



DEPENDABLE COVERAGE AND COMPLETE ACCEPTANCE IN
"THE WORLD'S RICHEST MARKET"

July 30, 1934

Dear Newark News Radio Club Member:

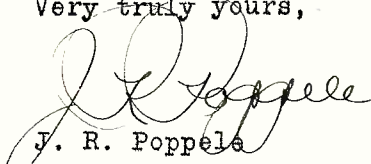
We are soliciting your cooperation in aiding us in the compilation of technical data relative to the operation and reception of WOR and WLW.

WLW, as you are undoubtedly aware, recently increased their power to 500 KW. We should like to learn from you how the operation of this new transmitter compares with their previous power of 50 KW. Have you noticed any appreciable increase in signal strength?

For the purpose of submitting an accurate report under different weather and atmospheric conditions, we are enclosing four copies of a questionnaire. This is for observing and reporting receiving characteristics over a period of a week.

We should like to thank you in advance for your cooperation.

Very truly yours,



J. R. Poppela
Chief Engineer

JRP/CM

FOR COVERAGE SEE
REVERSE SIDE

1440 BROADWAY, NEW YORK CITY
PLEASE ADDRESS REPLY TO THE NEW YORK OFFICE

BAMBERGER BROADCASTING SERVICE, INC.
NEWARK, NEW JERSEY