



LAsalle 1371  
LAsalle 1372

5000 WATTS

1590 ON YOUR DIAL

**SOUTH ST. PAUL**  
208 THIRD AVE. NORTH

**BROADCASTING COMPANY**  
SOUTH SAINT PAUL, MINNESOTA

REINHARD STEINLEY, General Manager

August 31, 1951

Mr. J. W. Brauner  
23 Howard Ave.  
Williamsville 21, N. Y.

Dear Mr. Brauner

Thanks very much for your report of reception of our new station of Thursday morning, August 2nd. Your report was checked with the log and was found correct. This letter will serve as verification of your reception of WCOW, operating on 1590 kc with a power of 5000 watts.

At the time you tuned us in, we were having the usual troubles that go along with getting a new station on the air, but glad to hear that the signal was good, and many of our troubles have been corrected, and we are on regular program schedule.

The equipment is Gates equipment throughout, and it appears to be very satisfactory. The transmitter is air-cooled, the antenna is an insulated 184 ft guyed tower.

Thanks very much for your fine letter complete with details of reception. We are very pleased to add our verification to the many letters you no doubt have collected since 1927...sounds like a fine hobby. Best of luck to you in the future.

Sincerely,

Mervin V. Jacobson  
Chief Engineer, WCOW