



~~ADDRESS ALL COMMUNICATIONS TO 605-S BROADWAY, LOS ANGELES, CALIF.~~

June 16, 1933



Mr. J. W. Brauner
17 East Spring Street
Williamsville, N. Y.

Dear Mr. Brauner:

Your interesting letter was received in the mail this morning and I wish to thank you for taking the time to write to me regarding our DX programs of this past season. I believe I enjoyed putting the programs on just as much as the DXers say they enjoyed hearing them. You see, I too, am an ardent DX fan.

As you probably noticed, in one of the last issues of the paper, it will be necessary for us DXers on the coast to locate a sponsor for the coming season. I am making every effort to put this idea over as I honestly feel that a feature of this nature is an absolute necessity to the DX enthusiasts particularly since practically all of the new radios are so much more efficient from the selectivity standpoint.

I am now corresponding with the general advertising manager of the Sparks-Withington Company (Sparton manufacturers) relative to their sponsoring my broadcasts next fall (from September to April, inclusive). I do hope that they can see how beneficial a series of broadcasts like ours can be to them, particularly when it is the DX enthusiast in most cases who trades in his set almost yearly. And as you probably know, the Sparton people make a splendid broadcast band set, not to mention a very efficient short wave converter with its own power pack. They also make several different models of combination sets.

I sha'n't take anymore of your time now but will thank you again for writing and you may be of great assistance to our cause if you will have your DX friends and correspondents write to me requesting the continuance of these programs next fall.

Very sincerely,

Stewart E. "DX STEW" Korb

Stewart E. "DX STEW" Korb

SEK:rb