.30 P. M. Seaside Hotel Trio.
9.00 P.M. Shelburne Hotel Concert

Tuesdays, Fridays & Sundays

11.00 P.M. Strand Theatre, Organ Recital.

Wednesday;- Silent Day.

Correspondence relative to further information regarding Hotel and Radio Station will be promptly answered.

*We have
Ek/20 Stamps.*



RECEPTION ROOM



OPERATING ROOM



STUDIO



WE are, indeed, pleased to know that you have received our station and have placed your name among our many radio friends.

We appreciate your correspondence as it evinces an interest in radio, and especially in the work we are doing which is an incentive to improve broadcasting service. Any suggestions that you may care to make will do much to aid us in our efforts to achieve success.

Trusting that you may continue to enjoy our programmes and that we may have the pleasure of hearing from you again.

Cordially,

F. O. Cook Sons.