

W K X Y

SARASOTA'S MOST POWERFUL STATION

1540 KC ★ 1,000 WATTS



## SARASOTA BROADCASTING COMPANY

POST OFFICE BOX 2431

2500 TENTH STREET • PHONE RINGLING 6-6651

SARASOTA, FLORIDA

August 2, 1954

Mr. Ernest R. Cooper, Editor  
National Radio Club  
438 East 21st Street  
Brooklyn 26, New York

Dear Mr. Cooper:

We are happy to verify your reception of WKXY on July 28, 1954.

The year-round population of the city of Sarasota is 18,897 (1950 Federal Census).

As to the name Sarasota, no one is quite sure as to its origin.

"So far as is known, the name first appears, with slightly different spelling, on the Elino de la Puente map of 1768. Here Sarasota is designated as Porte Sarasote. The Bernard Romans Map of 1774 gives the name of the bay as Boca Sarazote. A map issued by Laurie and Whittle in 1794 marks the place as Sara Zota.

"Early in the nineteenth century American usage slurred the name to Sarasota and it was so carried on the first "complete" map of Florida..." (From "The Story of Sarasota" by Karl H. Grismer, printed by the Florida Grower Press.)

No doubt the name was influenced by the fact that Hernando de Soto, who wrote the first letter bearing a Florida date line: Espiritu Santo, Florida, July 9, 1539.

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WKXY's regular hours of operation are sunup to sundown (EST).

We have no regular frequency checks or tests. Our frequency is checked during the day by the Lampkins Laboratories in Bradenton, Florida, only 12 miles north of Sarasota.

WKXY is non-directional.

We went on the air May 23, 1949 at 12 noon EST.

Enclosed is our local rate card which bears our coverage map on the back cover.

Thank you very much for your reception report.

Sincerely,

*A. G. Fernandez*

A. G. Fernandez  
Owner - Manager

AGF/ah  
Enc. 1