

Representatives

WORLD BROADCASTING SYSTEM
50 West 57th Street, New York

Studios

OLEAN, NEW YORK
BRADFORD, PENNSYLVANIA
ST. BONAVENTURE COLLEGE

FROM DAYLIGHT 'TIL DARK

W H D L

OLEAN BROADCASTING COMPANY, INC.

"SERVING THE OLEAN-BRADFORD AREA . THE OIL METROPOLIS OF THE WORLD"

Exchange Bank Building * OLEAN, NEW YORK

LEONARD L. HOFMANN, Station Director

30th November 1936

Dear Joe:

Your letter reporting reception of our new transmitter came along Sunday morning. Oddly enough, I had been intending to dash off a note to you inquiring as to your luck in hearing us.

I ran a one-man test last Sunday morning, one to four o'clock, and gathered in 50 reports from 20 states and two Canadian provinces. Accepted reverse-charge telephone calls for a while and had some interesting chats with listeners as far away as Aberdeen, South Dakota and Clay Center, Kansas.

The tower shows up nicely, orange and white, 308 feet above the ground. In this rather hilly country it is visible east of here six miles by road and west about 5 miles. The transmitter is the newest type 100-250 watt Western Electric which we are using only on 250-watts. Studios continue in the Bank building, and we have turntable and mike at the transmitter base. St. Bonaventure College is also wired and we carry two programs per day from there.

Our range has increased tremendously, daylight reports coming from Cleveland, Elmira, Buffalo, etc. Before we went West about ten miles and south about 20 miles before WLEU gave us the K.O. Now we seem to have it all to ourselves. My personal observation with my Motorola ten tube car set has been that I can follow the signal to Hornell, Jamestown, and such places without losing it.

The glass shack is unusual, quite an oddity in fact and we have many comments on it. I am sending you a copy of our 28-page edition of the Times-Herald, a supplement issued with the newspaper last Tuesday. It should be of interest to you.

Old WHDL has been scrapped, and I am rebuilding the audio unit into a ham-phone of 300-watts-input power. Quality should be fine as I will have strictly Class A modulation and broadcast apparatus throughout. Will have you listen when I complete it.

Incidentally, you should have our 308-ft. antenna for a receiving aerial. It certainly horses them in. Should you care to listen to WHDL when I am on, you will find me announcing from 9 to 9:30, 10:30-10:45, 12:00-12:15, 1:30-1:45, 2:00-2:15 each week day. I am on occasionally at other times, too.

Please write.

Sincerely,

David W. Jefferies