

1000 WATT WESTERN ELECTRIC
TRANSMITTER
FREQUENCY--780 KC
TRANSMITTER--2½ MILES
SOUTH OF MADISON

RADIO STATION

W I S J

MAIN STUDIOS AND BUSINESS
OFFICES
ENTIRE EIGHTH FLOOR
STATE BANK OF WISCONSIN
BUILDING

*Owned and operated by the
Wisconsin State Journal Broadcasting Co.
W. E. WALKER, Secretary-Manager*

*Madison, Wisconsin
February 18, 1931.*

Mr. J. W. Bronner,
17 Spring Street,
Williamsville, N.Y.

Dear Mr. Bronner:

We are enclosing the long belated Ekko stamp and wish to express our appreciation for your patience. We trust that you will tune in on W-I-S-J from time to time and hope to hear from you again. Thank you for your interest as a DX fan. I will keep your DX Club letter on file and when we run a test program we will be pleased to inform you a week or ten days in advance.

Sincerely,

RADIO STATION W-I-S-J

BY



LHG/A

W-I-S-J [The Wisconsin State Journal Station atop the State Bank of Wisconsin Building] is located at Madison, Wisconsin, in the tenth richest agricultural county in the United States. Madison, home of the State Capitol, the University of Wisconsin, and U. S. Forest Products Laboratory, and headquarters for some

score of commercial and agricultural organizations state-wide in scope, is the most logical location in the state for a modern, well equipped radio broadcasting station serving the people of Wisconsin. Your message over W-I-S-J reaches a rich, responsive, intelligent audience.