

# LIFE BEGINS AT 40

Poof went a tube and that was the end of the operation of WNAD by University student Maurice Prescott. The time was May of 1923. Prescott had been operating the station since September 26 of the previous year. The University had money, which young Prescott lacked, and took over the station. The equipment was repaired, and WNAD went back on the air. An interesting note is that among WNAD announcers in the 30s was Carl Albert, now Majority Leader of the U.S. House of Representatives.

For many years through "The School of the Air" WNAD provided top notch instructors on radio to help broaden the curriculum of small schools. In January of 1962, in order to free funds for other University endeavors, the University Board of Regents authorized WNAD to become a commercial operation in order to be a self-sustaining service.

While educational service is still our primary interest, we realize that we must base the service on a broader scope of individual appeal. With this in mind, we have developed a program philosophy which we hope will serve the audiences of cosmopolitan tastes.

WNAD has become the sophisticated service of the mature individual in his cultural, emotional, intellectual and physical being. WNAD is to radio as the "Saturday Review" and "Atlantic Monthly" are to magazines. We also include touches of "Better Homes and Gardens," "Wall Street Journal" and even "Glamour" or "Playboy." In short, WNAD is now a station with the feel of a cultured, continental individual. The type person you would find an exciting friend.

Yes, a new life is beginning for us this September 26, on our 40th anniversary. We hope YOU will share it with us.

# WNAD - CBS 640

