

# FOUR SHORT YEARS AGO....

## KOMA

went on the air with

- *New Call Letters*
- *New Equipment*
- *New Studios*
- *New Organization*



That was October 28, 1932. At that time we made resolutions, and kept them, to give our listeners the best in radio entertainment. KOMA has always maintained "It's the Program That Gets the Listener, and That it's the Listeners that Get the Client." And so on October 1st, we hung out the SRO sign (5 P. M. to 11 P. M.).

That proves we have the clients, so we must have the listeners.

On May 15, 1930 KOMA joined the Columbia Broadcasting System as a member of

their Southwestern Group. Since that time the most impressive CBS programs have been carried over KOMA.

A well-balanced program diet of good clean entertainment, educational features, news, sports, drama, etc., have kept KOMA's audiences supplied with all that they could desire in the way of radio entertainment.

A glance at our list of accounts will tell you a beautiful story of the way KOMA is accepted by Oklahoma merchants.

We'll be pleased to tell you more.

5,000  
WATTS

# KOMA

1480  
KILOCYCLES

**OKLAHOMA CITY, OKLAHOMA**

*"The Most Powerful Full Time Station in Oklahoma"*

NATIONAL REPRESENTATIVE

## HEARST RADIO

New York • Chicago • San Francisco • Los Angeles