



J. R. H. WILSON
GENERAL MANAGER

W J C M

ASSEMBLY POINT ON DINNER LAKE SEBRING, FLORIDA

HIGHLANDS BROADCASTING CO., INC.

TELEPHONE 8-1811

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EDWARD HASTI
TREASURER

March 6, 1951

Ernest R. Cooper, Editor
National Radio Club
Brooklyn 26, N. Y.

Dear Mr. Cooper,

Thank you very much for the fine report about hearing us in Brooklyn. Please excuse me for not answering sooner.

This should verify your report. We conducted our last frequency test February 19, 1950 between 2:00 and 2:10 a.m. Every two minutes we gave the following announcement "This is WJCM in Sebring, Fla. testing for frequency measurement. W as in William, J as in John, C as in Chicago, M as in Mary. Between these announcements the carrier was modulated by a 500 cycle tone.

We conduct our frequency test on the third Monday of every month with the Van Nostrand company of Atlanta, Ga. (2:00 to 2:10 a.m.)

We certainly did appreciate your report as we are running only 100 watts of power. That isn't much power but we cover quite a bit of territory during the day. We are heard within a 40 mile radius during the day but at night our coverage is small around 8 to 10 miles. We sign on in the morning at 6:28 and off at 11:15 P.M. WJCM opened for business May 8, 1950.

Sebring, the county seat of Highlands County, was named after a George Sebring of Ohio who founded the town around 1900. It is a popular tourist center and entertains a large number of winter visitors every year. Sebring also is the center of an important citrus and cattle producing area.

Best 73 & DX

J. D. Bryant

Thomas G. Bryant, Ch. Engr.

"Highlighting Highlands County"