

# WJRI

MUTUAL-TOBACCO NETWORKS

*"Furniture Center of the South"*

JOHN P. RABB, OWNER

LENDIR, NORTH CAROLINA

DECEMBER 12, 1952

MR. J. W. BRAUNER  
23 HOWARD AVENUE  
WILLIAMSVILLE 21  
NEW YORK

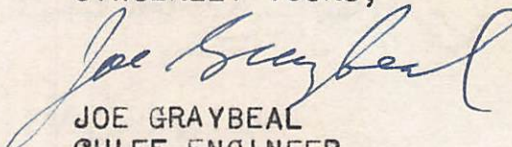
DEAR MR. BRAUNER;

THANK YOU FOR YOUR REPORT OF RECEPTION OF OUR SPECIAL DX PROGRAM. TO DATE WE HAVE RECEIVED ABOUT FORTY REPORTS, MOST OF THEM FROM THE NORTH AND NORTHEAST.

WJRI AS YOU KNOW, OPERATES ON 1340 KC WITH A POWER OF 250 WATTS. OUR MAIN TRANSMITTER IS A WESTERN ELECTRIC MODEL 451-A FED INTO A SHUNT-FED QUARTER WAVE VERTICAL TOWER. OUR ANTENNA, WHICH IS ACTUALLY LESS THAN ONE QUARTER WAVELENGTH (153 FEET) HAS A NOTORIOUS REPUTATION FOR BENDING OUT A STRONG HIGH ANGLE SKY WAVE, WHICH AT NIGHT IS ACTUALLY DETRIMENTAL TO THE COVERAGE OF OUR PRIMARY SERVICE AREA. HOWEVER, IF THE CONDITIONS ARE RIGHT, WE PUT IN A TERRIFIC SIGNAL ANYWHERE OUR SKY WAVE HAPPENS TO HIT.

MR. GREENWAY, MR. ATWATER, AND I WERE HAPPY TO HAVE THE OPPORTUNITY TO SEE JUST HOW FAR WE REACH AT NIGHT-IT WAS A PLEASURE TO PRESENT THE PROGRAM AND NO MATTER WHAT WE SAID, I CAN ASSURE YOU THAT NONE OF US WENT TO SLEEP DURING THE SHOW. WE HAVE ENJOYED READING THE MANY FINE REPORTS, AND WE WOULD LIKE TO EXTEND A STANDING INVITATION TO YOU TO DROP IN AND SEE US WHENEVER YOU ARE IN THIS AREA. OUR STUDIOS ARE LOCATED IN THE THIRD FLOOR OF THE UNION NATIONAL BANK BUILDING; OUR TRANSMITTER IS LOCATED ABOUT TWO MILES OUT OF TOWN ON THE MORGANTON HIGHWAY.

SINCERELY YOURS,

  
JOE GRAYBEAL  
CHIEF ENGINEER

JG/NC