

# Columbia Phonograph Company

THE NEW COLUMBIA PHONOGRAPH AND COLUMBIA  
NEW PROCESS RECORDS



J. J. DOHERTY  
MANAGER

40 NORTH 6TH STREET  
PHILADELPHIA, PA.

Mr. M. Kalinchak,  
1701 E. 3rd. St.,  
Bethlehem, Pa.

Your letter is one of a large number received regarding Radio Broadcasting Station 6 K W. So many letters have reached us that it is impossible to reply to each one individually, therefore we are adopting this means of expressing our appreciation and of answering the many questions that have been asked.

Yes, you really got Cuba - not a relay or a rebroadcast from New York. The Station is 6 K W. It broadcasts on a wave-length of 368 meters (approximately 888 kilocycles), using 100 watts of power. It is located at Tuinucu, Cuba, and its slogan is:

"When you hear the call of the cuckoo,  
Remember Tuinucu."

The owner and announcer is Mr. Frank Jones. Announcements are made both in Spanish and English, so that listeners-in in Cuba, and on the continents of North and South America, may enjoy the programs. Mr. Jones has been kind enough to say in his announcements that he is using Columbia Records and to invite listeners-in to write and tell us how they like the programs. Mr. Jones' efforts to entertain the public are meeting with the appreciation they deserve; and we are gratified that, through our records, we have a little share in the success that he is achieving.

Mr. Jones uses Columbia New Process Records exclusively for broadcasting, not only because of the uniformly good quality of the records, but because it is possible by that means, to broadcast music rendered by artists and entertainers of the highest class whom it would be impossible for him to obtain in Cuba. Apparently he has uncovered a new field of radio activity, because a number of letters express the wish that other broadcasters would use similar methods instead of employing mediocre talent for broadcasting purposes. One enthusiastic correspondent voices the thought in this way:

"Station 6 K W has solved the broadcasting problem. The orchestra selections that were broadcast could be taken any time for a full orchestra in front of a 'mike'."

To those who are not familiar with the remarkable quality of Columbia New Process Records, may we not say that the same fine musical qualities and superb rendition that have impressed them in the broadcasting programs of Station 6 K W are characteristic of Columbia New Process Records when reproduced on any good talking machine.

With cordial appreciation of your letter, and hoping you will continue to enjoy the programs from Station 6 K W.

Sincerely yours,

COLUMBIA PHONOGRAPH COMPANY.

J. J. Doherty,  
Manager.