



500 WATT WESTERN ELECTRIC  
TRANSMITTER AT W.C.A.E.



STATION W.C.A.E.  
KAUFMANN & BAER CO.



RECEPTION ROOM ADJOINING  
STUDIO AT W.C.A.E.

Dear Radio Enthusiast:--

We thank you for writing us regarding the pleasure you receive from the "WCAE" Broadcasting Programs. We have received thousands of letters from every state in the country and abroad, all to the effect that people are receiving the program clearly. The high standard we have set will be steadily maintained. "WCAE" program is published daily and Sunday in the "Pittsburgh Press".

12:30 P. M.—Weather Forecast  
Latest News Bulletins  
Reading of Program for the Day  
\* 3:30 P. M.—Latest News Bulletins  
\* 4:30 P. M.—The Sunshine Girl  
Closing Stock Market Reports

6:30 P. M.—Dinner Concert  
7:30 P. M.—Uncle Kay Bee for the Kiddies  
8:00 P. M.—Special Features  
8:30 P. M.—Musical Program  
11:00 P. M.—Special Late Program  
(Mondays and Tuesdays)

SUNDAY  
10:45 A. M.—Rodef Shalom Temple  
Services  
3:00 P. M.—People's Radio  
Church Services  
6:30 P. M.—Dinner Concert

\*These two periods eliminated Saturdays. Results of Sporting Events or Musical Program. See daily PRESS for exact time.

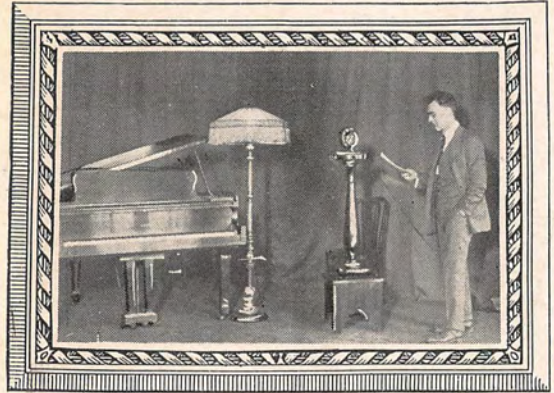
SIXTH AVENUE  
at  
Smithfield Street

**KAUFMANN & BAER CO**  
PITTSBURGH'S GREATEST STORE

Pittsburgh's Foremost  
Radio Store  
Fourth Floor



# Proof of Reception



SOUND-PROOF STUDIO SHOWING  
MICROPHONE - AT STATION  
W.C.A.E

## W C A E

462 Meter Wave Length

Class B Station

*Detailed Program of W C A E Appears  
in the Pittsburgh Press,  
Daily and Sunday*

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SIXTH AVENUE AT SMITHFIELD STREET  
PITTSBURGH, PA.

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**KAUFMANN & BAER**  
PITTSBURGH'S GREATEST STORE  
SIXTH AVE. at Smithfield St.  
Pittsburgh, Pa.



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MAILING CARD

*David S. Thomas  
Proctorville, Ohio.*