



World's First Station Celebrates 25th Birthday

A quarter-century ago, commercial* radio broadcasting began. On August 20, 1920, the "billion year silence of the ether" was broken by WWJ, originally 8MK, The Detroit News radio station.

Many broadcasting "firsts" followed.

WWJ was America's first commercial radio station to broadcast daily programs. First to broadcast election returns. First to broadcast World Series results. First to broadcast a complete symphony concert. First to organize a broadcasting orchestra.

Throughout 25 years of existence, WWJ has maintained its leadership in public service, entertainment and ethical responsibility. Recently, it demonstrated its initiative by becoming the first station to ban transcribed announcements and transcribed singing commercials. And immediately after Pearl Harbor it eliminated middle commercials from newscasts.

Looking ahead, WWJ established a Frequency Modulation station—WENA—which has been in constant daily operation since May 9, 1941. Ten

months ago an application was filed with the Federal Communications Commission for permission to construct a Television station.

The pioneering spirit which actuated the establishment of America's first commercial broadcasting station lives and thrives at WWJ after 25 years of broadcasting in the "public interest, convenience and necessity."

*WWJ acknowledges the pioneering research efforts of such scientists as Dr. Lee de Forest, Dr. Frank Conrad and others operating under experimental and amateur licenses.

NBC BASIC NETWORK
Associate FM Station WENA
Television C. P. Pending

WWJ

OWNED AND OPERATED BY
THE DETROIT NEWS
THE HOME NEWSPAPER
950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY. National Representatives