

WBLE

Panola Broadcasting Company

1290 KC. - DAYTIME 1000 WATTS
P. O. BOX 247

BATESVILLE, MISSISSIPPI

October 26, 1953

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

Dear Mr. Cooper:

Thank you for your recent report detailing the reception of our station WBLE at your location. We deeply appreciate your comments regarding our signal.

The report which we have received from you conforms with our station log as to times, identifications, etc.

We are keeping a permanent file of all reception reports received and we are pleased to include your report in the file and in return it is our pleasure to make this verification for your own file.

The town of Batesville was named for James William Bates sometime during 1856. Col. White, President of the Memphis and Tennessee Railroad, asked Mr. Bates to secure railroad right-of-way in this area. The old town of Panola was located on the river but with the coming of the railroad moved to be near it. When the first spade of dirt was turned over to begin the laying of track, Col. White said the new town would be called Batesville because Mr. Bates had been able to secure the right-of-way. James William Bates came from Petersburg, Virginia to this area. The 1950 census stated that we have a population of around 2500 but there are perhaps 1000 people living immediately outside the city limits.

WBLE went on the air for it's first full daytime schedule June 19, 1953. Our hours are daylight closing and 5:30 AM opening. We are non-directional and have no national network affiliation. We do not have a coverage map but have received reports of a clear signal during our daytime operations for 100 miles surrounding Batesville.

Mr. Ernest R. Cooper

October 26, 1953

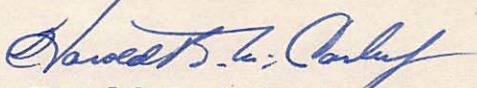
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Our frequency checks are at 4:30 AM E.S.T. on the third Wednesday of every month. Our frequency monitor is Claude M. Gray of Birmingham, Alabama.

Thank you for your good wishes. We extend a cordial invitation to you to visit our station at any time you are in Batesville.

With kindest regards,

PANOLA BROADCASTING COMPANY


Harold B. McCarley

HBMcC:bea