

RADIO STATION

**WBOK**

INCORPORATED

800 KCS . 1000 WATTS

*New Orleans*

505 BARONNE STREET

February 24, 1951

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

Dear Mr. Brauner:

This is to verify your reception report of February 15th, 1951. This station took the air commercially on February 1st.

For your information we have a 1000 watt transmitter and a two tower directional antenna system. Being located on the south side of New Orleans and with the Gulf at our back we throw most of our power across the city to the north and north east, approximating a radiated power of 2500 watts in this direction.

The writer has been in radio since the early thirties and has a high regard for the McMurdo Silver Masterpiece. Broadcast AM receivers haven't made any startling developments in recent years. Mostly technical frills and cabinet styling, and even technical frills are disappearing. And now there are so many AM stations on the air that distant reception is mostly unsatisfactory and fast becoming a thing of the past. Do you agree?

Thanking you for your kind letter, which I might say is the most distant we have received to date, we are

Most cordially yours,

RADIO STATION WBOK, Inc.

*Robert L. Sanders*

By Robert L. Sanders,  
Chief Engr.