

P. O. BOX 1220
SANFORD, MAINE
TEL. 1574



1000 WATTS
1220 KC.

YORK BROADCASTING CO.

February 16, 1959

David F. Thomas
Radio W.U.M.S.
Proctorville, Ohio

Dear Mr. Thomas:

Thank you for your interest in the "Biggest Little Station in New England". We here at WSME are always glad to receive reception reports from National Radio Club members and other interested listeners. This letter will serve as verification of your reception of WSME on 2. Feb. 1959.....at 3:50. to 4:05. am during our xmtr. test....programming.

WSME has been in operation since November 9, 1957. From dawn to sunset, we program top news coverage and commentary, highly "listenable" music, and community service features, all of local origin. Commercially, we are affiliated with Maine's Lobster Network; the combined listening audience of Lobnet's eight stations comprises ninety-five percent of Maine's market.

The Town of Sanford received nationwide publicity five years ago as the "Town that Refused to Die". For many years, the economic health of our community of 17,000 had been almost totally dependent on the operation of a single textile mill, Goodall-Sanford, Inc., makers of the famous Palm Beach cloth. When, in 1954, this textile mill followed a New England trend of consolidation and movement to the South, the citizens of Sanford were left virtually without income. In the tight-belt period that followed Sanford's economic collapse, the tireless efforts of Sanford's civic leaders brought new industry to town, slowly at first, then with a new enthusiasm and vigor. Today, Sanford is healthier than ever and still growing.

We thank you once again for your interest in WSME and the town to which we belong. I will welcome any further correspondence.

Sincerely,

Richard B. Parker
Chief Engineer

Enc:
RBP/ps

THE BIGGEST LITTLE STATION IN ALL OF NEW ENGLAND