

STUDIOS  
HOTEL MAGEE  
BLOOMSBURG, PA.

**WLTR**  
690  
*Bloom Radio Inc.*

PHONE 1800

Power 1000 Watts      Freq. 690 K.C.      Max. signal propagation  $-3\frac{0}{8}$  West by East

Mr. Norman L. Maguire  
434 North Maple  
Albuquerque, New Mexico

Dear Sir:

Thank you very much for your report on our Test Transmission on the morning of January 3, 1949, starting at 4:00 A.M. The response from a good many sections of the country, particularly the midwest, was gratifying in spite of the fact that receiving conditions were pretty terrible here at WLTR at the time, and numerous reports bear out the facts that such was the case in many sections. So, you see, we can be doubly appreciative of the efforts of all of you in staying with us in spite of adverse conditions.

As for the thrill you all get from DX, several of us here have gone through the same mill quite some time ago. We remember those days and assure you it is not at all difficult for us to lose a little sleep in the process of transmitting test programs to you. We really do get a heap of satisfaction at this end too.

Enclosed you will find a Farm Fact Folder (this is not a commercial) just to show you we have quite a Farm Program. Being an engineer I do not know too much about it, particularly the business on the rear cover.

Thanks again and let us hear from you later.

Yours very truly,

BLOOM RADIO INC.

*Park H. Cassidy*  
WLTR  
Park H. Cassidy  
Chief Engineer

PHC/al  
Enc.

*Mr. Maguire.*  
Your times and selections listed in your letter check perfectly with our log, "bongrats," and many thanks for other information included. Sorry about the interference on our freq. It does seem unusual to have a report of 10PM for Hawaii on our station here in Pa. (Hi) It's much "73" PHC