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Owned and Operated by Southeastern Broadcasting Corp.

WAGR

"Where Advertisers Get Results"

1480 KC 1000 WATTS • FULLTIME



Studio and Offices 217 E. 3rd St.

Phones 3394-3395

Lumberton, N. C.

November 11, 1954.

Mr. Ernest R. Cooper
Editor National Radio Club
438 East 21st St.
Brooklyn 26, N. Y.

Dear Sir:

This is to confirm your report of reception of Station WAGR, Lumberton, N. C., on the morning of October 9, 1954. Sorry to have delayed so long in answering. Any information as to future program and equipment tests were not available.

This station is a 1000 Watt, three element directional array, which is quite a long drawn-out procedure in getting on the air. There are a great many field strength readings to make, both day and night. At the time you heard our signal we were operating 1000 Watt, non directional to test the equipment. We are using Gates equipment exclusively.

We appreciate you giving us a report of reception. Our next program test will be next week, probably November 15th, after 12:00 o'clock Midnight. We hope to be on the air after Thanksgiving from 6:00 A.M. to 12:00 Midnight.

As to the frequency check measurements, they will probably be made at 5:00 o'clock Sunday morning. We are using Hedricks Frequency Check Laboratories, in Winston Salem, N. C.

Sincerely yours,

RADIO STATION WAGR

E. F. Bryan, Sr.

E. F. Bryan, Sr.
Chief Engineer

EFB/lb