

A
BIGGER
FINER
W·A·D·C

Greetings
Joseph & Annie
Franklin Barnes
(Ozzie Perkins)



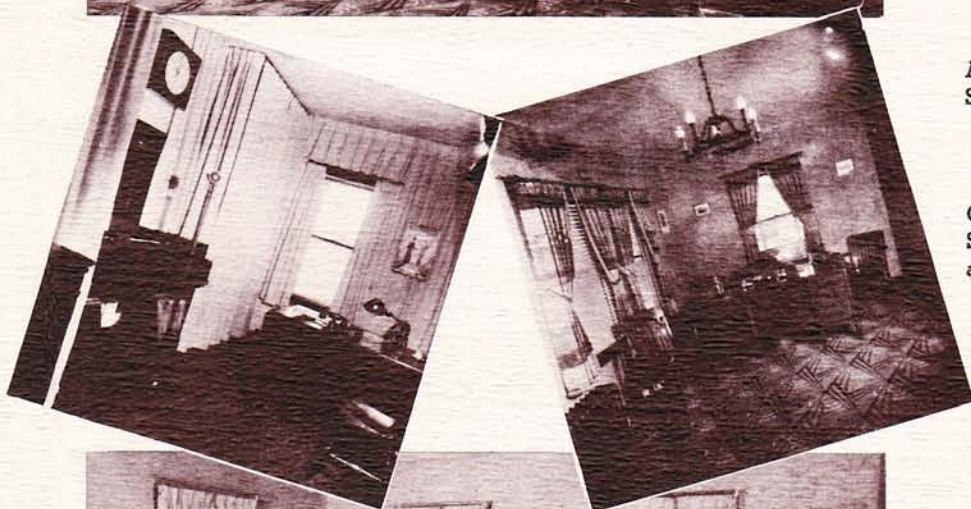
1320 KILOCYCLES

W·A·D·C·AKRON
Studio's in Akron
Tallmadge & Canton
Ohio

Main Studios



View of
Studio A



Left:
Announcers and
Speakers Studio

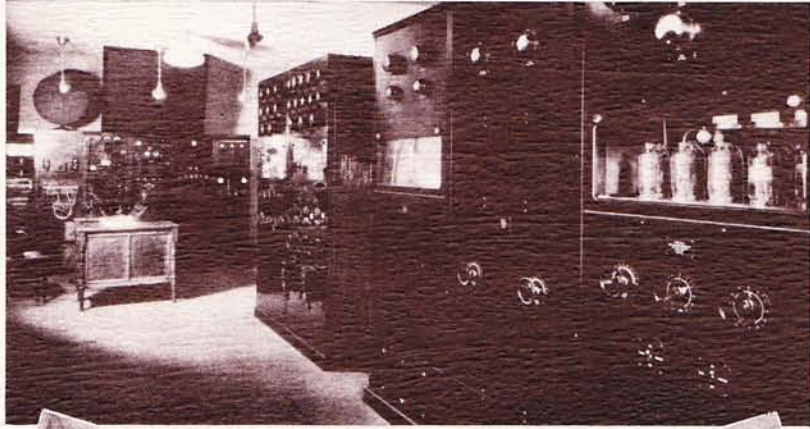
Office of A. T.
Simmons, Owner
and Gen. Mgr.



View of
Studio B

Main Studios

General View
of WADC
Transmitter



Right:
View of WADC
Speech Input
Equipment



Reception Room

Audition Room



COLUMBIA BROADCASTING SYSTEM

1925 • 1935

Tenth Anniversary Radio Station . . .

W • A • D • C

WITH the dedication of its new studios and transmitting facilities at Tallmadge, Ohio, Radio Station WADC celebrates its 10th anniversary on the air.

From April the eighth, 1925, when WADC took the air under ownership of Mr. Allen T. Simmons, until the present time, a decade later, WADC has seen constant growth.

During that span of service to northern Ohio radio listeners WADC has grown from a small station operating on 100 watts power and with limited studio facilities in a downtown Akron hotel to one of the finest radio stations in Ohio.

WADC now operates on a 2500 watt daytime and 1000 watt nighttime basis using the latest high fidelity speech and transmitting equipment including a 365 foot half wave vertical radiator—a new Summit County landmark—and maintains studios for broadcast activity from downtown Akron, Tallmadge and the neighboring city of Canton.

The Columbia Broadcasting System, at its inception, selected WADC Akron as one of its basic network stations, and WADC today carries all the better air shows of this outstanding network.

Radio Station WADC is proud of the new facilities which now enable it to serve its radio listeners even better . . . and trust that it will continue to merit the acceptance of those who welcome the best in radio entertainment.

Two Views of Canton, Ohio, Studios:
Main Studio and Reception Room



Canton, Ohio and Beacon Journal DOWNTOWN STUDIOS

Canton, eighth city in population in Ohio is provided the same superior broadcast service by WADC as Akron. In the fall of 1933 Radio Station WADC installed studios and offices in the Courtland Hotel, Canton. From these studios originate . . . daily . . . a number of commercial and sustaining programs.

WADC also maintains a downtown Akron studio in the Beacon Journal building. Programs are broadcast daily from the above mentioned studios, from the main studios in Tallmadge, an Akron suburb, and from numerous remote points.

Downtown Studio of WADC Located in
Beacon Journal Building



Radio Station WADC • Coverage •

With its new transmitting equipment in operation, Radio Station WADC covers fourteen northern Ohio counties thoroly: Summit, Cuyahoga, Stark, Mahoning, Lorain, Trumbull, Portage, Tuscarawas, Medina, Wayne, Lake, Carroll, Columbiana and Geauga.

In this area live approximately two and one half million people including residents of the urban areas of four of the state of Ohio's eight largest cities, Akron, Cleveland, Youngstown and Canton.

Recent surveys by WADC and the Columbia Broadcasting System indicate that 96 per cent of homes in these urban areas are radio equipped. Consequently—in the territory covered by WADC there are 600,000 radio homes . . . a potential audience of more than one and a half million listeners.

These people depend upon WADC, a basic network station of the Columbia Broadcasting System, for the best in radio entertainment.

BASIC NETWORK STATION — COLUMBIA BROADCASTING SYSTEM

List of Air Shows . . .

Eddie Cantor	Pebecco Tooth Paste
Will Rogers	Gulf Oil
Myrt and Marge	Wrigley Gum
Kate Smith Review	Hudson Motor Cars
March of Time	Remington Rand and Time, Inc.
Club Romance	Hinds Honey and Almond Cream
Andre Kostelanetz	Chesterfield Cigarettes
Ford Sunday Evening Hour	Ford Motor Cars
Warings Pennsylvanians	Ford Motor Cars
Lady Esther Serenade	Lady Esther Face Powder
Bing Crosby	Woodbury Soap
The Camel Caravan	Camel Cigarettes
Mrs. Franklin D. Roosevelt	Selby Shoes
Voice of Experience	Wasey Products
Crunit and Sanderson	Bond Bread
Lazy Dan	Old English Floor Wax
Hammerstein's Music Hall	Hills Nose Drops
Garden of Tomorrow	Loma
Dick Tracy	California Syrup of Figs
Dianne and Her Life Saver	Life Savers
The Big Show	Ex-Lax
Lavender and Old Lace	Bayers Aspirin
Melcdiana with Abe Lyman	Phillips Dental Magnesia
The Chevrolet Program with Isham Jones	Chevrolet Motor Cars
Everett Marshall's Broadway Varieties	Bi-So-Dol
Adventures of Gracie	White Owl Cigars
Cooking Close-ups	Pillsbury Flour
Jack Pearl	Frigidaire
Hour of Charm	Linit
Forum of Liberty	Liberty Magazine
True Story Court of Human Relations	True Story Magazine
Richard Himbers Studebaker Champions	Studebaker Motor Cars
Hollywood Hotel	Campbell Soups
Minneapolis Symphony Orchestra	Grunow
The Sunday Players	Billow Co.
Herb McLaughlin	Henry Shaw Co.
Agnes and Lew	Dr. Wehr
O'Neil Juvenile Hour	M. O'Neil Co.
Al Ransom	Mighty Products
Wonder Bread Trans-Radio News	Wonder Bakers
Adams Good Will Hour	Adams Funeral Home
Origin of Superstition	The Kirk Co.
Amateur Night	Sun Radio
Front Page Dramas	American Weekly
Musical Moments	Chevrolet Motor Cars
Standard Oil Baseball Scores	Standard Oil Co.
Terry and Ted	Bond Bread
Newspaper Adventures	Cystex
Sunoco News	Sun Oil Co.
Ralph Norwood's Orchestra	Peoples-Globe Furniture
Wonder Bread Sports Reporter	Wonder Bakers
Blooming Bill	Detting Brothers
The Society Reporter	The Dodge Co.
The Acme Man	The Acme Stores
Judge Rutherford	Watchtower Radio League
Calvary Baptist Church	Canton Church of God
	Bill Denton Mission