

WPAD

PADUCAH BROADCASTING CO.

INCORPORATED

CBS AFFILIATE

250 Watts
1450 K. C.

WPAD-FM
96.9 MC
18,000 Watts

STUDIOS -- Taylor Bldg.
P. O. Box 450
PADUCAH, KY.

August 20, 1953

Mr. David F. Thomas
Longwave Listening Post
Radio WUMS
Proctorville, Ohio

Dear Mr. Thomas:

You will note I replied to most of your letter and confirmed the reception of WPAD-FM on another sheets.

This will confirm your reception of WPAD-AM , 1450 kc on Sunday June 28, 1953 from 12:00 to 1:30 p.m. Program when you tuned in was correctly identified as "Immanuel Baptist Church remote broadcast of services followed by Paducah Lumber Company spot announcement, and tune played following this was "Swanee River Boogie."

Back to FM again, we realized that duplication has allowed us to keep selling AM as well as we have. Besides that, FM only sports shows brought us about 12,000 extra revenue last year.

At home, my radio is almost always on FM. The only AM radio I have heard since 1946 has been on the car. Most other people here seem to feel the same way.

Sincerely,

Ray Mofield

Ray Mofield
Assistant Manager