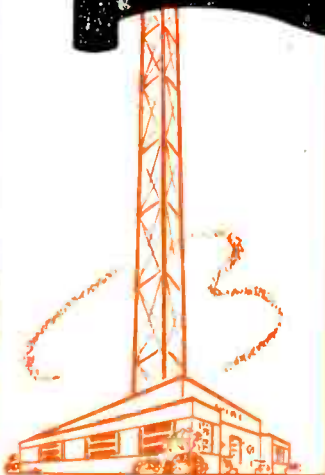


*The
Inside
Story*





WIRE IS YOUR STATION

The station had a modest beginning back in 1924 and at the time of its inception the radio listener began to hear the WBBZ call-letters. In 1926 these call-letters were changed to WKBF and they were used until 1935, when the listeners heard, "This is WIRE, Indianapolis", and today this phrase has become the most familiar one in Indianapolis radio.

WIRE is a basic station of the National Broadcasting Company . . . broadcasting the finest music, drama, humor, news, sports and special events from all over the world. The choice of local programming is of the same high quality . . . in the best interest of the public.

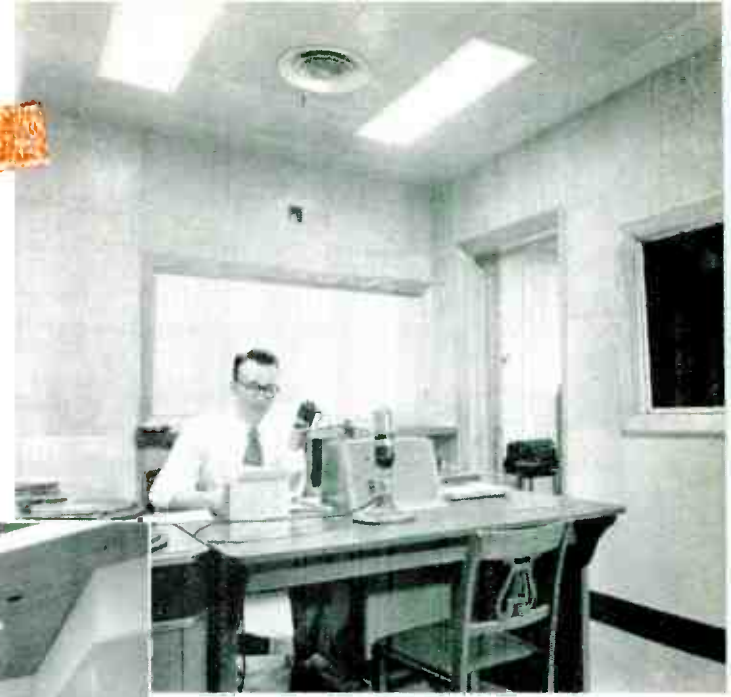
WIRE is grateful for the listener-loyalty which has contributed so much to the station's growth and success.

Our new studios and offices are concrete evidence of that growth and progress.

TO SERVE YOU BETTER



Auditorium Studio . . . this spacious studio is designed for the broadcast of large groups and audience participation shows. The seating capacity is 200 persons. The auditorium is equipped with a Hammond organ, a studio piano and Deagan chimes.



Announcer's Stand-by Studio ...with permanent wide-angle microphones, triple transcription tables, talk-back system to engineer and a plug-in telephone.



Piano Studio . . . this compact studio is designed for the broadcast of small musical and vocal groups and news broadcasts.



Master Control Room . . . and amplifying racks, slightly elevated to command a view of all studio operations and to feed the NBC network broadcasts.

Record Library...where over 20,000 recorded and transcribed, popular, classical, folk and religious musical selections are filed and cataloged for broadcast use.



YOUR FAVORITE WIRE PERSONALITIES



WALLY NEHRLING



TOM PEDEN



TOM CARNEGIE



DONALD BRUCE



ALLEN JEFFRIES



PAULA CARR



JERRY CHAPMAN



GLEN WILSON



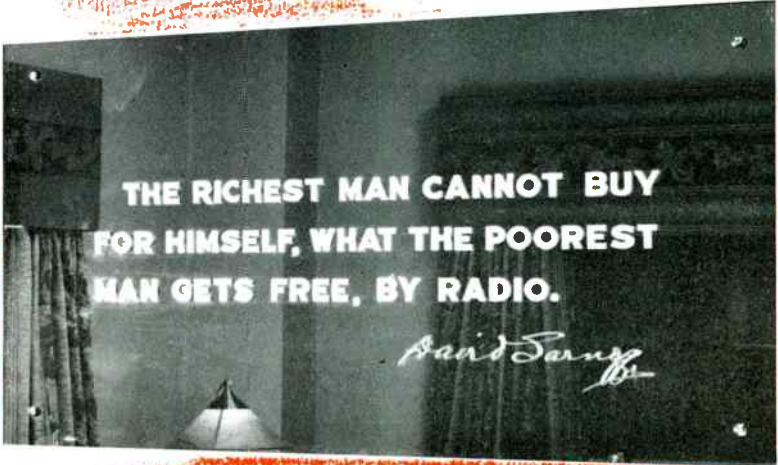
BILL POWELL



JIM PHILLIPPE



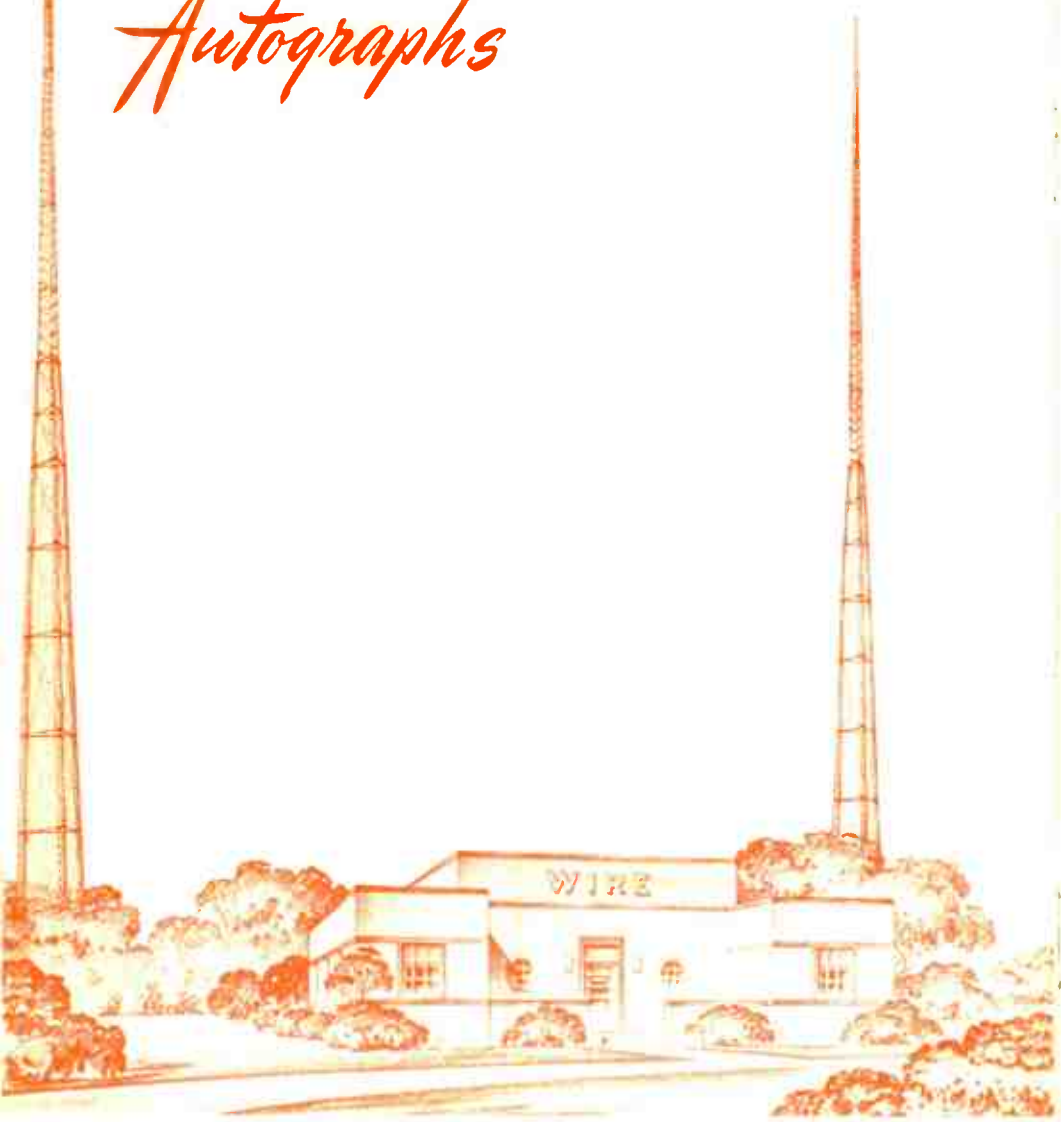
ROBIN BRIGHT



**THE RICHEST MAN CANNOT BUY
FOR HIMSELF, WHAT THE POOREST
MAN GETS FREE, BY RADIO.**

Andersen

WIRE
Autographs



BASIC NBC

1430

ON YOUR DIAL

307 NO. PENNSYLVANIA STREET — INDIANAPOLIS, INDIANA