

OWNED AND OPERATED BY  
THE STUDEBAKER BROADCASTING COMPANY  
JOHN W. STUDEBAKER, PRESIDENT

24-HOUR-A-DAY OPERATION  
NEWS EVERY HOUR ON THE HOUR  
250 WATTS — 1240 ON YOUR DIAL

# KSON

*San Diego's Public Service Station*

TELEPHONE FRANKLIN 5175

JOHN GORDON STUDEBAKER  
VICE PRESIDENT AND PROGRAM MANAGER

STUDIOS IN HOTEL MARYLAND  
SAN DIEGO, CALIFORNIA

October 2, 1947

Mr. J. W. Brauner  
23 Howard Avenue  
Williamsville 21, New York

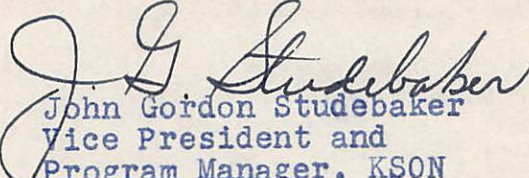
Dear Mr. Brauner:

I wish to thank you for your letter of September 26 in which you indicate that you have been listening to KSON off and on for some time.

It is difficult for me to understand how anyone could hear our station so far away; however, our tower is located in a drain basin site and we have a very extensive ground system which has direct contact with salt water. We have gained a reputation based on our signal strength of one of the most efficient 250 watters, from the technical standpoint, on the Pacific coast.

I herewith verify your report of reception of KSON and the details you incorporated in your letter concerning program broadcast Friday, September 26.

Very cordially yours,

  
John Gordon Studebaker  
Vice President and  
Program Manager, KSON

JGS/lw