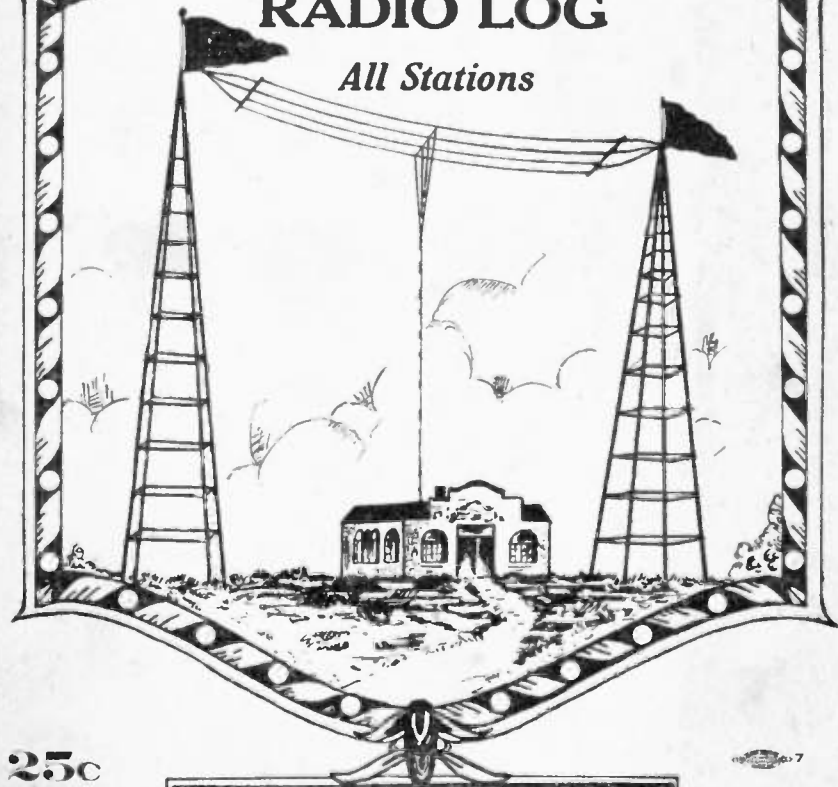




International
RADIO LOG

All Stations



25c
A COPY

7

Compliments of
HOSBURGH-CANNON
SALES COMPANY
Lincoln, Nebraska, U. S. A.

If this book looks good to you as an advertising proposition for
"YOUR MAILING LIST," see page 36 for price list.



CANNONS LIGANT GUNS

\$7,600.00 sold the last day for Farmers Merc. Co. Madison Neb.

\$3,925.15 sold opening day for J. R. Davidson Co. Aurora Neb.

\$1,112.01 sold opening day for Lindsborg Merc. Co. Lindsborg Kan.

\$1,500.00 sold the last day for People's Co-Op. Starr Jackson Minn.

\$1,220.79 sold opening day for Berner Harris Maryville Mo.

\$1,412.04 sold the last day for Hochmer, Heid & B. Bridgewater, S. D.

\$1,022.90 sold the last day for W. H. Hoverson & Co. Copan, Okin

\$2,806.91 sold the last day for E. C. Harvey & Sons Plattsmouth Neb.

\$2,702.40 sold the last day for G. V. Collins Sons Scotland Kan.

\$2,500.00 sold the last day for A. M. Robinson Merma Neb.

\$1,250.00 sold the last day for Hullock Merc. Co. Herlino Colo.

\$1,000.00 sold the last day for W. A. Wetan Alvin Kan.

\$1,044.31 sold the last day for Helmer & Arnold Coand Neb.

\$1,775.50 sold the last day for H. H. Baumman Neversha Neb.

\$1,425.00 sold the last day for M. L. Gordon Canton Iowa

\$1,650.00 sold the last day for E. W. Clauson Sholes Neb.

\$1,010.00 sold the last day for H. B. Hauer Walkhill Neb.

\$1,528.00 sold the last day for Holm & Hudak Elba, Neb.

\$1,800.00 sold the last day for J. W. Webb Johnston Neb.

\$1,400.00 sold the last day for R. H. Beverfield, North Bend Neb.

\$1,100.00 sold the last day for Wilson's Cash Store Wetmore Kan.

\$1,300.00 sold the last day for The Wiggins Merc. Co. Wiggins Colo.

\$1,700.00 sold the last day for A. L. Osterberg Ong, Neb.

\$1,363.15 sold the last day for C. A. Carlson Loomis Neb.

\$1,072.80 sold the last day for C. O. Morrison Hayward Neb.

\$1,300.00 sold the last day for Sheaf & Roberts Cedar Rapids Neb.

\$1,480.00 sold the last day for W. C. Harvey Newman Grove, Neb.

\$1,500.00 sold the last day for W. C. Champa Friend Neb.

\$1,600.00 sold the last day for C. F. Frie & Co. Craig, Neb.

SALES
That Soar Above All

\$22,312 sold in 25 days for J. R. Davidson Co Aurora, Neb., \$12,927.74 sold for G. W. Collins Sons, Morland, Kan., in 19 days; \$11,000.00 sold in 19 days for J. H. Estes, Columbia, Mo.; \$10,000.00 sold for E. G. Dovey & Sons, Plattsmouth, Neb.; \$6,585.00 sold to H. S. Galloway, Palmyra, Neb.; \$4,467.97 sold out of a \$4,000.00 stock for C. H. Carlson, Loomis, Neb.; \$4,400.00 sold out of a \$5,500.00 stock at Wetmore, Kon., for Wilson.

The Hosburgh-Cannon Sales Co.

Wire, Write or Phone at Our Expense
Our Long Distance Phone B-3796
LINCOLN, NEB.

What You Want To Know

OUR BUSINESS CAPTAINS WILL TELL YOU

You are interested, among other things, in what a sale will cost you? The time it will take? What cash returns we can get you? How we can sell your stickers? How we can balance up your stock? How we can benefit your bank account? How we turn the COST of our sales into a profit-paying asset? Write us and we will explain all fully.

International Radio Log

Published Semi-Annually by

RADIO LEAGUE PUBLISHING COMPANY

Second Floor Munger Bldg. Phone B3796 Lincoln, Nebraska
Lincoln, Nebraska, U. S. A.

1930-1931

Vol. 5

WINTER EDITION

No. 1

In presenting this volume to the Radio Public it has been our desire to combine those conveniences and accessibilities which are necessary for the greatest enjoyment of Radio Programs. You will note first that all of the stations in the United States are now classified alphabetically by states. Then the stations are classified alphabetically by cities, the call letters are classified alphabetically in the index, thus giving a cross reference to all stations, cities and states. Following the United States we have the Canadian, Cuban, Mexican and other foreign broadcasting stations classified in the same way.

Radio is in its infancy. The things we do and hear now will be greatly surpassed in the very near future. Make a record as provided for in this book as you go along and it will be your priceless keepsake in the future, as well as a history of Radio. You will find that it is not only a daily necessity, but a treasure that will give you many hours of pleasure in the future.

NOTICE!

This publication has been revised to include all changes up-to-date. As we go to press likely the Federal Radio Commission will make some changes in station listings which, from time to time, are corrected on additional issues.

THIS EDITION 100,000 COPIES

Copyright, 1926, by Radio League Publishing Co., 2nd Floor Munger Bldg.,
Lincoln, Nebr., U.S.A.

Call Letter	Location	Wave Length	Kilo-cycle	Watts					
ALABAMA									
WAPI	—Birmingham	263	1140	5000					
WBRC	—Birmingham	322.4	930	500					
WKBC	—Birmingham	228.9	1310	100					
WJBY	—Gadsden	247.8	1210	50					
WODX	—Mobile	212.6	1410	500					
WSFA	—Montgomery	212.6	1410	500					
WFDW	—Talladega	211.1	1420	100					
ALASKA									
KFQD	—Anchorage	243.8	1230	100					
KFUI	—Juneau	228.9	1310	10					
KGBU	—Ketchikan	333.1	900	500					
ARIZONA									
KFXV	—Flagstaff	211.1	1420	100					
KCRJ	—Jerome	228.9	1310	100					
KOY	—Phoenix	215.7	1390	500					
KTAR	—Phoenix	483.6	620	500					
KPJM	—Prescott	199.9	1500	100					
KGAR	—Tucson	218	1370	100					
KVOA	—Tucson	238	1260	500					
ARKANSAS									
KLCN	—Blytheville	232.4	1290	50					
KUOA	—Fayetteville	215.7	1390	1000					
KFPW	—Fort Smith	223.7	1340	50					
KTSH	—Hot Springs	288.3	1040	10000					
KGHI	—Little Rock	249.9	1200	100					
KGJF	—Little Rock	336.9	890	250					
KLRA	—Little Rock	215.7	1390	1000					
KBTM	—Paragould	249.9	1200	100					
CALIFORNIA									
KFQU	—Alma (Holy City)	211.1	1420	100					
KRE	—Berkeley	218.8	1370	100					
KMPC	—Beverly Hills	422.3	710	500					
KEJK	—Beverly Hills	422.3	710	500					
KELW	—Burbank	384.4	780	500					
KFVD	—Culver City	299.8	1000	250					
KXO	—El Centro	249.9	1200	100					
KMJ	—Fresno	247.8	1210	100					
KZM	—Haywood	218.8	1370	100					
KFWB	—Hollywood	315.6	950	1000					
KFQZ	—Hollywood	348.6	860	250					
KMTR	—Hollywood	526	570	500					
KNX	—Hollywood	285.5	1050	5000					
KMIC	—Inglewood	267.7	1120	500					
KFOX	—Long Beach	239.9	1250	1000					
KGER	—Long Beach	220.4	1360	1000					

Reprint from the Nebraska Convention Edition of
THE NORTHWESTERN BANKER
Des Moines, Iowa

A Growing Company

One of the outstanding successful business institutions in Nebraska is the Hosburgh-Cannon Sales Company of Lincoln, which was organized in 1913. Officers are A. J. Hosburgh, President and General Manager, and O. R. Cannon, Vice-President and General Sales Manager. Both have been in the sales business for the past quarter of a century, Mr. Cannon being formerly located in Kansas City, owning and operating the Kansas City Sales Company. Mr. Hosburgh was formerly located on the West Coast, owning and operating the Northwestern Brokerage and Sales Company.

The Hosburgh-Cannon proposition to retailer is somewhat different than most sales companies. The Company developed some seventeen years ago, unique contest campaigns using large premiums for short sales periods. In 1924 they gave away 102 Ford cars, in 1918 nearly 300 pianos, in 1921, 306 phonographs and last year the premiums used in the special sales numbered 500, consisting mainly of Ford cars, radio sets and equipment, pianos and phonographs.

Through the use of such premiums, the Company reasons that it enables the merchant to secure almost the regular price for his merchandise and to collect at least 80 per cent of his outstanding debts. It enables the merchant to secure \$2,500 to \$5,000 in advance before any merchandise is taken out of his store, and gives him public prestige.

The Hosburgh-Cannon Company handles all sorts of sales, but specializes in contest sales. It operates in Nebraska, Iowa, Kansas, Missouri, Illinois, Oklahoma, Arkansas, Colorado, North and South Dakota, Minnesota and Wisconsin, having more than three thousand regular clients in these states. It is known as the only organization of its kind endorsed by leading trade journals throughout the central west.

Since 1900—We Conduct Any and All Kinds of Sales—Since 1900
"We Conduct Guarantee Close-Out Sales on a Contract that Protects
You in Every Way"

HOSBURGH-CANNON SALES CO.

Our Lincoln References: Any Bank or The Chamber of Commerce
Second Floor Munger Bldg. Phone B3706 Lincoln, Nebraska

INTERNATIONAL RADIO LOG

Call Letter	Location	Wave Length	Kilo-cycle	Watts		
CALIFORNIA						
KECA	Los Angeles	209.7	1430	1000		
KFI	Los Angeles	468.5	640	5000		
KFSG	Los Angeles	267.7	1120	500		
KGEF	Los Angeles	230.6	1300	1000		
KGfJ	Los Angeles	249.9	1200	100		
KHJ	Los Angeles	333.1	900	1000		
KTBI	Los Angeles	230.6	1300	750		
KTM	Santa Monica	384.4	780	500		
KGO	Oakland	379.5	790	7500		
KLS	Oakland	208.2	1440	250		
KLX	Oakland	340.7	880	500		
KTAB	Oakland	535.4	560	1000		
KPPC	Pasadena	247.8	1210	50		
KPSN	Pasadena	220.4	1360	1000		
KFBK	Sacramento	228.9	1310	100		
KFXM	San Bernardino	247.8	1210	100		
KFSD	San Diego	499.7	600	500		
KGB	San Diego	225.4	1330	250		
KGO	San Francisco	379.5	790	7500		
KFRC	San Francisco	491.5	610	1000		
KFWI	San Francisco	322.4	930	500		
KGGC	San Francisco	211.1	1420	100		
KJBS	San Francisco	280.2	1070	100		
KPO	San Francisco	440.9	680	5000		
KYA	San Francisco	243.8	1230	1000		
KQW	San Jose	296.6	1010	500		
KREG	Santa Ana	227.1	1320	1000		
KDB	Santa Barbara	199.9	1500	100		
KSMR	Santa Maria	249.9	1200	100		
KGDM	Stockton	272.6	1100	250		
KWG	Stockton	249.9	1200	100		
KPWF	Westminster	201.6	1490	10000		
COLORADO						
KFUM	Colorado Springs	236.1	1270	1000		
KFEL	Denver	325.9	920	500		
KFUP	Denver	228.9	1310	100		
KFXF	Denver	325.9	920	500		
KLZ	Denver	535.4	560	1000		
KOA	Denver	361.2	830	12500		
KPOF	Denver	340.7	880	500		
KFXJ	Edgewater	228.9	1310	50		
KGEW	Fort Morgan	249.9	1200	100		
KFKA	Greeley	340.7	880	500		
KFHA	Gunison	249.9	1200	50		
KGHF	Pueblo	227.1	1320	250		
KGIW	Trinidad	211.1	1420	100		
KGEK	Yuma	218.8	1370	100		

HOW THE BANKS AND TRUST COMPANIES HERE IN LINCOLN TALK ABOUT US!

Organized 1871

Capital and Surplus \$1,100,000

THE FIRST NATIONAL BANK OF LINCOLN, NEBRASKA

November 22, 1930.

WHAT OUR BANK HAS TO SAY ABOUT US

During the twenty or more years that we have been a depository of the Hosburgh-Cannon Sales Company, we have had an opportunity to view their activities from a close range. During this period we have replied to many inquiries as regards their integrity, responsibility, etc., and we have yet to receive an adverse report or a suggestion of criticism of the business methods of this splendid organization.

FLOYD POPE,
Assistant Cashier.

Member
Federal Reserve System

Affiliated with
Northwest Bancorporation

THE CONTINENTAL NATIONAL BANK OF LINCOLN, NEBRASKA

November 22, 1930.

Hosburgh-Cannon Company,
Munger Building,
Lincoln, Nebraska.
Gentlemen:

Replying to your inquiry regarding the occasional request for information that comes to us about the Hosburgh-Cannon Company, permit us to say that we are always pleased to answer these letters in a very favorable manner, which is in keeping with the splendid reputation you have established throughout our trade territory.

Yours very truly,

EDWIN N. VAN HORN,
President.

ENVH:A

NATIONAL BANK OF COMMERCE COMMERCE TRUST COMPANY

Lincoln, Nebraska, Nov. 29, 1930.

TO WHOM IT MAY CONCERN:

The HOSBURGH-CANNON SALES COMPANY, are one of Lincoln's pioneer organizations in their particular field. They have served the merchants over a large radius surrounding Lincoln during that period and we believe they have given close attention to sales entrusted to them, which have been conducted in a satisfactory manner, and we have never heard anything to their detriment.

Yours very truly,

NATIONAL BANK OF COMMERCE,

By Carl Weil,
Vice President.

CW:K

Capital \$600,000.00

Howard Hadley, Secretary

LINCOLN TRUST COMPANY Lincoln Safe Deposit Co.

Lincoln, Nebr., November 20, 1930.

Mr. A. J. Hosburgh,
Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.
Dear Mr. Hosburgh:

I understand that you are contemplating enlarging the field in which you are operating and if I can be of any assistance to you in anyway it will be a pleasure to have you call on me.

Your business has in a large number of cases proven itself to be one which fills a need in many instances and I do not know a single case where you have taken hold of a situation that you have not fulfilled every agreement that you have made nor where you have not helped the institutions in the manner desired.

I wish you much success in your new undertaking and know that those with whom you come in contact will be glad to have the benefit of your services.

With kind personal regards, I am,

Yours very truly,

HOWARD HADLEY,
Secretary.

HH:M

Call Letter	Location	Wave Length	Kilo-cycle	Watts				
CONNECTICUT								
WICC	Bridgeport	252	1190	500				
WTIC	Hartford	282.8	1060	50000				
WDRC	New Haven	225.4	1330	500				
WCAC	Storrs	499.7	600	250				
DELAWARE								
WDEL	Wilmington	267.7	1120	250				
WILM	Wilmington	211.1	1420	100				
DIST. OF COLUMBIA								
NAA	Washington	434.5	690	1000				
WMAL	Washington	475.9	630	250				
WRC	Washington	315.6	950	500				
WOL	Washington	228.9	1310	100				
FLORIDA								
WFLA	Clearwater	483.6	620	2500				
WRUF	Gainesville	361.2	830	5000				
WJAX	Jacksonville	331.1	900	1000				
WMBF	Miami Beach	230.6	1300	1000				
WQAM	Miami	535.4	560	1000				
WIOD	Miami Beach	230.6	1300	1000				
WDBO	Orlando	267.7	1120	1000				
WCOA	Pensacola	223.7	1340	500				
WSUN	Clearwater	483.6	620	1000				
WDAE	Tampa	245.6	1220	1000				
WMBR	Tampa	218.8	1370	100				
GEORGIA								
WGST	Atlanta	336.9	890	250				
WSB	Atlanta	405.2	740	5000				
WRDW	Augusta	199.9	1500	100				
WRBL	Columbus	249.9	1200	50				
WMAZ	Macon	336.9	890	250				
WFDV	Rome	218.8	1370	100				
WTOC	Savannah	238	1260	500				
WQDX	Thomasville	247.8	1210	50				
WRBI	Tifton	228.9	1310	20				
WTFI	Toccoa	206.8	1450	500				
HAWAII								
KGMB	Honolulu	227.1	1320	500				
KGU	Honolulu	319	940	1000				
IDAHO								
KIDO	Boise	239.9	1250	1000				
KID	Idaho Falls	227.1	1320	250				
KFXD	Jerome	211.1	1420	50				
KSEI	Pocatello	333.1	900	250				

Join Our Army of Money Makers! . . . Enlist Today! . . .
Homes of Merchants Who Are Using Our Service Now—
or Just Have—or Will Be Soon—Why Not Let Us Add
Your Name to Our List of Satisfied Clients? You Are
Invited to Join the Throng of “Down to Date Money
Making Merchants.”

Deshler, Nebraska
 Wynot, Nebraska
 Broken Bow, Nebraska
 Scottsbluff, Nebraska
 Concordia, Kansas
 Alton, Iowa
 Alva, Oklahoma
 Nevada, Missouri
 Connell, Washington
 Madison, Nebraska
 Forsyth, Montana
 Schuyler, Nebraska
 Ansley, Nebraska
 Fredonia, Kansas
 Kolberg, Wisconsin
 Wheaton, Minnesota
 Texas City, Texas
 Clearwater, Nebraska
 Royal, Nebraska
 Fayette, Missouri
 Mountain Grove, Missouri
 Winlock, Washington
 Kendrick, Idaho
 Heppner, Oregon
 Yale, Iowa
 Kettle Falls, Washington
 Saco, Montana
 Sedgwick, Colorado
 Ovid, Colorado
 Eddyville, Iowa
 Bingen, Washington
 Wilber, Nebraska
 Callaway, Nebraska
 Steamboat Springs, Colorado
 Superior, Nebraska
 Ashton, Idaho
 Arriba, Colorado
 Harlan, Iowa
 Dalton, Nebraska
 Knoke, Iowa
 Burchard, Nebraska
 Collinsville, Oklahoma
 Olathe, Colorado
 Coulee City, Washington
 Bonesteel, South Dakota
 Yakima, Washington
 Norfolk, Nebraska
 St. Lawrence, South Dakota
 Maddock, North Dakota
 Big Lake, Texas
 Barstow, Texas
 La Grande, Oregon
 Silva, North Dakota
 Rock Rapids, Iowa
 Spring Green, Wisconsin
 Buford, North Dakota
 Maryville, Missouri
 Newburg, North Dakota
 Richmond, Kansas
 Garfield, Washington

Smith Center, Kansas
 Wymore, Nebraska
 Stapleton, Nebraska
 Salem, Nebraska
 Yorktown, Texas
 McCamey, Texas
 Bryan, Texas
 Dublin, Texas
 Cedar Falls, Iowa
 Eastland, Texas
 Lincoln, Texas
 Beebeetown, Iowa
 Cleveland, Minnesota
 Monroe, Wisconsin
 Monroe, Wisconsin
 Coldwater, Kansas
 Stratton, Colorado
 Clear Lake, South Dakota
 Ogallala, Nebraska
 Kamiah, Idaho
 Kingman, Kansas
 Elkhart, Kansas
 Jetmore, Kansas
 Edgerton, Minnesota
 Carmen, Oklahoma
 Nezperce, Idaho
 Independence, Kansas
 Dodge City, Kansas
 Omak, Washington
 Verdon, Nebraska
 Loretto, Nebraska
 Latham, Kansas
 Wamego, Kansas
 Montpelier, Idaho
 Riverton, Iowa
 Fremont, Nebraska
 Pleasant Prairie, Wisconsin
 Rochester, Minnesota
 Fort Calhoun, Nebraska
 Elizabeth, Minnesota
 Lake Wilson, Minnesota
 Bonne Terre, Missouri
 Oswego, Oregon
 Wahoo, Nebraska
 Miami, Arizona
 Green City, Missouri
 Luray, Missouri
 Klamath Falls, Oregon
 Glen Elder, Kansas
 Sheridan, Wyoming
 Walla Walla, Washington
 Lexington, Nebraska
 Huntington, Oregon
 Vermillion, South Dakota
 Fairbury, Illinois
 Tooele, Utah
 Wales, North Dakota
 Grand Junction, Colorado
 Deer Lodge, Montana
 Grant, Montana

**“We Conduct Guarantee Close-Out Sales on a Contract that Protects
 You in Every Way”**

HOSBURGH-CANNON SALES CO.

**Our Lincoln References: Any Bank or The Chamber of Commerce
 Second Floor Munger Bldg. Phone B3796 Lincoln, Nebraska**

Call Letter	Location	Wave Length	Kilo-cycle	Watts			
IDAHO							
KGKX	Sandpoint	211.1	1420	100			
KGIQ	Twin Falls	227.1	1320	250			
ILLINOIS							
WCAZ	Carthage	280.2	1070	50			
KFKX	Chicago	293.9	1020	5000			
KYW	Chicago	293.9	1020	5000			
WAAF	Chicago	325.9	920	500			
WBBM	Chicago	389.4	770	25000			
WCFL	Chicago	309.1	970	1500			
WCRW	Chicago	247.8	1210	100			
WEDC	Chicago	247.8	1210	100			
WENR	Chicago	344.6	870	50000			
WGES	Chicago	220.4	1360	500			
WGN	Chicago	416.4	720	25000			
WIBO	Chicago	535.4	560	1000			
WJBT	Chicago	389.4	770	25000			
WKBI	Chicago	211.1	1420	100			
WLS	Chicago	344.6	870	5000			
WMAQ	Chicago	447.5	670	5000			
WMBI	Chicago	277.6	1080	5000			
WORD	Chicago	201.6	1490	5000			
WPCC	Chicago	535.4	560	500			
WSBC	Chicago	247.8	1210	100			
WHFC	Cicero	211.1	1420	100			
WJBL	Decatur	249.9	1200	100			
WCHI	Deerfield	201.2	1490	5000			
WEHS	Evanston	211.1	1420	100			
WKBS	Galesburg	228.9	1310	100			
WEBQ	Harrisburg	247.8	1210	100			
WCLS	Joliet	228.9	1310	100			
WKBB	Joliet	228.9	1310	100			
WJCB	La Salle	249.9	1200	100			
WJJD	Moosehart	265.3	1130	20000			
WMBD	Peoria	208.2	1440	500			
WJAZ	Mt. Prospect	201.2	1490	5000			
WTAD	Quincy	208.2	1440	500			
KFLV	Rockford	212.6	1410	500			
WHBF	Rock Island	247.8	1210	100			
WCBS	Springfield	247.8	1210	100			
WTAX	Streator	247.8	1210	50			
WDZ	Tuscola	280.2	1070	100			
WILL	Urbana	336.9	890	250			
WCBD	Zion	277.6	1080	5000			
INDIANA							
WHBU	Anderson	247.8	1210	100			
WKBV	Connersville	199.9	1500	100			
WCMA	Culver	214.2	1400	500			

Now is the Time to Hit the Ball

"While The Going is Good" Sale Facts in Figures!

\$1,229.79	Sold	opening day	for	Berney Harris, Maryville, Mo.
\$1,412.64	Sold	opening day	for	Lindsborg Mer. Co., Lindsborg, Kan.
\$2,114.44	Sold	opening day	for	Kinzel Bros. Hdw. Store, Wisner, Neb.
\$2,222.18	Sold	opening day	for	B. Schmidt Shoe Store, Muscatine, Ia.
\$3,025.15	Sold	opening day	for	J. H. Davidson Co., Aurora, Nebr.
\$3,276.37	Sold	opening day	for	D. A. Sarratt, Belvidere, Nebr.
\$3,763.21	Sold	opening day	for	Vieth Bros. Clo. Store, Hastings, Nebr.
\$4,085.96	Sold	opening day	for	the Lincoln Co., Casper, Wyo.

SOME OF OUR CLOSING DAYS

\$1,000.00	Sold	last day	for	W. A. Weiss, Alvin, Kans.
\$1,022.00	Sold	last day	for	W. H. Bowersock & Co., Copan, Okla.
\$1,072.80	Sold	last day	for	C. O. Morrison, Bayard, Nebr.
\$1,100.00	Sold	last day	for	Wilson's Cash Store, Westmore, Kan.
\$1,250.00	Sold	last day	for	Bullock Mer. Co., Merino, Colo.
\$1,300.00	Sold	last day	for	Sheaf & Roberts, Cedar Rapids, Nebr.
\$1,300.00	Sold	last day	for	the Wiggins Mer. Co., Wiggins, Colo.
\$1,400.00	Sold	last day	for	W. E. Harvey, Newman Grove, Nebr.
\$1,400.00	Sold	last day	for	R. H. Haverfield, North Bend, Nebr.
\$1,412.08	Sold	last day	for	Boehmer Reid & H., Bridgewater, S. D.
\$1,425.00	Sold	last day	for	M. L. Gordon, Castana, Iowa
\$1,500.00	Sold	last day	for	People's C. Op. Store, Jackson, Minn.
\$1,500.00	Sold	last day	for	O. E. Champe, Friend, Nebr.
\$1,528.00	Sold	last day	for	Holm & Kudsk, Elba, Nebr.
\$1,600.00	Sold	last day	for	C. P. Frills & Co., Craig, Nebr.
\$1,650.00	Sold	last day	for	E. W. Clossman, Sholes, Nebr.
\$1,700.00	Sold	last day	for	A. L. Osterberg, Ong, Nebr.
\$1,775.50	Sold	last day	for	H. H. Rasmussen, Ravenna, Nebr.
\$1,800.00	Sold	last day	for	J. W. Webb, Johnstown, Nebr.
\$1,910.00	Sold	last day	for	R. B. Hager, Walthill, Nebr.
\$2,500.00	Sold	last day	for	Hunter Supply Co., New Madrid, Mo.
\$2,506.60	Sold	last day	for	A. M. Roberson, Merna, Nebr.
\$2,702.40	Sold	last day	for	G. W. Collins' Sons, Morland, Kans.
\$2,806.91	Sold	last day	for	E. G. Dovey & Sons, Plattsmouth, Nebr.
\$3,051.00	Sold	last day	for	Woodard Mer. Co., Haviland, Kans.
\$3,276.73	Sold	last day	for	Bolen's Hardware, Hobart, Okla.
\$3,600.00	Sold	last day	for	Temple's Dept. Store, Buffalo, Okla.
\$5,000.00	Sold	last day	for	Farmers Mer. Co., Madison, Nebr.
\$6,320.75	Sold	last day	for	Jos. Barbo & Sons, Lenora, Kans.

SOME OF OUR SALE PERIOD RESULTS

\$ 7,694.83	Sold	in our sale	for	R. J. Clark & Co., Jet, Okla.
\$ 8,000.00	Sold	in our sale	for	Ochsner Bros., Stromsburg, Nebr.
\$ 8,087.63	Sold	in our sale	for	S. E. Guncher's Hdw. Store, Lorraine, Ill.
\$ 8,231.25	Sold	in our sale	for	H. F. Stockebrand, Yates Center, Kan.
\$ 9,625.01	Sold	in our sale	for	McKillop & Sons, Cambridge, Nebr.
\$ 9,911.05	Sold	the first seven days	for	Velth Bros. Co., Hastings, Neb.
\$10,000.00	Sold	in our sale	for	E. G. Dovey & Sons, Plattsmouth, Neb.
\$10,562.67	Sold	in our sale	for	H. Becker, Osmond, Nebr.
\$11,500.00	Sold	in our sale	for	Temple's Dept. Store, Buffalo, Okla.
\$12,085.05	Sold	in our sale	for	E. H. Lewis, Fairfield, Nebr.
\$12,092.00	Sold	in our sale	for	G. W. Collins' Sons, Morand, Kan.
\$12,124.00	Sold	in our sale	for	Shultke & Co., Taloga, Okla.
\$13,050.85	Sold	in our sale	for	C. A. Fisher Dept. Store, Falls City, Neb.
\$13,092.45	Sold	in our sale	for	W. F. Adamek, Clarkson, Nebr.
\$13,199.22	Sold	in our sale	for	Jos. Barbo & Sons, Lenora, Kan.
\$13,387.40	Sold	in our sale	for	the Ward Merc. Co., Kennett, Mo.
\$13,450.31	Sold	in our sale	for	Housh & Housh, Neligh, Nebr.
\$13,962.24	Sold	in our sale	for	Chas. Pilla Dep. Store, Eudora, Kans.
\$14,857.38	Sold	in our sale	for	D. A. Sarratt, Belvidere, Nebr.
\$15,013.59	Sold	in 9 days	for	Scheidt Bros., Friend, Nebr.
\$16,149.92	Sold	in our sale	for	C. J. Hulquist, Wilcox, Nebr.
\$16,222.99	Sold	in our sale	for	Kinzel Bros. Hdw. Store, Wisner, Neb.
\$17,196.88	Sold	in our double sale	for	Penny & Bryson, Fullerton, Neb.
\$18,000.00	Sold	in our sale	for	W. A. Collins, Fort Collins, Colo.

"We Conduct Guarantee Close-Out Sales on a Contract that Protects You in Every Way"

HOSBURGH-CANNON SALES CO.

Our Lincoln References: Any Bank or The Chamber of Commerce
Second Floor Munger Bldg. Phone B3796 Lincoln, Nebraska

Call Letter	Location	Wave Length	Kilo-cycle	Watts					
INDIANA									
WGBF	—Evansville.....	475.9	630	500					
WGL	—Fort Wayne.....	218.8	1370	100					
WOWO	—Fort Wayne.....	258.5	1160	10000					
WJKS	—Gary.....	220.4	1360	1000					
WWAE	—Hammond.....	249.9	1200	100					
WFBM	—Indianapolis.....	243.8	1230	1000					
WKBF	—Indianapolis.....	214.2	1400	500					
WBAA	—Lafayette.....	214.2	1400	500					
WRAF	—Laporte.....	249.9	1200	100					
WJAK	—Marion.....	228.9	1310	50					
WLBC	—Muncie.....	228.9	1310	50					
WSBT	—South Bend.....	243.8	1230	500					
WBOW	—Terre Haute.....	228.9	1310	100					
IOWA									
WOI	—Ames.....	468.5	640	5000					
KFGQ	—Boone.....	228.9	1310	100					
KWCR	—Cedar Rapids.....	249.9	1310	100					
KSO	—Clarinda.....	217.3	1380	500					
KOIL	—Council Bluffs.....	238	1260	1000					
WOC	—Davenport.....	299.8	1000	5000					
KGCA	—Decorah.....	218.8	1370	100					
KWLC	—Decorah.....	236.1	1270	100					
WHO	—Des Moines.....	299.8	1000	5000					
KFJY	—Ft. Dodge.....	228.9	1310	100					
WSUI	—Iowa City.....	340.7	880	500					
KFJB	—Marshalltown.....	249.9	1200	100					
KTNT	—Muscatine.....	256.3	1170	5000					
WIAS	—Ottumwa.....	211.1	1420	100					
KICK	—Red Oak.....	211.1	1420	100					
KFNF	—Shenandoah.....	336.9	890	500					
KMA	—Shenandoah.....	322.4	930	500					
KSCJ	—Sioux City.....	225.4	1330	1000					
WMT	—Waterloo.....	499.7	600	500					
KANSAS									
KGNO	—Dodge City.....	247.8	1210	500					
WLBF	—Kansas City.....	211.1	1420	100					
KFKU	—Lawrence.....	245.8	1220	1000					
WREN	—Lawrence.....	245.8	1220	1000					
KSAC	—Manhattan.....	516.9	580	500					
KFKB	—Milford.....	285.5	1050	5000					
WIBW	—Topeka.....	516.9	580	1000					
KFH	—Wichita.....	230.6	1300	1000					
KENTUCKY									
WCKY	—Covington.....	201.6	1490	5000					
WFIW	—Hopkinsville.....	319	940	1000					
WHAS	—Louisville.....	365.6	820	10000					

Facts in Figures for Merchants Wishing to Sell out their Entire Business

The only way to sell your Merchandise is to close it out to the customers adjacent to your store—that is, if you want to get a fair price for it. For instance, let us illustrate with a \$10,000 stock of merchandise.

You can't even get a buyer to come and look at your stock if you price it above 75c on the dollar, and you can't close the deal for more than 50c on the dollar. You might as well make up your mind to that at once. Men who are out to buy a business would rather buy a new stock of the wholesaler than to pay you 75c on the dollar for yours. Maybe these men are right and maybe they are not, but that is the fact in the case. Now then, by giving a closing-out sale, the first half of that stock can be sold to realize over 100 cents on the dollar. Half of the remaining half can be sold to realize 90c on the dollar and the remaining one-fourth can be sold to realize 50c on the dollar.

NOW LET US FIGURE:

Total stock	\$10,000
First half—\$5,000—will bring \$1.25.....	6,250
Half of remaining \$5,000—which is \$2,500—will bring 90c.....	2,250
The remaining one-fourth—or \$2,500—will bring 50c.....	1,250
Total realized for stock.....	\$ 9,750

You see this realization is over 97c on the dollar, figured on a very conservative basis, and by adding lines that will pay a good profit you can do it. However, if you are skeptical and think this cannot be done, owing to the condition of your stock, then figure that we can net you over 75c on the dollar, which is still better than the average buyer will pay you.

We are in an exceptional position to dispose of your stock and have a proposition that we would like to make you if you are interested.

**“Strongest Endorsed Sales Company in the Country”—Barring None
—Make Us Prove It—**

“AMERICA'S GREATEST SALES ORGANIZATION”

HOSBURGH-CANNON SALES CO.

2nd Floor Munger Bldg.—Lincoln, Nebr.—Long Distance Phone B3706

Our References in Lincoln: Any Bank or the Chamber of Commerce

Call Letter	Location	Wave Length	Kilo-cycle	Watts
KENTUCKY				
WLAP	Louisville	249.9	1200	250
WPAD	Paducah	211.1	1420	100
LOUISIANA				
WDSU	New Orleans	239.9	1250	1000
WJBO	New Orleans	211.1	1420	100
WABZ	New Orleans	249.9	1200	100
WJBW	New Orleans	249.9	1200	30
WSMB	New Orleans	227.1	1320	500
WWL	New Orleans	352.7	850	5000
KRMD	Shreveport	228.9	1310	50
KTBS	Shreveport	206.8	1450	1000
KTSL	Shreveport	228.9	1310	100
KWEA	Shreveport	247.8	1210	100
KWKH	Shreveport	252.7	850	10000
MAINE				
WRDO	Augusta	218.8	1370	100
WABI	Bangor	249.9	1200	100
WLBZ	Bangor	483	620	500
WCSH	Portland	319	940	1000
MARYLAND				
WBAL	Baltimore	282.8	1060	10000
WCAO	Baltimore	499.7	600	250
WCBM	Baltimore	218.8	1370	100
WFBR	Baltimore	236.1	1270	250
WTBO	Cumberland	211.1	1420	50
MASSACHUSETTS				
WBIS	Boston	243.8	1230	1000
WBZA	Boston	302.8	990	500
WEEI	Boston	508.2	590	1000
WLOE	Boston	199.9	1500	100
WMES	Boston	199.9	1500	50
WNAC	Boston	243.8	1230	1000
WSSH	Boston	212.6	1410	500
WSAR	Fall River	206.8	1450	250
WHDH	Gloucester	361.2	830	1000
WLEX	Lexington	212.6	1410	500
WLEY	Lexington	218.8	1370	100
WNBH	New Bedford	228.9	1310	100
WMAF	Dartmouth	212.6	1410	500
WBZ	Springfield	302.8	990	15000
WBSO	Wellesley	249.9	1200	100
WORC	Worcester	325.9	920	250
WTAG	Worcester	516.9	580	250

DO WE CLOSE THEM OUT?

READ THE PROOF!

THE L. E. BOWER GROCERY Groceries and Fruits

Chapman, Kansas.

Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.
Gentlemen:

Sold nearly half my three thousand dollar stock first two days of my fourteen days close-out sale.

Entire stock and fixtures sold in five days—sure quick action sales work and I cheerfully recommend your expert sales service to any merchant wanting to reduce stock or quit business.

Respectfully,

L. E. BOWER.

PENN FURNITURE STORE

Shawnee, Oklahoma.

To Whom It May Concern:

The Hosburgh-Cannon Sales Company of Lincoln, Nebraska, has just finished a thirteen day Close Out Sale on my \$8,500.00 stock of new and used furniture. They have sold me out lock, stock and barrel. In addition to that their manager has brought all my accounts up to date. Where he did not get the money on accounts he secured installment notes secured so the bank will handle them.

Anyone needing a Close Out or Collection Service can make no mistake in securing their services.

Very truly yours,

PENN FURNITURE STORE.

S. B. Penn.

P. S. He is the best man to handle a sale I ever knew and a perfect gentleman and the best all around man I ever knew and I am perfectly satisfied with his work. I cannot say enough for him, my words fail me.

S. B. Penn.

EZRA OVERALL General Merchandise

Randolph, Kansas.

To Whom It May Concern:

The Hosburgh-Cannon Sales Company of Lincoln, Nebraska, has completed a very satisfactory Close Out Sale or us of my entire stock of general merchandise and fixtures and will gladly recommend them to all merchants.

EZRA OVERALL.

\$30,000.00 STOCK COMPLETELY

SOLD OUT

Parsons, Kansas.

Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.

Gentlemen:

Our stock of about \$30,000.00 was completely closed out by your firm to our satisfaction.

Yours truly,

THE BARTLETT MERCANTILE CO.

W. L. Bartlett.

SWEEPING ENDORSEMENT!

RED HOT EVIDENCE!

General Merchandise

Millard, Iowa.

Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.

Gentlemen:

This is to certify that the Hosburgh-Cannon Sales Company have just finished closing me out completely. They realized better than ninety cents on the dollar in twenty-five days.

I really feel in debt to their manager in charge of my sale. There cannot be anyway to better them.

Yours truly,

WILLIAM SCHULLER.

KIRK BROTHERS General Merchandise

Oblong, Illinois.

Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.

Gentlemen:

After two attempts by other Sales Companies it is with pleasure that I can say that your Company closed us out entirely. We can recommend you to any merchant who wants to get out of business.

Yours truly,

KIRK BROTHERS.

By C. J. Kirk.

Since 1900—We Conduct Any and All Kinds of Sales—Since 1900

HOSBURGH-CANNON SALES CO.

Second Floor Munger Bldg.

Phone B-3796

Lincoln, Nebraska

Our Lincoln References: Any Bank or Chamber of Commerce

Call Letter	Location	Wave Length	Kilo-cycle	Watts
MICHIGAN				
WELL	Battle Creek	211.1	1420	100
WBCM	Bay City	212.6	1410	500
WEMC	Berrien Springs	508.2	590	1000
WHDF	Calumet	218.8	1370	100
WJR	Detroit	399.8	750	5000
WMBC	Detroit	211.1	1420	100
WWJ	Detroit	325.9	920	1000
WXYZ	Detroit	241.8	1240	1000
WKAR	East Lansing	288.3	1040	1000
WFDF	Flint	228.9	1310	100
WASH	Grand Rapids	236.1	1270	500
WOOD	Grand Rapids	236.1	1270	500
WIBM	Jackson	218.8	1370	100
WMPC	Lapeer	199.9	1500	100
WKBZ	Ludington	199.9	1500	50
WAGM	Royal Oak	228.9	1310	50
WJBK	Ypsilanti	218.8	1370	50
MINNESOTA				
WFBJ	Collegeville	218.8	1370	100
KGDE	Fergus Falls	249.9	1200	100
KGFK	Hallock	249.9	1200	50
WCCO	Minneapolis-St. P.	370.2	810	7500
WDGY	Minneapolis	251.4	1180	1000
WGMS	Minneapolis	239.9	1250	500
WHDI	Minneapolis	254.1	1180	500
WLB	Minneapolis	239.9	1250	1000
WRHM	Minneapolis	239.9	1250	1000
KFMX	Northfield	239.9	1250	1000
WCAL	Northfield	239.9	1250	1000
KSTP	St. Paul	205.4	1460	10000
MISSISSIPPI				
WRBQ	Greenville	247.8	1210	100
WGCM	Gulfport	247.8	1210	100
WRBJ	Hattiesburg	218.8	1370	10
WJDX	Jackson	236.1	1270	500
WCOC	Meridian	340.7	880	500
WQBC	Vicksburg	220.4	1360	300
MISSOURI				
KFVS	Cape Girardeau	247.8	1210	100
KFRU	Columbia	475.9	630	500
KGIZ	Grant City	199.9	1500	50
WOS	Jefferson City	475.9	630	500
WMBH	Joplin	211.1	1420	100
KMBC	Kansas City	315.6	950	1000
KWKC	Kansas City	218.8	1370	100

More Customers



Bringing On The Winner! How Retailers Talk About It---

"Opening day, twenty-two hundred, well pleased."

J. F. KUTZ & SON—Nebraska.

"Reduction Sale big success, last day's sale three thousand three hundred seventy dollars and ninety-eight cents."

A. BEDARD—Kansas.

"O. A. Mend received prize car, Sale last day, few dollars less than three thousand dollars."

STEIN BROS. CO.—Nebraska.

"Sale a Wonderful Success, Hundreds turned away. Am more than pleased."

JOHN B. WATSON—Texas.

"We are more than pleased, your Sales Manager has sold one-third of my stock in first two days and still selling. Want to thank you gentlemen for your powerful closing out power."

J. A. KING—Oklahoma.

"Gross sales twenty-five days, twenty-seven thousand one hundred and ninety-eight dollars. So well pleased with results am contracting with your sales manager for second sale to open April fifth. Your sales manager brings the people and money too."

C. M. STEPHENS—Nebraska.

"Opening Day largest crowd ever in my store in Gambay, could not handle the crowd."

S. J. MOSS—Missouri.

"Your Master Sales Manager's Sales Service sold two thousand six hundred dollars and ninety cents opening day."

FARMERS UNION EXCHANGE—Nebraska.

"Sales Manager sold three thousand four hundred eighty-five dollars and thirtyone cents for us the first day."

WHITE FRONT CLOTHING STORE—Wyoming.

"Your Sales Service as delivered by your Sales Manager far surpasses anything ever known here. Sold opening day three thousand one hundred eleven dollars and eighty-nine cents, which was far beyond our expectations."

A. H. BARTLETT & SON—Kansas.

"We regard our First Day's Sale, one thousand three dollars and forty-four cents, from a five thousand dollar stock as a wonderful sale and your sales manager a phenomenal advertiser."

CHRISTIAN & WILEY—Kansas.

"First day's sale two thousand six hundred and ninety dollars and eighty-four cents. The people stormed the town. Your sales manager is without a doubt a GO-GETTER."

W. H. SCAMMON—Nebraska.

Since 1900—We Conduct Any and All Kinds of Sales—Since 1900
"We Conduct Guarantee Close-Out Sales on a Contract that Protects
You in Every Way"

HOSBURGH-CANNON SALES CO.

Our Lincoln References: Any Bank or The Chamber of Commerce
Second Floor Munker Bldg. Phone B3796 Lincoln, Nebraska

Call Letter	Location	Wave Length	Kilo-cycle	Watts
MISSOURI				
WDAF	Kansas City	491.5	610	1000
WHB	Kansas City	348.6	860	500
WOQ	Kansas City	230.6	1300	1000
KFEQ	St. Joseph	440.9	680	2500
KGBX	St. Joseph	228.9	1310	100
KFUO	St. Louis	545.1	550	500
KFWF	St. Louis	249.9	1200	100
KMOX	St. Louis	275.1	1090	5000
KSD	St. Louis	545.1	550	500
KWK	St. Louis	222.1	1350	1000
WEW	St. Louis	394.5	760	1000
WIL	St. Louis	249.9	1200	100
WMAY	St. Louis	249.9	1200	100

MONTANA				
KGHL	Billings	315.6	950	500
KGIR	Butte	220.4	1360	500
KFBB	Great Falls	234.2	1280	2500
KGEZ	Kalispell	228.9	1310	100
KGCX	Wolf Point	228.9	1310	100

NEBRASKA				
KMMJ	Clay Center	405.2	740	1000
KFAB	Lincoln	389.4	770	5000
KFOR	Lincoln	247.8	1210	100
WCAJ	Lincoln	508.2	590	500
WJAG	Norfolk	282.8	1060	1000
KGNF	North Platte	209.7	1430	500
WAAW	Omaha	454.3	660	500
WOW	Omaha	508.2	590	1000
KGFW	Ravenna	228.9	1310	50
KGKY	Scottsbluff	199.9	1500	100
KGBZ	York	322.4	930	500

NEVADA				
KGIX	Las Vegas	211.1	1420	100
KOH	Reno	218.8	1370	100

NEW HAMPSHIRE				
WKAV	Laconia	228.9	1310	100
WBRL	Tilton	209.7	1430	500

NEW JERSEY				
WCAP	Ashbury Park	234.2	1280	500
WPG	Atlantic City	272.6	1100	5000
WCAM	Camden	234.2	1280	500
WBMS	Hackensack	206.8	1450	250
WAAT	Jersey City	319	940	300
WHOM	Jersey City	206.8	1450	250

"SWEEPING ENDORSEMENT"

Jones Dry Goods Co.

THE HOSBURGH-CANNON SALES CO.,
Lincoln, Nebr.

FORT COLLINS, Colorado,

Gentlemen:

We are very glad to inform you that the special nineteen days selling campaign you conducted for us and which ends tonight, has in every way been most satisfactory.

This is the second sale you have had for us and it is a pleasure to state that both have been ably and capably managed.

The advertising campaign devoid of sensationalism was forceful and had the effect of bringing great numbers to the store, despite the fact that weather conditions during part of the sale period were very much against us.

The type of service you rendered was high class in every respect and we take pleasure in recommending your company to any one in need of efficient service.

Very truly yours,

C. M. JONES, MGR. (Signed)
Jones Dry Goods Co.



At A Hosburgh-Cannon Sale -
This one at Fort Collins, Colorado,
for the Jones Dry Goods Co.
At 9 A.M. Wednesday

From the Fort Collins, Colo., Express-Courier. PLATE GLASS WINDOW BROKEN BY MOB AT JONES STORE SALE

The plate glass window on the south side of the vestibule of the Jones Dry Goods Store was broken in the crush of shoppers at the opening of the sale at 10 o'clock Wednesday morning.

The glass which was broken is about 7½ by 8 feet and the accident occurred in spite of the efforts of store clerks and two policemen to handle the crowd. About 500 had gathered at the store for the opening of the doors. After the store had filled the doors had to be closed again for two hours, merely opening to let shoppers out and an equal number in to take their places.

Many were gathering at the store hours before the doors were to open.

The sale has been advertised in the Express-Courier and great interest in it resulted. The Hosburgh-Cannon Sales Co., of Lincoln, Nebr., is managing the sale, which is a good-will and business expansion sale. It will continue for nineteen days.

"We Conduct Guarantee Close-Out Sales on a Contract that Protects
You in Every Way"

HOSBURGH-CANNON SALES CO.

Our Lincoln References: Any Bank or The Chamber of Commerce
Second Floor Munger Bldg. Phone B3796 Lincoln, Nebraska

Call Letter	Location	Wave Length	Kilo-cycle	Watts				
NEW JERSEY								
WKBO	Jersey City	206.8	1450	250				
WAAM	Newark	239.9	1250	1000				
WGCP	Newark	239.9	1250	250				
WNJ	Newark	206.8	1450	250				
WOR	Newark	422.3	710	5000				
WODA	Patterson	239.9	1250	1000				
WJBI	Red Bank	247.8	1210	100				
WOAX	Trenton	234.2	1280	500				
WPAP	Cliffside	296.9	1010	250				
NEW MEXICO								
KGGM	Albuquerque	243.8	1230	250				
KGFL	Raton	218.8	1370	50				
KOB	State College	254.1	1180	20000				
NEW YORK								
WMBO	Auburn	228.9	1310	100				
WNBF	Binghamton	199.9	1500	100				
WBBC	Brooklyn	214.2	1400	500				
WSDA	Brooklyn	214.2	1400	500				
WLTH	Brooklyn	214.2	1400	500				
WMBQ	Brooklyn	199.9	1500	100				
WCGH	Brooklyn	214.2	1400	500				
WEBR	Buffalo	228.9	1310	100				
WGR	Buffalo	545.1	550	1000				
WKBW	Buffalo	202.6	1480	5000				
WKEN	Buffalo	288.3	1040	1000				
WMAK	Buffalo	288.3	900	750				
WSVS	Buffalo	218.8	1370	50				
WCAD	Canton	245.9	1220	500				
WMAC	Cazenovia	526	570	250				
WCGU	Coney Island	214.2	1400	500				
WGBB	Freeport	247.8	1210	100				
WBGF	Glens Falls	218.8	1370	50				
WEA	Ithaca	236.1	1270	500				
WLCI	Ithaca	247.8	1210	50				
WMRJ	Jamaica	247.8	1210	10				
WOCL	Jamestown	247.8	1210	25				
WCLB	Long Beach	199.9	1500	100				
WLBX	Long Island City	199.9	1500	100				
WABC	New York	348.6	860	5000				
WBNY	New York	222.1	1350	250				
WBOQ	New York	348.6	860	5000				
WCDA	New York	222.1	1350	250				
WEAF	New York	454.3	660	50000				
WEVD	New York	230.6	1300	500				
WGBS	New York	499.7	600	250				
WHAP	New York	230.6	1300	1000				
WHN	New York	296.9	1010	250				

**WHAT ONE BROTHER MERCHANT TELLS
ANOTHER, WE CONSIDER TO BE THE
VERY BEST EVIDENCE!**

The H. M. Soennichsen Co.

GENERAL MERCHANDISE
Plattsmouth, Nebr.

J. A. Stroud & Son,
Welch, Okla.
Gentlemen:

The Hosburgh-Cannon Sales Company conducted a sale for us during the month of August, very warm weather. We sold what we set out to sell and I think we can truthfully say that the man they sent us conducted our sale to the best of his ability. We gave a Chevrolet coach away as a premium. We had it from several reliable sources that this company ranks high as a sales company and if you get one of their good men to help you with the sale that he can, by the unusual methods they employ, help you reduce your stock. If we can be of further assistance, let us know.

Sincerely yours,

THE H. M. SOENNICHSEN CO.

By H. M. Soennichsen.

Bohning Brothers

Miller, S. D.

Mr. B. M. Lippman,
Hibbing, Minn.
Dear Sir:

In reply to your communication of August 31st allow me to say that I am in the midst of a 25 days' Ford Contest Sale, being conducted by a Representative of The Hosburgh-Cannon Sales Co., of Lincoln, Nebraska.

The sale up to date has exceeded my greatest expectations. I have a general store comprising a stock of about \$35,000.00. My sale, which opened on the 18th of August, amounts to between \$15,000.00 and \$16,000.00. **LAST SATURDAY THE RECEIPTS RAN CLOSE TO \$4,000.00.** I have one hundred contestants in the contest who are doing very effective work and the sale policy seems to meet with the general approval of the public. I am drawing trade from a distance of fifty miles and many new customers are in the store every day who have never traded with me before.

I investigated the company as to results before contracting with them and I found that their after effects are very good and lasting. That in many instances they leave the store in better shape than it was before. I have no hesitancy in saying that I would employ The Hosburgh-Cannon Sales Company to conduct any future sale that I may have.

Yours truly,

BOHNING BROTHERS,

By E. H. Bohning.

Since 1900—We Conduct Any and All Kinds of Sales—Since 1900

HOSBURGH-CANNON SALES CO.

Second Floor Munger Bldg. Phone B-3796 Lincoln, Nebraska
Our Lincoln References: Any Bank or Chamber of Commerce

Call Letter	Location	Wave Length	Kilo-cycle	Watts
NEW YORK				
WJZ	New York	394.5	760	30000
WKBQ	New York	221.1	1350	250
WLWL	New York	272.6	1100	5000
WMCA	New York	526	570	500
WMSG	New York	222.1	1350	250
WNYC	New York	526	570	500
WOV	New York	265.3	1130	1000
WPAP	New York	296.9	1010	250
WPCH	New York	370.2	810	500
WQAO	New York	296.9	1010	250
WRNY	New York	296.9	1010	250
WPOE	Patchogue	218.8	1370	100
WOKO	Poughkeepsie	208.2	1440	500
WHAM	Rochester	260.7	1150	5000
WHEC	Rochester	208.2	1440	500
WBBR	Rossville	230.6	1300	1000
WNBZ	Saranac Lake	232.4	1290	50
WGY	Schenectady	379.5	790	50000
WFBL	Syracuse	220.4	1360	1000
WSYR	Syracuse	526	570	250
WHAZ	Troy	230.6	1300	500
WIBX	Utica	249.9	1200	100
WWRL	Woodside	199.9	1500	100
WCOH	Yonkers	247.8	1210	100
WEVD	Woodhaven	230.6	1300	500
NORTH CAROLINA				
WWNC	Asheville	526	570	1000
WBT	Charlotte	277.6	1080	5000
WRBU	Gastonia	247.8	1210	100
WNRC	Greensboro	208.2	1440	500
WPTF	Raleigh	440.9	680	1000
WRBT	Wilmington	218.8	1370	100
WSJS	Winston-Salem	228.9	1310	100
NORTH DAKOTA				
KFYR	Bismarck	545.1	550	500
KDLR	Devils Lake	247.8	1210	100
WDAY	Fargo	319	940	1000
KFJM	Grand Forks	218.8	1370	100
KGCU	Mandan	249.9	1200	100
KLPM	Minot	211.1	1420	100
OHIO				
WADC	Akron	227.1	1320	1000
WFJC	Akron	206.8	1450	500
WHBC	Canton	249.9	1200	10
WFBE	Cincinnati	249.9	1200	100
WKRC	Cincinnati	545.1	550	500

THE FOLLOWING TELEGRAMS TELL THE STORY BETTER THAN WE CAN

WESTERN UNION TELEGRAM

WMA113 22 COLLECT BLUE
Nd Wheatland Wyo 4 114CA

Hosburgh-Cannon Sales Co.,
Lincoln, Nebr.
Sales Farmers Mercantile Co., Wheat-
land, Wyo., thirteen days, twenty-two
thousand, collections fourteen thousand
and, gross thirty-six thousand. Comple-
te close out.

HARRIS.

WESTERN UNION TELEGRAM

WMA 788 25 NL COLLECT
Scottsbluff, Nebraska.

Hosburgh-Cannon Sales Co.,
Care Munger Bldg.,
Lincoln, Nebraska.
One-half stock sold of our Closing Out
Sale in two days. Over nine thousand
dollars sold in two days. Your man
knows his business.

J. W. WILCOX & CO.

WESTERN UNION TELEGRAM

A434 OM 27 COLLECT
Corning, Kansas.

The Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.
Our sale a big success—opening day
one thousand and two hundred and fifty
dollars, have averaged over eight hundred
daily. Your sales manager is a
winner.

C. W. BROWN.

WESTERN UNION TELEGRAM

A322 OM 36 COLLECT
St. John, Kansas.

Hosburgh-Cannon Sales Co.,
Lincoln, Nebraska.
Sold twenty-one thousand six hundred
ninety dollars to date, still selling, with
compliments to your sales manager and
his assistant and their superior master
of the situation sales service.

F. C. SHALER & SONS.

WESTERN UNION TELEGRAM

WMA 573 17 COLLECT
Wabasha, Minn.

Hosburgh-Cannon Sales Co.,
Lincoln, Nebraska.
Total sales at four o'clock, thirty-five
hundred dollars. Over five hundred
trade cards issued today.

WABASHA MERCANTILE CO.

WESTERN UNION TELEGRAM

RECEIVED AT
WMA140 11 COLLECT
Columbus, Nebr.

Hosburgh-Cannon Sales Co.,
Lincoln, Nebraska.
Sales forty-five hundred in five days.
Still going strong.

T. A. PRICE.

WESTERN UNION TELEGRAM

A 369 OM E S 18 COLLECT
Lyons, Kansas.

Hosburgh-Cannon Sales Company
Lincoln, Nebraska.
Sales up to one-thirty. Twenty-three
hundred dollars. Still going. Your sales
manager is sure unexcelled.

GEO. H. NODURFT.

WESTERN UNION TELEGRAM

MAW 397 COLLECT
Miller, S. Dak.

Hosburgh-Cannon Sales Co.,
Lincoln, Nebraska.
More than satisfied, first day was
eighteen hundred sixty-two dollars.
Your manager put new life in the
store and new pep in the clerks.

BOHNING BROTHERS.

WESTERN UNION TELEGRAM

A 107 O M 43 COLLECT NL
Jewell City, Kansas.

Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.
Sold my \$12,000 store of odds and ends
in sixteen days. Sold \$1,670 last half
day. Your sales manager gets the peo-
ple coming. He is an expert.

F. I. DRAKE.

WESTERN UNION TELEGRAM

WHA66 21 COLLECT
Macksville, Kansas.

Hosburgh-Cannon Sales Co.,
Munger Bldg.,
Lincoln, Nebraska.
Closed out sale for Purity Store yes-
terday. Total receipts for this one day
ten thousand one sixty-one forty-five.

PROCTOR.

Since 1900—We Conduct Any and All Kinds of Sales—Since 1900

"We Conduct Guarantee Close-Out Sales on a Contract that Protects
You in Every Way"

HOSBURGH-CANNON SALES CO.

2nd Floor Munger Bldg.—Lincoln, Nebr.—Long Distance Phone B3793
Our Lincoln References: Any Bank or The Chamber of Commerce

Call Letter	Location	Wave Length	Kilo-cycle	Watts					
OHIO									
WLW	Cincinnati	428.3	700	50000					
WSAI	Cincinnati	225.4	1330	500					
WEAR	Cleveland	280.2	1070	1000					
WHK	Cleveland	215.7	1390	1000					
WJAY	Cleveland	491.5	610	500					
WTAM	Cleveland	280.2	1070	50000					
WAIU	Columbus	468.5	640	500					
WCAH	Columbus	209.7	1430	500					
WEAO	Columbus	526	570	750					
WMAN	Columbus	247.8	1210	50					
WSMK	Dayton	217.3	1380	200					
WRK	Hamilton	228.9	1310	100					
WJW	Mansfield	247.8	1210	100					
WHBD	Mt. Orab	218.8	1370	100					
WCSO	Springfield	206.8	1450	500					
WIBR	Steubenville	211.1	1420	50					
WSPD	Toledo	241.8	1240	500					
WKBN	Youngstown	526	570	500					
WALR	Zanesville	247.8	1210	100					
OKLAHOMA									
KGFF	Alva	211.1	1420	100					
KOCW	Chickasha	214.2	1400	250					
KGMP	Elk City	247.8	1210	100					
KCRC	Enid	218.8	1370	100					
WNAD	Norman	296.9	1010	500					
KFJF	Oklahoma City	202.6	1480	5000					
KFXR	Oklahoma City	228.9	1310	100					
KGFG	Oklahoma City	218.8	1370	100					
WKY	Oklahoma City	333.1	900	1000					
KGGF	Picher	296.9	1010	500					
WBBZ	Ponca City	249.9	1200	100					
KVOO	Tulsa	263	1140	5000					
OREGON									
KFJI	Astoria	218.8	1370	100					
KOAC	Corvallis	545.1	550	1000					
KORE	Eugene	211.1	1420	100					
KOOS	Marshfield	218.8	1370	100					
KMED	Medford	228.9	1310	50					
KBPS	Portland	211.1	1420	100					
KEX	Portland	254.1	1180	5000					
KFIF	Portland	211.1	1420	100					
KFJR	Portland	230.6	1300	500					
KGW	Portland	483.6	620	1000					
KOIN	Portland	319	940	1000					
KTBR	Portland	230.6	1300	500					
KWJJ	Portland	282.8	1060	500					
KXL	Portland	211.1	1420	100					

READ WHAT THE HARDWARE MERCHANTS THINK OF OUR SYSTEM!

**THE WAUSA HARDWARE &
FURNITURE STORE**
G. E. Lundgren Company
Wausa, Nebraska.

To Fellow Merchants:

We have just closed a most successful close-out sale. We had contracted with the Hosburgh-Cannon Sales Company to put on a twenty-five day contest close-out sale. We have successfully closed an \$318,000 stock in sixteen days and a complete close-out. This sale was conducted by one of their sales managers.

I wish to recommend this company and their representative to any other merchant that is considering closing-out their stock, as being very efficient and having up to date methods and their services are lower priced than others. They can close-out your stock equally as well, I fully believe.

Yours truly,
G. E. LUNDGREN,
General Manager.

KOUTSKY-PAVLIK CO.
Hardware, Furniture, Paints
and Wall Paper

Omaha, Nebraska.
Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.

We take pleasure in stating that the closing out Hardware and Wall Paper sale you just completed for us, has through the very capable management of your sales manager been most satisfactory.

You sent us not only an efficient advertising man but one who is an expert in stock management and some decorator, and one who has been constantly on the job. We are, indeed, very much pleased and satisfied at the results.

Very truly yours,
KOUTSKY-PAVLIK COMPANY.
By Jos. J. Pavlik.

E. R. WITTE
Hardware, Harness
Stoves and Ranges

Stockham, Nebraska.
Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.
Gentlemen:

I am well pleased with the thirteen day stock reduction and contest sale put on by your sales manager. Total sale amounted to \$4,700.

This sale was well handled and went over good.

E. R. WITTE.

J. G. MYERS
Hardware, Harness, Furniture
and Undertaking

Belden, Nebraska.
Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.
Gentlemen:

Wish to state that your representative was unable to close out here on the 13th as per contract, due mostly to bad roads, but he has of his own accord stayed by it making a clean up today at a very satisfactory price.

Very respectfully,
J. G. MYERS.

Stock invoiced about \$3,800. Fixtures invoiced about \$700.00. Store was established over twenty-five years. Store completely closed in twenty-two days to the bare walls, lock, stock, and barrel at a net to the merchant of ninety-two cents on the dollar. On the clean ups and at no other time was there any auction.

UTECHT BROS.
Hardware and Implements

Wakefield, Nebraska.
To Whom It May Concern:

This is to certify that the Hosburgh-Cannon Sales Company has just completed a very successful sale for us, and we can heartily recommend them to any merchant who wants to raise quick money.

The sales manager is a good salesman and knows how to put a sale over; he is an honest upright gentleman and a good sales manager.

Yours very truly,
UTECHT BROTHERS.

N. R. GROFF HARDWARE CO.

Decorah, Iowa.
Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.
Gentlemen:

The sale just closed by your sales manager was a great success and ended in a blaze of glory. Being a rainy day on our last day. Result show closing day \$4,114.00.

Yours truly,
N. R. GROFF.

Since 1900—We Conduct Any and All Kinds of Sales—Since 1900
STRONGEST ENDORSED SALES COMPANY IN THE COUNTRY
—Make Us Prove It—

HOSBURGH-CANNON SALES CO.

Second Floor Munger Bldg.

Phone B-3796

Lincoln, Nebraska

Call Letter	Location	Wave Length	Kilo-cycle	Watts
PENNSYLVANIA				
WCBA	Allentown	208.2	1440	250
WSAN	Allentown	208.2	1440	250
WFBG	Altoona	228.9	1310	100
WNBW	Carbondale	249.9	1200	10
WIBG	Elkins Park	322.4	930	50
WEDH	Erie	211	1420	30
WSAJ	Grove City	228.9	1310	100
WBAK	Harrisburg	209.7	1430	500
WCOD	Harrisburg	249.9	1200	100
WHP	Harrisburg	209.7	1430	500
WJAC	Johnstown	228.9	1310	100
WGAL	Lancaster	228.9	1310	100
WKJC	Lancaster	249.9	1200	100
WJBU	Lewisburg	247.8	1210	100
WLBW	Oil City	238	1260	500
WCAU	Philadelphia	256.3	1170	10000
WELK	Philadelphia	218.8	1370	100
WFAN	Philadelphia	491.5	610	500
WFI	Philadelphia	535.4	560	500
WFKD	Philadelphia	228.9	1310	50
WHAT	Philadelphia	228.9	1310	100
WIP	Philadelphia	491.5	610	500
WLIT	Philadelphia	535.4	560	500
WPEN	Philadelphia	199.9	1500	100
WRAX	Philadelphia	293.9	1020	250
KDKA	Pittsburgh	305.9	980	50000
KQV	Pittsburgh	217.3	1380	500
WCAE	Pittsburgh	245.8	1220	1000
WJAS	Pittsburgh	232.4	1290	1000
WMBJ	Pittsburgh	199.9	1500	100
WRAW	Reading	228.9	1310	100
WGBI	Scranton	340.7	880	250
WQAN	Scranton	340.7	880	250
WPSC	State College	243.7	1230	500
WNBO	Washington	249.9	1200	100
WBAX	Wilkes-Barre	247.8	1210	100
WBRE	Wilkes-Barre	228.9	1310	100
WRAK	Williamsport	218.8	1370	50

PORTO RICO

WKAQ	San Juan	336.9	890	500
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RHODE ISLAND

WMBA	Newport	199.9	1500	100
WPAW	Pawtucket	247.8	1210	100
WDWF	Cranston	247.8	1210	100
WEAN	Providence	384.4	780	250
WJAR	Providence	336.9	890	250
WLSI	Providence	247.8	1210	100

READ WHAT THE LINCOLN CHAMBER OF COMMERCE HAS TO SAY ABOUT US!

LINCOLN CHAMBER OF COMMERCE Lincoln, Nebraska

Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.
Gentlemen:

The Lincoln Chamber of Commerce counts that day lost whose low descending sun finds it without a favor done to some one of its members. Today is Hosburgh-Cannon Sales Company Day. During the noon-hour we received a telegram from the Clark and Clusing Hardware Company at Pampa, Texas, making this inquiry:

"Is the Hosburgh-Cannon in your city reliable? Rush answer."

To which we made telegraphic reply:

"Hosburgh-Cannon Company have been conducting merchandise sales all over the country for more than twenty years. Considered thoroughly reliable and responsible."

Our idea in writing you this letter is to let our members whom we serve know that we serve.

Yours very truly,
LINCOLN CHAMBER OF COMMERCE,
By W. S. Whitten, Secretary.

LINCOLN CHAMBER OF COMMERCE Lincoln, Nebraska

Mr. G. A. Rose, President,
R. H. Rose Mercantile Co.,
Carthage, Missouri.
Dear Sir:

We beg to acknowledge receipt of your inquiry of April 24th concerning the Hosburgh-Cannon Sales Company.

This firm, whose specialty is conducting merchandise sales, has been operating here a great many years and conducted sales throughout the central western states—many of them. So far, we have heard nothing but complimentary things about the manner in which they conduct their sales. This must be true because firms which advertise extensively and that operate in a particular territory could not continue to build up business if their business ethics and the conduct of their transactions were not along sound business principles.

I have no information concerning the terms for conducting these sales. However, I am taking the liberty of saying to them that we have an inquiry from you wanting to know as to their fee, the additional expense, if any, incurred in conducting these sales, and whether extra leaders are required for the event, and to give you the information direct.

Yours very truly,
LINCOLN CHAMBER OF COMMERCE,
By W. S. Whitten, Secretary.

LINCOLN CHAMBER OF COMMERCE Lincoln, Nebraska

Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.
Gentlemen:

For information I am reproducing telegrams exchanged on January 17 with Mrs. C. C. Nichols of Malvern, Iowa.

Mrs. Nichols' telegram:

"Wire collect concerning moral and financial responsibility of Hosburgh-Cannon Sales Company."

Our reply:

"We have never heard anything derogatory of the Hosburgh-Cannon Sales Company either morally or financially and believe them thoroughly responsible. They are a very old Lincoln firm and that in itself is a fine endorsement."

Very truly yours,

LINCOLN CHAMBER OF COMMERCE,
By W. S. Whitten, Secretary.

Since 1900—We Conduct Any and All Kinds of Sales—Since 1900
STRONGEST ENDORSED SALES COMPANY IN THE COUNTRY
—Make Us Prove It—

HOSBURGH-CANNON SALES CO.

Second Floor Munger Bldg. Phone B3796 Lincoln, Nebraska
Our Lincoln References: Any Bank or The Chamber of Commerce

Call Letter	Location	Wave Length	Kilo-cycle	Watts
SOUTH CAROLINA				
WBBY	—Charleston	249.9	1200	75
WCSC	—Charleston	228.9	1310	250
WIS	—Columbia	296.9	1010	1000
WSPA	—Spartanburg	211.1	1420	250
SOUTH DAKOTA				
KFDY	—Brookings	545.1	550	500
KGDA	—Dell Rapids	218.8	1370	50
KGDY	—Oldham	249.9	1200	15
KGFX	—Pierre	516.9	580	200
WCAT	—Rapid City	249.9	1200	100
KSOO	—Sioux Falls	270.1	1110	2500
KUSD	—Vermillion	336.9	890	500
KGCR	—Watertown	247.8	1210	100
WNAX	—Yankton	526	570	1000
TENNESSEE				
WOPI	—Bristol	199.9	1500	100
WDOD	—Chattanooga	234.2	1280	1000
WFBC	—Knoxville	249.9	1200	50
WNBK	—Knoxville	228.9	1310	50
WNOX	—Knoxville	535.4	560	1000
WOAN	—Lawrenceburg	499.7	600	500
WGBC	—Memphis	209.7	1430	500
WHBQ	—Memphis	218.8	1370	100
WMC	—Memphis	384.4	780	500
WNBR	—Memphis	209.7	1430	500
WREC	—Memphis	499.7	600	500
WLAC	—Nashville	204	1470	5000
WSM	—Nashville	461.3	650	5000
WTNT	—Nashville	204	1470	5000
WSIX	—Springfield	247.8	1210	100
WOBT	—Union City	228.9	1810	100
TEXAS				
KFYO	—Abilene	211.1	1420	100
KGRS	—Amarillo	212.6	1410	1000
WDAG	—Amarillo	212.6	1410	250
KUT	—Austin	199.9	1500	100
KFDM	—Beaumont	535.4	560	500
KWWG	—Brownsville	238	1260	500
KGKB	—Brownwood	199.9	1500	100
WTAW	—College Station	267.7	1120	500
KGFI	—Corpus Christi	199.9	1500	100
KRLD	—Dallas	288.3	1040	10000
WFAA	—Dallas	374.8	800	5000
WRR	—Dallas	234.2	1280	500
KFPL	—Dublin	228.9	1310	100
WDAH	—El Paso	228.9	1310	100

DON'T TAKE OUR WORD—TAKE THE CLOTHING AND SHOE MERCHANTS'

B. SCHMIDT SHOE STORE 115 Chestnut Street

Muscatine, Iowa.

To Whom It May Concern:

This is to certify that the Hosburgh-Cannon Sales Company has just completed what I consider one of the best closing out shoe sales that I have ever seen or heard of.

We have been in business for fifty years and anyone can find us rated in Dunn's Report.

Their sales manager is a gentleman and a salesman and a business getter of the highest type and the Hosburgh-Cannon Sales Company fulfill every agreement that they make. Anyone who is thinking of going out of business or holding a sale can write me personally as to what I think of the methods of the above firm and their salesman.

Very respectfully,

B. SCHMIDT SHOE STORE.

Harry Kern, Prop.

WHITE FRONT CLOTHING STORE

M. Kramish, Proprietor
116 Fourth Street

Rawlins, Wyoming.

Hosburgh-Cannon Sales Co.,
Lincoln, Nebraska.

Gentlemen:

This is to certify that your sales manager conducted a sale for the White Front Clothing Store at Rawlins, Wyoming. We always found him reliable and a man who thoroughly understands the sales business and also the advertising game. The sale which he conducted went far beyond our expectations as money is very scarce, and also the railroad strike which we are expecting was bound to hurt business.

THE WHITE FRONT
CLOTHING STORE.

H. H. Bower, Gen. Mgr.

OCHSNER'S

The Place for Good Goods

Herman, Missouri.

Hosburgh-Cannon Sales Co.,
Lincoln, Nebraska.

Gentlemen:

The results of this sale were more than we anticipated. The success of this enterprise was largely due to your sales manager and we are more than satisfied with the Hosburgh-Cannon Sales Company.

Yours truly,

OCHSNER'S.

Mrs. E. L. Ochsner.

R. & G. BOOTERY GREEN & GLOVER Retail Shoes

Fargo, North Dakota.

To Whom It May Concern:

The sales manager representing the Hosburgh-Cannon Sales Company has just completed a twenty-five day Ford Contest and Advertising Campaign. We take pleasure in stating that he has conducted our Campaign very successfully. In fact, the results have been very gratifying. And we take this means of recommending their man whom we think is a very reliable and conscientious campaign manager.

Yours truly,

R. & G. BOOTERY.

Per F. G. Green.

P. S. The last day's proceeds were \$3,006.55.

THE GLOBE STORES COMPANY Florence, Colorado.

Hosburgh-Cannon Sales Co.,

Lincoln, Nebraska.

Gentlemen:

In commenting on the Contest Sale just finished as conducted by your sales manager.

We have just signed another contract which is enclosed with this letter for a Contest Sale in February to be conducted by your representative exactly as the one just completed.

We congratulate you on your novel sales plan and advertising, and especially on having such men as the one you sent us in your organization.

Yours very truly,

THE GLOBE STORES CO.

I. S. Amter, Manager.

WILLIAMS & GILLETT

Sidney, Iowa.

Hosburgh-Cannon Sales Co.,

Lincoln, Nebraska.

Gentlemen:

We wish to say just a few words regarding your salesman who has just concluded our sale to our entire satisfaction. He has taste in arranging a stock, tact in handling the trade and the ability not only to move merchandise but to leave us a little margin while doing so. He is a gentleman in every way and strictly on the square. We surely would recommend him to any one needing a man for like service.

Yours very truly,

WILLIAMS & GILLETT.

Since 1900—We Conduct Any and All Kinds of Sales—Since 1900

HOSBURGH-CANNON SALES CO.

2nd Floor Munger Bldg.—Lincoln, Nebr.—Long Distance Phone B3796

Our References Here in Lincoln: Any Bank or Chamber of Commerce

Call Letter	Location	Wave Length	Kilo-cycle	Watts			
TEXAS							
KTSM	—El Paso.....	228.9	1310	100			
KFJZ	—Ft. Worth.....	218.8	1370	100			
KSAT	—Ft. Worth.....	241.8	1240	1000			
KTAT	—Ft. Worth.....	241.8	1240	1000			
WBAP	—Fl. Worth.....	374.8	800	10000			
KFLX	—Galveston.....	218.8	1370	100			
KFUL	—Galveston.....	232.4	1290	500			
KFPM	—Greenville.....	228.9	1310	15			
KRGV	—Harlingen.....	238	1260	500			
KPRC	—Houston.....	325.9	920	1000			
KTRH	—Houston.....	267.7	1120	500			
KTUE	—Houston.....	211.1	1420	100			
KTLC	—Houston.....	199.9	1500	100			
KGKL	—San Angelo.....	218.8	1370	100			
KGCI	—San Antonio.....	218.8	1370	100			
KGRC	—San Antonio.....	218.8	1370	100			
KONO	—San Antonio.....	218.8	1370	100			
KTAP	—San Antonio.....	211.1	1420	100			
KTSA	—San Antonio.....	232.4	1290	1000			
WOAI	—San Antonio.....	252	1190	5000			
WACO	—Waco.....	241.8	1240	1000			
KGKO	—Wichita Falls.....	526	570	250			
UTAH							
KLO	—Ogden.....	214.2	1400	500			
KDYL	—Salt Lake City.....	232.4	1290	1000			
KSL	—Salt Lake City.....	265.3	1130	5000			
VERMONT							
WCAX	—Burlington.....	249.9	1200	100			
WNBX	—Springfield.....	249.9	1200	10			
VIRGINIA							
NAA	—Arlington.....	434.5	690	1000			
WBTM	—Danville.....	218.8	1370	100			
WEHC	—Emory.....	249.9	1200	100			
WLVA	—Lynchburg.....	218.8	1370	100			
WJSV	—Mt. Vernon Hills.....	205	1460	10000			
WGH	—Newport News.....	228.9	1310	100			
WPOR	—Norfolk.....	384.4	780	500			
WTAR	—Norfolk.....	384.4	780	500			
WLBG	—Petersburg.....	249.9	1200	100			
WBBL	—Richmond.....	247.8	1210	100			
WMBG	—Richmond.....	247.8	1210	100			
WRVA	—Richmond.....	270.1	1110	5000			
WDBJ	—Roanoke.....	322.4	930	500			
WRBX	—Roanoke.....	212.6	1410	250			

WHY THE GENERAL STORES PREFER

OUR PLAN OF CAMPAIGNS!

HERD AND SLAUGHTER General Merchandise

Milburn, Oklahoma.

The Hosburgh-Cannon Sales Co.,
Lincoln, Nebraska.

Gentlemen:

Our 19 days sale closed today and we take pleasure in stating that your sales manager has conducted this sale to our entire satisfaction. He has not only turned lots of merchandise into money at a profit to us, but he has cleaned up lots of merchandise that we would never have sold except under such management.

We take pleasure in recommending your good company and sales manager to anyone wishing honest and legitimate service.

Yours very truly,
HERD & SLAUGHTER.

By W. C. Slaughter.

NODURFT General Merchandise

Mitchell, Kansas.

The Hosburgh-Cannon Sales Co.,
Lincoln, Nebraska.

Gentlemen:

Our sale has been a fast and furious one sure enough and as we are practically cleaned up we are closing sale today.

Your representative has certainly given us good service.

Would be glad to answer any inquiry from any brother merchant wishing to put on a sale like you people specialize in.

Again thanking you for the service rendered, I remain,

Yours respectfully,
G. H. NODURFT.

P. S. Our gross sales up to tonight are \$8,632.22 with which I am well pleased. Some sale for a town of 54 inhabitants.

HARVEYVILLE MERCANTILE COMPANY

General Merchandise

Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.

Dear Sirs:

Your sales proposition is a winner, and your two sales managers know the game. They conducted the sale with vim and to my fullest satisfaction. It is 11 P. M. All of us are tired out. Will write you more fully later on.

Yours truly,
HARVEYVILLE MERCANTILE CO.
Ed. F. Grote, Prop. and Mgr.

L. J. WOODARD MERCANTILE COMPANY Dealers in General Merchandise

Haviland, Kansas.

The Hosburgh-Cannon Sales Co.,
Lincoln, Nebraska.

Gentlemen:

Just a word to inform you of the successful sale just closed. Kindly accept our appreciation in the manner that our stock was handled by your sales manager.

We are well pleased with the Sales service your house gives and especially the personal interest shown by your representative.

Yours,

L. J. WOODARD.

P. S. This was our third sale for the L. J. Woodard Mercantile Company. Total amount sold in three sales, \$28,672.55.

D. A. SARRATT General Merchandise

Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.

Gentlemen:

I am writing you in regard to my sale conducted by your sales manager. I sure had a fine sale from start to finish and am as well satisfied as I could be and consider your man a very able sales manager as well as a fine fellow and found him strictly honest and agreeable to have around.

Respectfully,

D. A. SARRATT.

P. S. Opening Day run \$3,270.37. The last half day \$2,350.00, \$14,857.38 sold in seventeen sales days. The contract was for 30-day sale and stock was completely closed out in 17 days—Some Record.

THE ANDERSON COMPANY General Merchandise

Cozad, Nebraska.

Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.

Gentlemen:

Have just closed one of the most successful sales that we have ever had put on by any company. Everything sold at a profit and the way you handled the sale makes it so that we will want you to come back.

Your sales manager is a high class man and we will be ready to put on another sale about the 20th of October or November 1st, and want him back again.

Yours,

THE ANDERSON COMPANY.
Fred W. Anderson.

Since 1900—We Conduct Any and All Kinds of Sales—Since 1900
“We Conduct Guarantee Close-Out Sales on a Contract that Protects
You in Every Way”

HOSBURGH-CANNON SALES CO.

Our Lincoln References: Any Bank or The Chamber of Commerce
Second Floor Munger Bldg. Phone B3796 Lincoln, Nebraska

Call Letter	Location	Wave Length	Kilo-cycle	Watts			
WASHINGTON							
KVOS	Bellingham	249.9	1200	100			
KUJ	Longview	199.9	1500	100			
KWSC	Pullman	245.6	1220	500			
KFQW	Seattle	211.1	1420	100			
KJR	Seattle	309.1	970	5000			
KOL	Seattle	236.1	1270	1000			
KOMO	Seattle	325.9	920	1000			
KPCB	Seattle	247.8	1210	100			
KTW	Seattle	236.1	1270	1000			
KVL	Seattle	218.8	1370	100			
KXA	Seattle	526	570	500			
KFIO	Spokane	267.7	1120	100			
KFPY	Spokane	223.7	1340	1000			
KGA	Spokane	204	1470	5000			
KHQ	Spokane	508.2	590	1000			
KMO	Tacoma	348.6	860	500			
KVI	Tacoma	394.5	760	1000			
WEST VIRGINIA							
WHIS	Bluefield	211.1	1420	100			
WOBU	Charleston	516.9	580	250			
WMMN	Fairmont	336.9	890	250			
WSAZ	Huntington	516.9	580	250			
WWVA	Wheeling	258.5	1160	5000			
WISCONSIN							
WISJ	Beloit	535.4	560	500			
WTAQ	Eau Claire	225.4	1330	1000			
KFIZ	Fond du Lac	211.1	1420	100			
WHBY	Green Bay	249.9	1200	100			
WCLO	Janesville	249.9	1200	100			
WKBH	La Crosse	217.3	1380	1000			
WHA	Madison	319	940	750			
WIBA	Madison	247.8	1210	100			
WOMT	Manitowoc	247.8	1210	100			
WHAD	Milwaukee	267.7	1120	250			
WISN	Milwaukee	267.7	1120	250			
WTMJ	Milwaukee	483.6	620	1000			
WIBU	Poynette	228.9	1310	100			
WRJN	Racine	218.8	1370	100			
WHBL	Sheboygan	212.6	1410	500			
WLBL	Stevens Point	333.1	900	2000			
WEBC	Superior	232.4	1290	1000			
WYOMING							
KDFN	Casper	247.8	1210	100			

WHAT THE DEPARTMENT STORES SAY ABOUT OUR SERVICE!

THE STOCKEBRAND DEPARTMENT STORE

Yates Center, Kansas.
Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.
Gentlemen:

We are very much pleased with the sale you have just finished for us. On opening day our sales were \$628.00—on the last day \$2,362.75. Total sales were \$8,231.25 and we did not cut the price on any merchandise only what we wanted to get rid of.

We appreciate very much you serving us with such a high class man. He is a good mixer, advertiser and card writer and keeping the public buying. We found him a gentleman in every respect and a pleasant man to work with.

We can recommend your company and sales manager to any firm wishing a special sale.

Very respectfully yours,
H. F. Stockebbrand.

S. C. GOULD DEPARTMENT STORE

Alma, Nebraska.
Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.
Gentlemen:

The sale just closed and which was put on by your sales manager has proven to be very satisfactory in every respect. He has given every minute of his time in making this sale a success. I can cheerfully recommend him to anyone wishing to put on a good sale.

Yours truly,
S. C. GOULD.

WIESNER'S DEPARTMENT STORE

A. A. Wiesner
South Chestnut Street
Hays, Kansas.

The sales conductor for the Hosburgh-Cannon Sales Company of Lincoln, Nebraska, completed a nineteen day campaign for us on September 26th. In this section crop conditions are very poor, therefore we think we cannot speak too highly for the service we received as our sales were \$38,615.18. Collections were \$10,317.28, making a grand total of \$48,932.46 in only nineteen days.

We heartily recommend the Hosburgh-Cannon Sales Company to any merchant needing real Sales Service.

WIESNER'S DEPARTMENT
STORE.

BAUER'S DEPARTMENT STORE

Ethan, South Dakota.
Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.

Your sales manager has just finished a three weeks sale for me, and words cannot express our appreciation. We have had seven large sales in the past and his stock arrangement, card writing, having stock kept in order during sales and etc., were the best we have had. If there is any business to be gotten he will get it. Our praises are the highest for him.

Yours truly,
G. BAUER.

C. P. Adams, President
J. E. Lafay, Secretary

R. J. Adams
VALLEY DEPARTMENT STORE CO.
(Incorporated)

F. H. Kelscy, Vice-President
G. E. Kirkpatrick, Treasurer

Groceries, Meats, Dry Goods, Furniture and Musical Instruments
Lamar, Colorado.

Hosburgh-Cannon Sales Company,
Second Floor Munger Building,
Lincoln, Nebraska.
Gentlemen:

Your representative just closed a successful twenty-five days Advertising Sales Contest for us.

We were well pleased with this type of sale—inasmuch as it makes it possible to clean up slow moving merchandise, at a very small reduction in price, and does not require the extensive and expensive advertising campaign as the usual method.

The last day was the largest of the entire campaign. Our total sales for that one day being \$3,397.69. Received on old accounts this day \$3,285.52. Total for last day \$6,683.21. Total sales for the twenty-five days—\$27,417.28, showing an increase over the same period of last year of \$7,556.94 in sales and \$5,654.72 increase on Received on Accounts.

We do not hesitate to recommend this kind of sale to anyone interested. We found your sales manager thoroughly familiar with all details which arise in conducting a campaign of this kind, and he worked for the best interest of the firm at all times.

Very truly yours,
VALLEY DEPARTMENT STORE.
By Glen Kirkpatrick.

HOSBURGH-CANNON SALES CO.

2nd Floor Munger Bldg.—Lincoln, Nebr.—Long Distance Phone B3700
Lincoln References: Any Bank or Chamber of Commerce

FOREIGN BROADCASTING STATIONS

Canadian Broadcasting Stations

CKCR—Brantford	296.9	CKPC—Preston	247.9
CKX—Brandon	555.6	CKCI—Quebec	340.9
CFAC—Calgary	434.8	CKCV—Quebec	340.9
CKCN—Calgary	434.8	CNRQ—Quebec	340.9
CHCA—Calgary	434.8	CHRC—Quebec	340.9
CJCJ—Calgary	434.8	CHWC—Regina	312.5
CNRC—Calgary	434.8	CJRR—Regina	312.5
CFCY—Charlottetown	312.5	CNRR—Regina	312.5
CHCK—Charlottetown	312.5	CKCK—Regina	312.3
CFCO—Chatham	247.9	CHCT—Red Deer	357.1
CHWK—Chilliwack	247.9	CKLC—Red Deer	357.1
GKMC—Cobault	247.9	CNRD—Red Deer	357.1
CJRW—Fleming	500	CNRD—Red Deer	357.1
CFNB—Fredericton	247.9	CJHS—Saskatoon	329.7
CHMA—Edmonton	517.2	CFQC—Saskatoon	329.7
CJCA—Edmonton	517.2	CNRS—Saskatoon	329.7
CKUA—Edmonton	517.2	CJOR—Sea Island	291.1
CNRE—Edmonton	517.2	CKSH—St. Hyacinthe	296.9
CHNS—Halifax	329.7	CFBO—St. John	337.1
CKOC—Hamilton	340.9	CHGS—Summerside	267.9
CHCS—Hamilton	340.9	CJCB—Sydney, N. S.	340.9
CHML—Hamilton	340.9	CFRB—Toronto	312.5
CFCH—Iroquis Falls	500	CHNC—Toronto	517.2
CFJC—Kamloops	267.9	CKNC—Toronto	517.2
CFMC—Kingston	267.7	CKGW—Toronto	434.8
CFRC—Kingston	267.9	CJBC—Toronto	517.2
CFRB—Kingyork	312.5	CNBT—Toronto	357.1
CJBC—Kingyork	312.5	CJSC—Toronto	517.2
CJOC—Lethbridge	267.9	CKCL—Toronto	517.2
CNRL—London	329.7	CKOW—Toronto	357.1
CJGL—London	329.7	CFCA—Toronto	357.1
CKPR—Midland	267.9	CHLS—Vancouver	411
CFCF—Montreal	291.3	CKCD—Vancouver	411
CHYC—Montreal	291.3	CKFC—Vancouver	411
CKAC—Montreal	411	CKMO—Vancouver	411
CNRM—Montreal	410.7	CKWX—Vancouver	411
CJRM—Moose Jaw	500	CNRV—Vancouver	291.5
CNRA—Moneton	476.2	CFCT—Victoria	476.2
CHML—Mt. Hamilton	340.9	CJRX—Winnipeg	325.6
CKCO—Ottawa	337.1	CKY—Winnipeg	384.6
CNRO—Ottawa	500	CNRW—Winnipeg	384.6
CFRC—Pilot Butte	312.5	CJGX—Yorktown	476.2
CFLC—Prescott	297		

CUBAN BROADCASTING STATIONS

500 Watt Stations or More

CMC—Havana	356.9	CMK—Havana	272.6
CMC—Havana	365.6	CMW—Havana	499.7

HAITI

HHK—Port au Prince..... 361.2

MEXICAN BROADCASTING STATIONS

XFF—Chihuahua	325	XEB—Mexico City	450
XEA—Guadalajara	250	XFG—Mexico City	470
XFC—Jalapa	475	XFI—Mexico City	507
XES—Lerdo	250	Mexico City	600-500
XEY—Merida	548.6	XEL—Morelia	300
XEX—Mexico City	325	Oaxaca	265
XFX—Mexico City	357	XEE—Puebla	312
XEN—Mexico City	410		

HOW THE FURNITURE MERCHANTS

TALK ABOUT US!

BRITTEL BROTHERS
Furniture, Undertaking,
Wall Paper, Window Shades,
Rugs and Linoleum
Gresham, Nebraska.

Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.

Dear Sirs:

Your sales manager has this day finished up a contest sale for us here and we take this opportunity of advising you that we feel that with this representative in charge most any sale or undertaking is bound to go.

He held a sale for us at our Harvard Store just before coming here. There he "hung up a record," but when he came here—to a smaller town with a smaller stock "he smashed that Harvard record even."

We want to congratulate you on having a man like the sales manager you sent us on your staff and we feel that he is worthy of and capable to handle anything he undertakes and he knows the sales business down to the fine points and same in the contest end of it.

When we have our next sale we would feel fortunate in having the same representative put it on if he be then obtainable.

With wishes for continued success, we are,

Respectfully,
BRITTEL BROTHERS,
By C. C. Brittell.

BUTURFF & SON
Home Furnishers

Wadena, Minnesota.

Hosburgh-Cannon Sales Company,
Lincoln, Nebraska.

Gentlemen:

The twenty-five day sales conducted by your sales manager closed last night, and while the volume was not as great as we had hoped for it was very fair considering the conditions prevailing in this section; with potatoes down to twenty cents per cwt., and other market conditions equally poor, we think he did exceptionally well.

He certainly knows how to inspire the candidates and keep them hustling. Sale and collections on the last day amounted to \$3,366.26.

We consider your representative a perfect gentleman and our personal relations were the most pleasant.

BUTURFF & SON.
P. S. Total cash receipts \$15,584.18.

CURTIS HARDWARE CO.
Dealers in
Hardware, Furniture and Rugs
Callaway, Nebraska.

To Whom It May Concern:

We have just closed a very successful sale conducted by sales manager representing the Hosburgh-Cannon Sales Company of Lincoln, Nebraska. We cannot say too much for the Hosburgh-Cannon Sales Company as they certainly fulfilled their part of the contract.

Mr. Cannon was here and signed up for the sale and he promised to send me one of their very best sales managers and I want to say that he certainly kept his promise.

The representative was on the job every moment and looking to our interest all the time. We never worked with a more pleasant and congenial man.

And we want to say to anyone contemplating putting on a sale that if they can procure the services of the sales manager that they sent us the success of their sale is assured.

CHAS. CURTIS.

C. L. MORRIS
Furniture and Undertaking
Almena, Kansas.

To Whom It May Concern:

The sales manager of the Hosburgh-Cannon Sales Company has just closed a thirteen day sale for me which has been most satisfactory.

He is a first-class advertising man, a good card writer, a first-class salesman, honest and an all around fellow, and also a gentleman in every respect.

I can heartily indorse him to any one wishing to reduce, close out or sell for any reason. His methods produce the required results.

C. L. MORRIS.

J. E. PETERSON
Undertaking
Furniture, Carpets, Linoleums
Clay Center, Kansas.

To Whom It May Concern:

This certifies that the sales manager of the Hosburgh-Cannon Sales Company has conducted a sale for us and that said sale was very satisfactorily handled. While the sale was not as large as it might have been I will say it was no fault of the representative. He done every thing he could do and in a gentlemanly way.

J. E. PETERSON.

Since 1900—We Conduct Any and All Kinds of Sales—Since 1900
"We Conduct Guarantee Close-Out Sales on a Contract that Protects
You in Every Way"

HOSBURGH-CANNON SALES CO.

Our Lincoln References: Any Bank or The Chamber of Commerce
Second Floor Munger Bldg. Phone B3796 Lincoln, Nebraska

INDEX

Station	Location	Station	Location	Station	Location
KBPS	Portland, Ore.	KGCI	San Antonio, Tex.	KOMO	Seattle, Wash.
KBTM	Paragould, Ark.	KGCR	Watertown, S. D.	KONO	San Antonio, Tex.
KCRC	Enid, Okla.	KGCU	Mandan, N. D.	KOOS	Marshfield, Ore.
KCRJ	Jerome, Ariz.	KGCC	Wolf Point, Mont.	KORE	Eugene, Ore.
KDB	Santa Barbara, Cal.	KGDA	Dell Rapids, S. D.	KPCY	Phoenix, Ariz.
KDFN	Casper, Wyo.	KGDE	Fergus Falls, Minn.	KPB	Seattle, Wash.
KDKA	Pittsburgh, Pa.	KGDM	Stockton, Calif.	KPJM	Prescott, Ariz.
KDLR	Pevitts Lake, N. D.	KGDY	Oldham, S. D.	KPO	San Francisco, Cal.
KDYL	Salt Lake City, U.	KGEE	Los Angeles, Cal.	KPOF	Denver, Colo.
KECA	Los Angeles, Calif.	KGEG	Yuma, Colo.	KPPC	Pasadena, Cal.
KEJK	Beverly Hills, Calif.	KGEM	Long Beach, Cal.	KPRC	Houston, Tex.
KEJW	Burbank, Calif.	KGEM	Ft. Morgan, Colo.	KPSN	Pasadena, Calif.
KEX	Portland, Ore.	KGEM	Kalispell, Mont.	KPWF	Los Angeles, Cal.
KFAB	Lincoln, Nebr.	KGFF	Alva, Okla.	KQV	Pittsburgh, Pa.
KFBB	Great Falls, Mont.	KGFG	Oklahoma City, Ok.	KQW	San Jose, Calif.
KFBK	Sacramento, Cal.	KGFI	Corpus Christi, Tex.	KRE	Berkeley, Cal.
KFDM	Beaumont, Texas.	KGFI	Los Angeles, Cal.	KREG	Santa Ana, Cal.
KFDY	Brookings, S. D.	KGFK	Moorhead, Minn.	KRGV	Harlingen, Tex.
KFEL	Denver, Colo.	KGFL	Raton, N. Mex.	KRLD	Dallas, Tex.
KFEQ	St. Joseph, Mo.	KGFW	Ravenna, Nebr.	KRMD	Shreveport, La.
KFGQ	Boone, Ia.	KGFX	Pierre, S. D.	KSAC	Manhattan, Kan.
KFH	Wichita, Kan.	KGGC	San Francisco, Cal.	FSAT	Ft. Worth, Tex.
KPHA	Gunnison, Colo.	KGGF	Picher, Okla.	KSCJ	Sioux City, Ia.
KPI	Los Angeles, Calif.	KGGM	Albuquerque, N. M.	KSD	St. Louis, Mo.
KPIO	Spokane, Wash.	KGHN	Pueblo, Colo.	KSEI	Pocatello, Idaho.
KPIZ	Fond du Lak, Wis.	KGHI	Little Rock, Ark.	KSL	Salt Lake City, U.
KFJB	Marshalltown, Ia.	KGHL	Billings, Mont.	KSMR	Santa Maria, Cal.
KFJF	Oklahoma City, Ok.	KGII	Twin Falls, Idaho.	KSO	Clarinda, Ia.
KFJI	Astoria, Ore.	KGIR	Butte, Mont.	KSOO	Sioux Falls, S. D.
KFJM	Grand Forks, N. D.	KGIV	Trinidad, Colo.	KSTP	St. Paul, Minn.
KFJR	Portland, Ore.	KGIX	Las Vegas, Nev.	KTAB	San Francisco, Cal.
KFJY	Ft. Dodge, Ia.	KGIZ	Grant City, Mo.	KTAP	San Antonio, Tex.
KFJZ	Ft. Worth, Tex.	KGJF	Little Rock, Ark.	KTAR	Phoenix, Ariz.
KFKA	Greeley, Colo.	KGKB	Brownwood, Tex.	KTAT	Ft. Worth, Tex.
KFKR	Milford, Kan.	KGKL	San Angelo, Tex.	KTBI	Los Angeles, Cal.
KFKU	Lawrence, Kan.	KGKO	Wichita Falls, Tex.	KTBR	Portland, Ore.
KFKX	Chicago, Ill.	KGKX	Sandpoint, Idaho.	KTBS	Shreveport, La.
KELV	Rockford, Ill.	KGKY	Scottsbluff, Nebr.	KTHS	Hot Springs, Ark.
KFLX	Galveston, Tex.	KGMB	Honolulu, H. I.	KTLC	Houston, Tex.
KFMX	Northfield, Minn.	KGMP	Elk City, Okla.	KTM	Santa Monica, Cal.
KFNF	Shenandoah, Ia.	KGNF	North Platte, Nebr.	KTNT	Muscataine, Ia.
KFOR	Lincoln, Nebr.	KGNO	Dodge City, Kan.	KTRH	Houston, Tex.
KFOX	Long Beach, Cal.	KGQ	Oakland, Calif.	KTSA	San Antonio, Tex.
KFPL	Dublin, Tex.	KGQ	San Francisco, Cal.	KTSL	Shreveport, La.
KFPM	Greenville, Tex.	KGRC	San Antonio, Tex.	KTSM	El Paso, Tex.
KEPW	Ft. Smith, Ark.	KGRS	Amarillo, Tex.	KTUE	Houston, Tex.
KFPY	Spokane, Wash.	KGU	Honolulu, H. I.	KTW	Seattle, Wash.
KFQD	Anchorage, Alas.	KGW	Portland, Ore.	KUJ	Longview, Wash.
KFQU	(Alma) Holy City, Calif.	KHJ	Los Angeles, Cal.	KUOA	Fayetteville, Ark.
KFQW	Seattle, Wash.	KHQ	Spokane, Wash.	KUSD	Vermillion, S. D.
KFQZ	Los Angeles, Calif.	KICK	Red Oak, Ia.	KUT	Austin, Tex.
KFRC	San Francisco, Cal.	KID	Idaho Falls, Idaho.	KVEP	Portland, Ore.
KFRU	Columbia, Mo.	KIDO	Boise, Idaho.	KVI	Tacoma, Wash.
KFSD	San Diego, Cal.	KJBS	San Francisco, Cal.	KVI	Seattle, Wash.
KFSG	Los Angeles, Cal.	KJR	Seattle, Wash.	KVOA	Tucson, Ariz.
KFUI	Juneau, Alaska.	KLCN	Blytheville, Ark.	KVOO	Tulsa, Okla.
KFUI	Galveston, Tex.	KLO	Ogden, Utah.	KVOS	Bellingham, Wash.
KFUM	Colo. Springs, Colo.	KLPM	Minot, N. D.	KWCR	Cedar Rapids, Ia.
KFUO	St. Louis, Mo.	KLRA	Little Rock, Ark.	KWEA	Shreveport, La.
KFUP	Denver, Colo.	KLS	Oakland, Calif.	KWG	Stockton, Calif.
KFVD	Culver City, Cal.	KLX	Oakland, Calif.	KWJJ	Portland, Ore.
KFVS	Cape Girardeau, Mo.	KLZ	Denver, Colo.	KWK	St. Louis, Mo.
KFWB	Hollywood, Cal.	KMA	Shenandoah, Ia.	KWKC	Kansas City, Mo.
KFWF	St. Louis, Mo.	KMBC	Kansas City, Mo.	KWKH	Shreveport, La.
KFWI	San Francisco, Cal.	KMED	Medford, Ore.	KWSC	Decorah, Ia.
KFXD	Jerome, Idaho.	KMIC	Inglewood, Cal.	KWSC	Pullman, Wash.
KFXJ	Edgewater, Colo.	KMJ	Fresno, Calif.	KWWG	Brownville, Tex.
KFXF	Denver, Colo.	KMMJ	Clay Center, Nebr.	KXA	Seattle, Wash.
KFXM	San Bernardino, Cal.	KMO	Tacoma, Wash.	KXL	Portland, Ore.
KFXR	Oklahoma City, Ok.	KMOX	St. Louis, Mo.	KXO	El Centro, Calif.
KFY	Flagstaff, Ariz.	KMPK	Beverly Hills, Cal.	KYA	San Francisco, Calif.
KFYO	Abilene, Tex.	KMTR	Hollywood, Cal.	KYW	Chicago, Ill.
KFYR	Bismarck, N. D.	KNX	Los Angeles, Cal.	KZM	Haywood, Calif.
KGA	Spokane, Wash.	KOA	Denver, Colo.	NAA	Arlington, Va.
KGAR	Tucson, Ariz.	KOAC	Corvallis, Ore.	NAA	Washington, D. C.
KGB	San Diego, Calif.	KOB	State College, N. M.	WAAF	Chicago, Ill.
KGBU	Ketchikan, Alas.	KOCW	Chickasha, Okla.	WAAM	Newark, N. J.
KGBX	St. Joseph, Mo.	KOH	Reno, Nev.	WAAT	Jersey City, N. J.
KGBZ	York, Nebr.	KOIL	Council Bluffs, Ia.	WAAW	Omaha, Nebr.
KGCA	Decorah, Iowa.	KOIN	Portland, Ore.	WABC	New York, N. Y.
		KOL	Seattle, Wash.	WABI	Banor, Me.

Station	Location	Station	Location	Station	Location
WABZ	New Orleans, La.	WDZ	Tuscola, Ill.	WIBO	Chicago, Ill.
WABO	Rochester, N. Y.	WEAF	New York, N. Y.	WIBR	Steubenville, O.
WACO	Waco, Texas.	WEAI	Ithaca, N. Y.	WIBU	Poynette, Wis.
WADC	Akron, Ohio.	WEAN	Providence, R. I.	WIBW	Topeka, Kan.
WAGM	Royal Oak, Mich.	WEAO	Columbus, Ohio.	WIBX	Utica, N. Y.
WAU	Columbus, Ohio.	WEAR	Cleveland, Ohio.	WICC	Bridgeport, Conn.
WALR	Zanesville, Ohio.	WEBC	Superior, Wis.	WIL	St. Louis, Mo.
WAPI	Birmingham, Ala.	WEBQ	Harrisburg, Ill.	WILL	Urbana, Ill.
WASH	Grand Rapids, Mich.	WEBR	Buffalo, N. Y.	WILM	Wilmington, Del.
WBAK	Lafayette, Ind.	WEDC	Chicago, Ill.	WIOD	Miami Beach, Fla.
WBAA	Harrisburg, Pa.	WEDH	Erie, Pa.	WIP	Philadelphia, Pa.
WBAL	Baltimore, Md.	WEEL	Boston, Mass.	WIS	Columbia, S. C.
WBAP	Ft. Worth, Tex.	WEHC	Emory, Va.	WISJ	Beloit, Wis.
WBAX	Wilkes-Barre, Pa.	WEHS	Evanston, Ill.	WISN	Milwaukee, Wis.
WBBC	Brooklyn, N. Y.	WELK	Philadelphia, Pa.	WJAC	Johnstown, Pa.
WBBL	Richmond, Va.	WELL	Battle Creek, Mich.	WJAG	Norfolk, Nebr.
WBMM	Chicago, Ill.	WEMC	Berrien Spgs., Mich.	WJAK	Marion, Ind.
WBRR	Rossville, N. Y.	WENR	Chicago, Ill.	WJAR	Providence, R. I.
WBBY	Charleston, S. C.	WEVD	New York, N. Y.	WJAS	Pittsburgh, Pa.
WBBZ	Ponca City, Okla.	WEW	St. Louis, Mo.	WJAX	Jacksonville, Fla.
WBCM	Bay City, Mich.	WFAA	Dallas, Tex.	WJAY	Cleveland, Ohio.
WBGF	Glen Falls, N. Y.	WFAN	Philadelphia, Pa.	WJAZ	Mt. Prospect, Ill.
WBIS	Boston, Mass.	WFBC	Knoxville, Tenn.	WJBC	La Salle, Ill.
WBMS	Ft. Lee, N. J.	WFBE	Cincinnati, Ohio.	WJBI	Red Bank, N. J.
WBNY	New York, N. Y.	WFBG	Altoona, Pa.	WJBK	Ypsilanti, Mich.
WBOQ	New York, N. Y.	WFBJ	Collegeville, Minn.	WJBL	Decatur, Ill.
WBOV	Terre Haute, Ind.	WFBM	Syracuse, N. Y.	WJBO	New Orleans, La.
WBRC	Birmingham, Ala.	WFBP	Indianapolis, Ind.	WJBT	Chicago, Ill.
WBRE	Wilkes-Barre, Pa.	WFBT	Baltimore, Md.	WJBU	Lewisburg, Pa.
WBRL	Tilton, N. H.	WFDI	Flint, Mich.	WJBW	New Orleans, La.
WBSO	Wellesley, Mass.	WFDV	Rome, Ga.	WJBY	Gadsden, Ala.
WBT	Charlotte, N. C.	WFDW	Tallahassee, Fla.	WJDC	Jackson, Miss.
WBTM	Danville, Va.	WFEI	Philadelphia, Pa.	WJJD	Moosehart, Ill.
WBZ	Springfield, Mass.	WFIW	Hopkinsville, Ky.	WJKS	Gary, Ind.
WBZA	Boston, Mass.	WFJC	Akron, Ohio.	WJRW	Detroit, Mich.
WCAC	Storrs, Conn.	WFKD	Philadelphia, Pa.	WJSV	Mt. Vernon Hills, Va.
WCAD	Canton, N. Y.	WFLA	Clearwater, Fla.	WJW	Mansfield, Ohio.
WCAE	Pittsburgh, Pa.	WGAL	Lancaster, Pa.	WJZ	New York, N. Y.
WCAH	Columbus, Ohio.	WGBB	Freeport, N. Y.	WKAQ	San Juan, P. R.
WCAJ	Lincoln, Nebr.	WGBC	Memphis, Tenn.	WKAR	E. Lansing, Mich.
WCAL	Northfield, Minn.	WGBF	Evansville, Ind.	WKAU	Laconia, N. H.
WCAM	Camden, N. J.	WGBI	Scranton, Pa.	WKBB	Joliet, Ill.
WCAP	Baltimore, Md.	WGCS	New York, N. Y.	WKBK	Birmingham, Ala.
WCAP	Ashbury Park, N. J.	WGCM	Gulfport, Miss.	WKBH	Indianapolis, Ind.
WCAT	Rapid City, S. D.	WGCP	Newark, N. J.	WKBI	La Crosse, Wis.
WCAU	Philadelphia, Pa.	WGES	Chicago, Ill.	WKBT	Chicago, Ill.
WCAX	Burlington, Vt.	WGH	Newport News, Va.	WKBN	Youngstown, O.
WCAY	Carthage, Ill.	WGL	Ft. Wayne, Ind.	WKBO	Jersey City, N. J.
WCB	Allentown, Pa.	WGMS	Minneapolis, Minn.	WKBP	New York, N. Y.
WCB	Zion, Ill.	WGN	Chicago, Ill.	WKBS	Galesburg, Ill.
WCBM	Baltimore, Md.	WGR	Buffalo, N. Y.	WKBU	Connersville, Ind.
WCB	Springfield, Ill.	WGST	Atlanta, Ga.	WKBW	Buffalo, N. Y.
WCCO	Minneapolis-St. Paul, Minn.	WGY	Schenectady, N. Y.	WKBZ	Ludington, Mich.
WCDA	New York, N. Y.	WHA	Madison, Wis.	WKEN	Buffalo, N. Y.
WCFL	Chicago, Ill.	WHAD	Milwaukee, Wis.	WKJC	Lancaster, Pa.
WCCU	Coney Island, N. Y.	WHAM	Rochester, N. Y.	WKRC	Cincinnati, Ohio.
WCHI	Deerfield, Ill.	WHAP	New York, N. Y.	WKY	Oklahoma City, Ok.
WCKY	Covington, Ky.	WHAS	Louisville, Ky.	WKZO	Berrien Springs, Mo.
WCLB	Long Beach, N. Y.	WHAT	Philadelphia, Pa.	WLAC	Nashville, Tenn.
WCL	Janesville, Wis.	WHAZ	Troy, N. Y.	WLAP	Louisville, Ky.
WCL	Joliet, Ill.	WHB	Kansas City, Mo.	WLB	Minneapolis, Minn.
WCMA	Culver, Ind.	WHBC	Canton, Ohio.	WLB	South Bend, Ind.
WCOA	Pensacola, Fla.	WHBD	Mt. Orab, Ohio.	WLB	Kansas City, Mo.
WCOC	Meridian, Miss.	WHBF	Rock Island, Ill.	WLB	Petersburg, Va.
WCOD	Harrisburg, Pa.	WHBL	Sheboygan, Wis.	WLB	Stevens Point, Wis.
WCOH	Yonkers, N. Y.	WHBQ	Memphis, Tenn.	WLBW	Oil City, Pa.
WCRW	Chicago, Ill.	WHBU	Anderson, Ind.	WLBX	Long Island City, N. Y.
WCSC	Charleston, S. C.	WHBY	Green Bay, Wis.	WLBZ	Bangor, Me.
WCSH	Portland, Me.	WHDF	Calumet, Mich.	WL	Ithaca, N. Y.
WCSO	Springfield, Ohio.	WHDH	Gloucester, Mass.	WLEX	Lexington, Mass.
WDAE	Tampa, Fla.	WHDI	Minneapolis, Minn.	WLEY	Lexington, Mass.
WDAF	Kansas City, Mo.	WHDL	Tupper Lake, N. Y.	WLIT	Philadelphia, Pa.
WDAG	Amarillo, Tex.	WHEC	Rochester, N. Y.	WLOE	Boston, Mass.
WDAH	El Paso, Tex.	WHFC	Cicero, Ill.	WLS	Chicago, Ill.
WDAY	Fargo, N. D.	WHIS	Bluefield, W. Va.	WLSI	Providence, R. I.
WDBJ	Roanoke, Va.	WHK	Cleveland, Ohio.	WLTH	Brooklyn, N. Y.
WDBO	Orlando, Fla.	WHN	New York, N. Y.	WLVA	Lynchburg, Va.
WDEL	Wilmington, Del.	WHO	Des Moines, Ia.	WLW	Cincinnati, Ohio.
WDGY	Minneapolis, Minn.	WHOM	Jersey City, N. J.	WLWL	New York, N. Y.
WDOD	Chattanooga, Tenn.	WHP	Harrisburg, Pa.	WMA	Cazenovia, N. Y.
WDR	New Haven, Conn.	WIAS	Ottumwa, Ia.	WMAF	S. Dartmouth, Mass.
WDSU	New Orleans, La.	WIBA	Madison, Wis.	WMAK	Buffalo, N. Y.
WDFW	Cranston, R.I.	WIBG	Elkins Park, Pa.		
		WIBM	Jackson, Mich.		

Station	Location	Station	Location	Station	Location
WMAL	Washington, D. C.	WOI	Ames, Ia.	WRK	Hamilton, Ohio.
WMAN	Columbus, Ohio.	WOKO	Poughkeepsie, N.Y.	WRNY	New York, N. Y.
WMAQ	Chicago, Ill.	WOL	Washington, D. C.	WRR	Dallas, Texas.
WMAZ	St. Louis, Mo.	WOMT	Manitowoc, Wis.	WRUF	Gainesville, Fla.
WMAZ	Macon, Ga.	WOOD	Grand Rapids, Mich.	WRVA	Richmond, Va.
WMBA	Newport, R. I.	WOPI	Bristol, Tenn.	WSAI	Cincinnati, Ohio.
WMBC	Detroit, Mich.	WOQ	Kansas City, Mo.	WSAJ	Grove City, Pa.
WMBD	Peoria, Ill.	WOR	Newark, N. J.	WSAN	Allentown, Pa.
WMBF	Miami Beach, Fla.	WORC	Worcester, Mass.	WSAR	Fall River, Mass.
WMBG	Richmond, Va.	WORD	Chicago, Ill.	WSAZ	Huntington, W. Va.
WMBH	Joplin, Mo.	WOS	Jefferson City, Mo.	WSB	Atlanta, Ga.
WMBI	Chicago, Ill.	WOV	New York, N. Y.	WSBC	Chicago, Ill.
WMBJ	Pittsburgh, Pa.	WOW	Omaha, Nebr.	WSBT	South Bend, Ind.
WMBO	Auburn, N. Y.	WOWO	Ft. Wayne, Ind.	WSDA	Brooklyn, N. Y.
WMBQ	Brooklyn, N. Y.	WPAD	Paducah, Ky.	WSFA	Montgomery, Ala.
WMBR	Tampa, Fla.	WPAP	New York, N. Y.	WSGH	Brooklyn, N. Y.
WMC	Memphis, Tenn.	WPAW	Pawtucket, R. I.	WSIS	Springfield, Tenn.
WMCA	New York, N. Y.	WPCC	Chicago, Ill.	WSJS	Winston-Salem, N. C.
WMES	Boston, Mass.	WPCH	New York, N. Y.	WSM	Nashville, Tenn.
WMMN	Fairmont, W. Va.	WPEN	Philadelphia, Pa.	WSMB	New Orleans, La.
WMPC	Lapeer, Mich.	WPG	Atlantic City, N. J.	WSMK	Dayton, Ohio.
WMRJ	Jamaica, N. Y.	WPOE	Patchogue, N. Y.	WSPA	Spartanburg, S. C.
WMSG	New York, N. Y.	WPOR	Norfolk, Va.	WSPD	Toledo, Ohio.
WMT	Waterloo, Ia.	WPSC	State College, Pa.	WSSH	Boston, Mass.
WNAC	Boston, Mass.	WPTF	Raleigh, N. C.	WSUI	Iowa City, Ia.
WNAD	Norman, Okla.	WQAM	Miami, Fla.	WSUN	Clearwater, Fla.
WNAX	Yankton, S. D.	WQAN	Scranton, Pa.	WSVS	Buffalo, N. Y.
WNBF	Binghampton, N.Y.	WQAO	New York, N. Y.	WSYR	Syracuse, N. Y.
WNBH	New Bedford, Mass.	WQBC	Vicksburg, Miss.	WTAD	Quincy, Ill.
WNBJ	Knoxville, Tenn.	WQDV	Tupelo, Miss.	WTAG	Worcester, Mass.
WNBO	Washington, Pa.	WQDX	Thomasville, Ga.	WTAM	Cleveland, Ohio.
WNBR	Memphis, Tenn.	WRAF	Laporte, Ind.	WTAQ	Eau Claire, Wis.
WNBW	Carbondale, Pa.	WRAC	Williamsport, Pa.	WTAR	Norfolk, Va.
WNBX	Springfield, Vt.	WRAW	Reading, Pa.	WTAW	College Station, Tex.
WNBZ	Saranac Lake, N.Y.	WRAX	Philadelphia, Pa.	WTAX	Streator, Ill.
WNJ	Newark, N. J.	WRBI	Tifton, Ga.	WTBO	Cumberland, Md.
WNOX	Knoxville, Tenn.	WRBJ	Hattiesburg, Miss.	WTFI	Tacoma, Ga.
WNRC	Greensboro, N. C.	WRBL	Columbus, Ga.	WTIC	Hartford, Conn.
WNYC	New York, N. Y.	WRBQ	Greenville, Miss.	WTMJ	Milwaukee, Wis.
WOAI	San Antonio, Tex.	WRBT	Wilmington, N. C.	WTNT	Nashville, Tenn.
WOAN	Memphis, Tenn.	WRBU	Gastonia, N. C.	WTOC	Savannah, Ga.
WOAX	Trenton, N. J.	WRBX	Roanoke, Va.	WWAE	Hammond, Ill.
WOBT	Union City, Tex.	WRC	Washington, D. C.	WWJ	Detroit, Mich.
WOBU	Charleston, W. Va.	WRDW	Augusta, Ga.	WWI	New Orleans, La.
WOC	Davenport, Ia.	WREC	Memphis, Tenn.	WWNC	Asheville, N. C.
WOCL	Jamestown, N. Y.	WREN	Lawrence, Kan.	WWRI	Woodside, N. Y.
WODA	Patterson, N. J.	WRHM	Minneapolis, Minn.	WWVA	Wheeling, W. Va.
WODX	Mobile, Ala.	WRJN	Racine, Wis.	WXYZ	Detroit, Mich.

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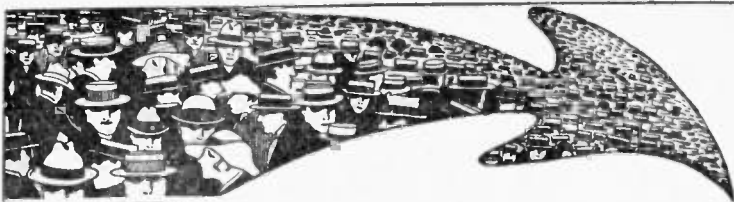
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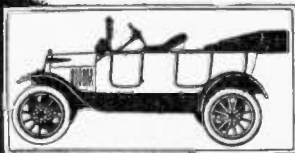
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- That the Spanish Armada was invincible.
- That Bill Shakespeare was a Dolt and a Felon.
- That Field's Atlanta Cable wouldn't work.
- That the cows would ditch Stevenson's Locomotive.
- That Bell's Telephone was "Black Art."
- That Edison was a Visionary and Dreamer.
- That Henry Ford just couldn't succeed.
- That Wilber and Orville Wright were fools.
- That the Germans wouldn't last 30 minutes with the Allies.
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