

RADIO STATION
W P I C

SHARON HERALD BROADCASTING CO.

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P. O. BOX 541
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SHARON, PA.

October 28, 1938

Mr. J.W. Brauner
Williamsville, N.Y.

Dear Mr. Brauner:-

Thank you for your fine letter of October 26 in regard to reception of WPIC. It is not often that we answer such reports by letter, as we have a standard report card which we send out to DXers confirming reception of WPIC. However, since you took the trouble to send us such a fine report, we feel that it is worth while to compliment you for it.

We would certainly appreciate a report on how WPIC reaches Williamsville during midday. We were surprised at the many reports we have recieved of daytime 'DX' reception from Fairmount West Va., Buffalo, N.Y., Latrobe, Pa., and many other points which ordinarily are out of any 250 watt station's area that is as far away as we are from these points.

You seem to be one of the few DXers who have found out that stations appreciate reports of DAYTIME reception far more than a report 2000 miles away of freak nighttime reception. Naturally, we at WPIC and any other radio station are highly interested in the kind of signal we are putting out during our regular broadcast hours, as that is when we make our money. Therefore, comprehensive reports such as yours are always more than welcome.

How does our signal there in midday compare with that of WKBN, Youngstown (570 kc)---WKST, New Castle (1250kc)---and by way of comparison with a 50 kilowatter, WJR(750kc)? That is the kind of reports we are naturally highly interested in.

We would very much appreciate hearing from you again, and if there is anything we can do as a favor to you, let us know.

Very truly yours,

SHARON HERALD BROADCASTING CO.
RADIO STATION WPIC

John C. Mac Donald
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