

Working For Modern Carolina

P. O. BOX 655

PHONE 963

1000 WATTS ON 730 KC

SOUTHERN RADIO AND TELEVISION CORPORATION

Goldsboro, N. C.

February
Twenty-two
1956

Mr. S.R. Morss
Route # 3
Bradford, Mass.

Dear Mr. Morss:

Thanks a million for your very interesting report verifying reception of WFMC's signal during the special DX test on the early morning of February 7, 1956. The advantage of a clear channel was really demonstrated by the fact that we actually blanketed the continent .. we received DX reports, long distance phone calls and tapes from Seattle, Washington, to San Diego, California, from New Gloucester, Maine, to Key West, Florida .. five from foreign countries, the farthest being Christchurch, New Zealand.

You might be interested in this information of our town and station. We summarize:

Goldsboro, N.C., the "Heart of Tobaccoland", was General Sherman's objective on his famous "March To The Sea." Situated in the very center of Carolina's rich Coastal Plain, it is the concentrated trading center of Eastern North Carolina. Population, 28,000. Surrounding area predominantly agricultural and small manufacturing. Seymour Johnson Air Field, the U.S. Air Force's "Most Modern Jet Air Base", is now under construction here.

WFMC, established 11/11/51, clear-channel, non-directional, 1,000W, 730kc, daytime, completely blankets every nook and cranny of this fastest-growing area in the South's #1 state. Within slightly over four years, WFMC has become the #1 station in this area where TV has "made all radio stations daytimers".

Thanks again for your fine comments. WFMC's entire staff is pleased to learn of the clarity of our signal in your area. Our station manager, Ken Marshall, joins me in expressing our appreciation of your assistance on this test. If we can ever be of assistance to you, do not hesitate to call upon us.

Sincerely yours,

SOUTHERN RADIO & TELEVISION CORPORATION


Henry M. Harrison, CE.

HMH/nis

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