



GATEWAY TO GOOD LISTENING
"PUNCHY"

WPSL

Monroeville Broadcasting Co., Inc.
Number 1 Sylves Lane
Monroeville, Pennsylvania 15146

T. WILLIAM LYNCH, GENERAL MANAGER
TELEPHONE: (AREA 412) 351-0660 824-1260

11 Dec. 1964

Dear *ERNIE* -

This letter has been especially prepared to acknowledge your receipt of "punchy", WPSL, Monroeville, Pa. on 8 Dec. 1964 from 4:43:00AM. By way of background info. we began broadcasting on 27 Sept. 1964 on 1510 kcs. with 250W ERP. Our primary coverage area is to the east of Pittsburgh and includes the communities of Monroeville, Penn Hills, Wilkensburg, Pitcairn and others. The studios and Offices are located within a mile of Exit 6 on the Penna. Turnpike. Visitors are always welcome, so if you are in the area, please drop in.

The voices you heard during the test were those of my brother, Bill Lynch, Gen. Mgr. & Prog. Dir. and my own. I serve as Chief Engineer & Announce when needed. Bill has worked in Pgh. Radio for over 16 years, while I just retired from 20 years Naval Service as an Elect. Tech. in September.

We, too, had a Zenith Trans-Oceanic Radio on hand and experienced QRM from WMLX Boston. Tone testing. To date, we have received letters and cards from Montreal, Illinois, Vermont, Alabama, Kansas, Colorado, Denver- 1,000 Air miles. All reported our signal strong & Readable- to 100% in some very distant places, on radios ranging from 4 - 22 Tubes.

The replies were most gratifying and more than compensated us for the early morning Rendezvous. It was our pleasure to blanket the U.S. with the voice of PUNCHY. We are indebted to Mr. Len Kruse for his advanced publicity and if it can again be arranged, we will be most happy to repeat the test in a couple of months.

Again, on Behalf of the entire staff and management at WPSL, Bill and I thank you and take this opportunity to wish you the Happiest of Holiday Seasons.....

Yours, In Radio.....73's

Bob Lynch
Bob Lynch

WE PLEASE SELECTIVE LISTENERS