

11/1/54

Mr. Thomas

Excuse these hasty notes, but this 100-watt is so long that not a single stenog or typewriter is available.

First, your reception report of Oct 30, 1954, 5:31/5:45 AM is hereby confirmed.

Re your comments:

We are on 100 Watts because our location with respect to other 1450 250 watters limits our power.

100 Watts serves our market — our city & its entire outlying trade area. So, if we reach the people in the market area, then it remains to sell programming & service, not watts!

Actually we average on 100 watts but most 250 watters because we have an extremely efficient antenna system — namely, a 200 foot tower where

W L A F

LAFOLLETTE,  
TENNESSEE

MUTUAL BROADCASTING SYSTEM

many use a 150 footer, a very elaborate & extensive ground system..... extra long radials of #8 copper; many stations skimp on the ground system, leaving out the copper mat at the base entirely. Our antenna resistance thus is not increased by considerable ground connection loss as many are. We are located exactly in the center of this town of 7200 in a low, damp, fertile spot. Our daytime radius is 20 miles, 9 miles at night, speaking of first class reception of course.

Your report contains many false conclusions. You make many remarks without qualification. You do the industry an injustice in circulating such an ill-considered report. One might compare it to a layman publishing & circulating a report on the condition of Wall Street.

Respectfully,  
Maurice L. Paul, WMAZ