

# KWIL

W. L. JACKSON, Pres.

RALPH R. CRONISE, Sec'y-Treas.

## Central Willamette Broadcasting Co.

OWNER AND OPERATOR

*Affiliated with Mutual-Don Lee Broadcasting System*

Studio and Transmitter

15th and Elm Streets

ALBANY, OREGON

THE KEY TO THE HEART OF THE  
GREAT WILLAMETTE VALLEY

Trade Area 60,000 Population  
Total Coverage 177,000

1240 K.C. 250 Watts Full Time

February 26, 1941

Mr. J. W. Brauner  
17 Spring Street  
Williamsville, New York

Dear Mr. Brauner:

I want to thank you for your very fine letter of January 10 containing such a splendid report upon the performance of our station during its first test on January 9 and 10. I am sorry to be so late in acknowledging your letter, but must plead guilty to being snowed under during the last stages of our construction period, our opening, and finally getting our station rolling.

Your letter indicates that our station must have a very unusual quality and this is confirmed by a number of other letters which came to us from the east, middle west and south expressing the same opinion. We were not listed any place at that time and no DX'rs were aware of our existence but quite a number gave us excellent reports during our first two test programs. We do feel that we have an unusual installation for we are putting out the best signal in this part of the Pacific Northwest and have even developed a preferential audience in other cities where broadcasting stations are located twenty-five and forty-five miles from us.

The enclosed sheet will give you a few facts regarding our station and future DX programs and test periods. Again thanking you for your kind letter and hoping that you will report again at your convenience for we are very much interested in learning just what our set-up will do, we are

Very truly yours,

RADIO STATION KWIL

By

*R. R. Cronise*

rrc/jk