

Radio Station

1490 KC 250 WATTS
CBS ~~NETWORKS~~ NETWORKS



WAKE

TELEPHONE 5-7406 P. O. BOX 298
GREENVILLE, SOUTH CAROLINA

January 22, 1954

Mr. Norman Maguire
1420 Columbia Drive, NE
Albuquerque
New Mexico

Dear Norman,

Thanks for your report of this station's test on the morning of January 18, 1954. It was quite correct, and will probably be the last you will ever hear from this station, inasmuch as we are moving to 1440 kc and 5000 watts on or about Feb. 1.

Yours was one of many received about this test, from all points of the nation. Conditions must have been unusual.

Personally, I can't understand why a ham would want to make BC reports, but if you like it...more power to you !

Thanks...and cuagn.

73

James F. Mc Donough , W 4 G E I (ex-W 2 G E I)
General Manager



JOE WILDER, MANAGER

First In Community Service

BARNWELL, SOUTH CAROLINA

Dear DX'r:

This confirms your listening report of this station on Monday morning, January 20th, 1958.

WBAW regrets that this confirmation has been delayed, Thank you for your interest in tuning in the special broadcast. We hope that when you come south you'll visit WBAW, "the Watermelon Capital of the World".

Best Wishes,
Joe Wilder
manager

W
MBS
C
U

1460 Kilocycles

RADIO STATION
WBCU



1,000 WATTS
Unlimited Time

UNION CAROLINA BROADCASTING COMPANY

E. H. HUGHES
President and Treasurer

UNION, SOUTH CAROLINA

MILTON D. SCARBORO
General Manager

March 29, 1950

Norman L. Maguire
434 N. Maple St.
Albuquerque, N.M.

Dear Mr. Maguire:

This is to verify your report of reception of Radio Station WBCU during a test transmission on March 26, 1950 between 4:04 and 4:34 AM. Your report of program material was as logged for that broadcast and interesting to all of us here at WBCU.

We are very pleased with response from DX's to this test. It has been helpful and interesting to know just how far and how well our station will get out of South Carolina. Thanks a lot, good listening and 73's.

Thomas W. Weathers
Chief Engineer

T. W. Weathers

P.S.: First report out of New Mexico.

RADIO STATION WBEU

BEAUFORT, SOUTH CAROLINA
Feb. 6, 1956

1000 WATTS - 960 K C

"CLEAR CHANNEL VOICE OF COASTAL CAROLINA"

Mr. Norman L. Maguire
1420 Columbia Drive N. E.
Albuquerque, New Mexico

Dear Mr. Maguire:

Your most accurate report of WBEU;s D.X. broadcast of January 16, 1956, 4:20 to 5:00 A.M. E.S.T. was very gratifying to say the least.

It was our first test operation of this kind and it proved to be quite overwhelming. We have received some eighty letters from remote corners of the U.S. A. and Canada, including Spokane Washington, Los Angeles, San Francisco and others.

We are very happy to verify yours from Albuquerque, N.M.

If you are ever in this section of the country we will be very happy to have you call on us.

Cordially,

DONALD L. SHANNON AND GEORGE MASSEY

THE HOME FOLKS STATION



WCKI

1000 Watts

1300 KC

S. GIBSON BRUCE, JR.
PRESIDENT AND CO-OWNER

VERNON T. FOX
MANAGER AND CO-WORKER

- Telephone 1800 -

GREER THEATRE BUILDING

NORTH MAIN STREET

GREER, SOUTH CAROLINA

March 30, 1956

Dear Friend:

Thank you for your reply regarding our test broadcast of February 27, 1956 from 3:45 to 5:00 AM, EST.

We are very grateful for the time and effort each person took to give us a detail report. It might interest you to know that we heard from practically every state in the union and had several letters from Canada.

We appreciate your personal interest and we hope in the near future we will have another test broadcast; and, having your name on file you will be duly notified.

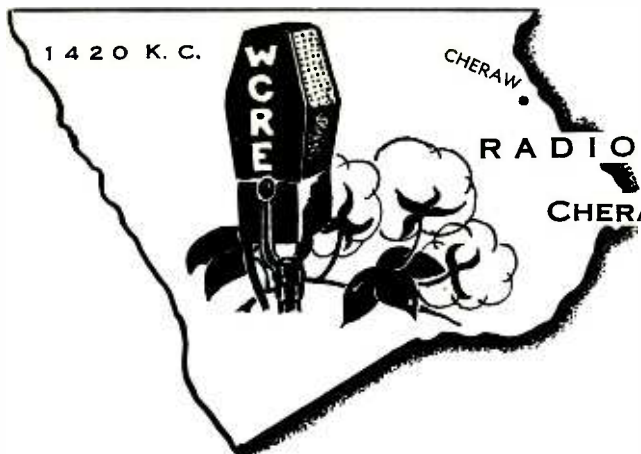
Again please accept our sincere thanks for your letter and quick response.

Yours for better broadcasting, I am



W. E. Greaves,
Chief Engineer.

G/f



TELEPHONE 7500

JAN. 14, 1955

NORMAN L. MAGUIRE W5NXP
1420 COLUMBIA DRIVE NE
ALBUQUERQUE, NEW MEXICO.

SIR:

THIS IS TO VERIFY YOUR LETTER AND THAT THIS STATION WAS ON THE AIR FOR
THE BENEFIT OF THE DX CLUB 3.00 to 3.30.25 am ON DEC. 27, 1954.

WE GAVE DESCRIPTION OF TRANSMITTER AND ALSO DESCRIPTION OF THE TOWN OF
CHERAW S C AND MAIN CROPS AND INDUSTRY ETC.

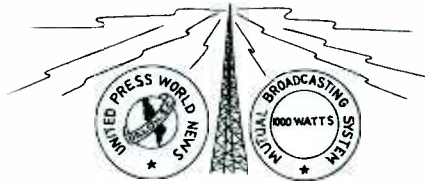
IF YOU ARE EVER IN OR AROUND CHERAW S C PLEASE DROP IN AND SEE US HERE AT
W C R E AND WE WILL TRY TO SHOW YOU AROUND.

THANKS FOR THE REPORT FROM THAT STATE WE RECEIVED MAIL ALL THE WAY FROM
THE WEST COAST AND ALSO NEW ZEALAND AND CANADA.

YOURS TRULY,
ANSEL L BRYAN ENG
W4 VTV.

"Your Home Town Station"

Radio Station W D S C



BORDER BROADCASTING CO.
DILLON, SOUTH CAROLINA

January 18, 1947

Mr. Norman L. Maguire
185 Williams Street
Glastonbury, Connecticut

Dear Mr. Maguire:

Thank you for your letter of January 14. We appreciate your interest in our station.

The part of our log that you copied from 5 p.m. to 5:30 p.m. was correct.

Best wishes and good luck in Dx-ing.

Sincerely yours,

BORDER BROADCASTING COMPANY

Jack Ikner
Jack Ikner
Chief Engineer

jvg

What is Good Radio?

What is good radio? — What makes it pay for the advertiser?

First, there must be a good — clear — signal; one that enables the listeners to operate their receivers without static, — to sit back in comfort and listen with enjoyment. (In the early days of radio — when listening was much of a novelty — people would put up with poor reception to get a program, but not now!) — Either the signal is good, or the listener is gone.

Second, there must be good programming, — the type that is tailored to please those the good signal reaches.

W E S C has both requisites, in abundance, — and a big PLUS!

No other broadcaster in Western South Carolina has a signal comparable to that of W E S C. Operating with 5,000 watts on the favorable frequency of 660 kilocycles, W E S C thrusts a half millivolt daytime signal approximately 56 miles from Greenville, the starting point. (No signal less than that of half millivolt power is deemed by the Federal Communications Commission to give primary service.)

* Any station operating at the same power as W E S C

On 900 kcs. would get a half millivolt only 40 miles

On 1300 kcs. would get a half millivolt only 28 miles

On 1500 kcs. would get a half millivolt only 25 miles

W E S C pounds that good half millivolt signal east beyond Union and Gaffney, south of Greenwood, north of Asheville, and deep into Georgia.

Suppose you're not interested in reaching Abbeville and Asheville, Gaffney and Greenwood? OK: — W E S C delivers the stronger power at all intermediate points. — 29 miles from its transmitter, W E S C will pour two millivolts

— *FOUR TIMES* the required primary signal power — into listener's radios. This means *smoother*, clearer, more enjoyable listening all the way from the heart of Greenville to the far reaches of the W E S C half millivolt line. More than 830,000 people in more than 140,000 radio homes — people who annually spend in excess of \$313,000,000 in retail sales — live within that line. — You can reach them all only through W E S C

No other combination of Western South Carolina radio stations can give such coverage!

* Data furnished by
CHAMBERS & GARRISON
Consulting Engineers
1519 Connecticut Ave., N. W.
Washington 6, D. C.

W E S C

THE SOUTH'S MOST POWERFUL INDEPENDENT - THE STATION THAT ONLY STARTS WITH GREENVILLE

What is Good Listening?

W E S C will be good listening!

For two reasons, W E S C deliberately rejected network affiliation.

First, we believe that the advertisers in Greenville and Western South Carolina are entitled to first call in W E S C's best time, and that this time should not go to national advertisers until local organizations have had first call on it.

Second, we believe — with confidence — that we can do a better day-time programming job — one suited to the needs and tastes of Western Carolinians — without having to conform W E S C's schedules to network operations. W E S C has the "know how" to do it! Its listeners will be treated to program material that has been planned with intelligence and care for them, — and them alone — not for New Yorkers, Californians, or Floridians.

Old heads — veterans in good radio — have been brought together in W E S C to form a program staff that is second to none. These people, with coast-to-coast experience, long ago proved that they know the answers.

From the Columbia Broadcasting System comes a Carolina native who, for several years, has been producing much of CBS's best. With more than 15 years of radio-success back of him, he'll head the Program Department.

A bright young lady who has been writing smooth, suave copy for network originations from Hollywood will handle advertising copy in a manner that will win friends.

— Add to these, an experienced Musical Director who will painstakingly choose and supervise all the music broadcast by W E S C, plus the very best announcers and newsmen that can be had

And — there's more than all of that! Associated Press News — prepared and presented every hour on the hour — will keep listeners tuned hour after hour. — Letter-perfect custom-built transcribed shows by nationally known talent will add its bit. — W E S C has more than 12,000 magnificently produced musical selections in its libraries. Local live talent will be carefully surveyed and used extensively in top-notch form. These things knitted together will — we sincerely believe — build the largest possible audience.

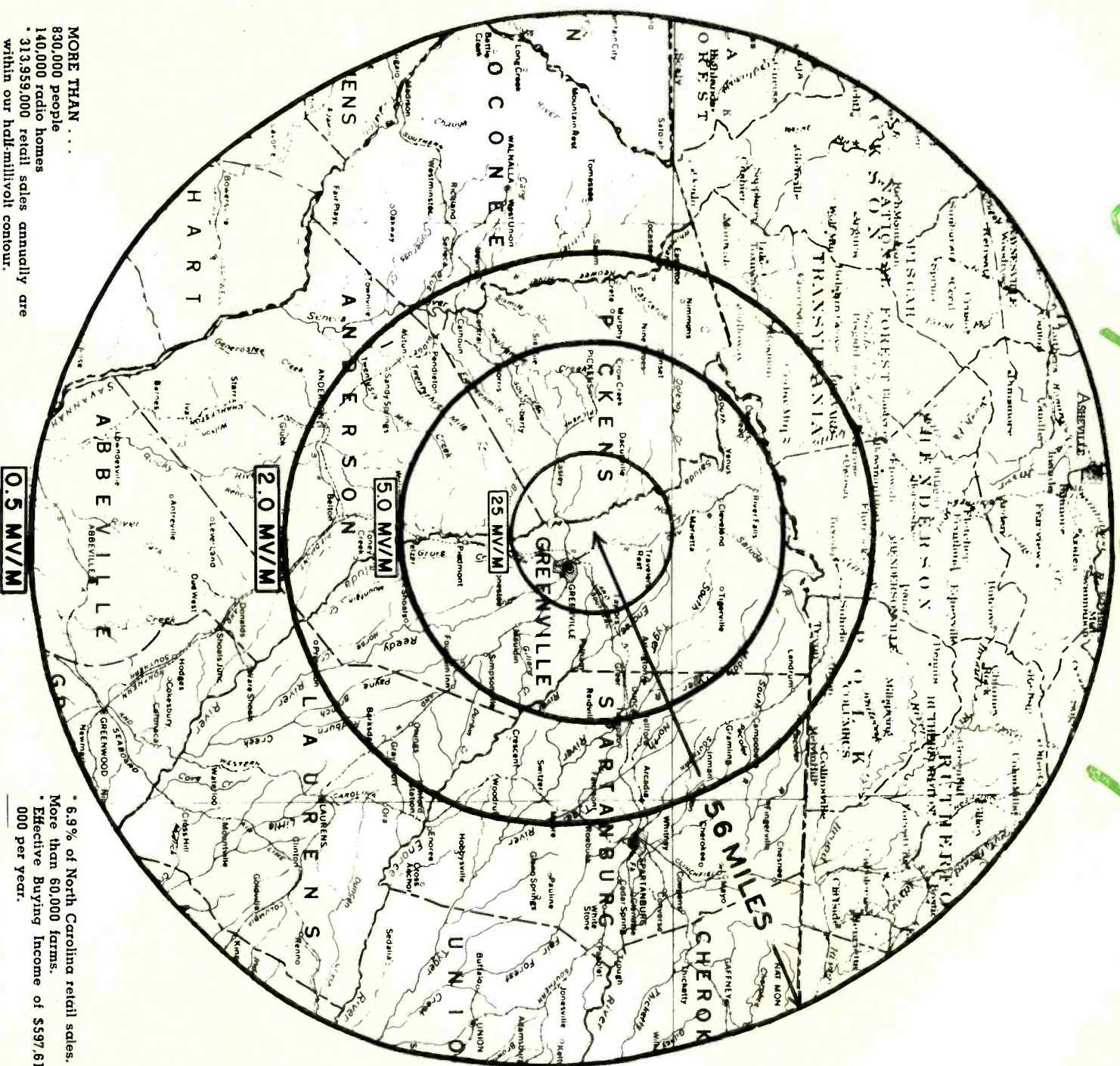
— On top of these put a Department of Special Services for promotion, merchandising, for showmanship combined with hard facts, — anything to get the most for every dollar you spend with W E S C — The "C" in W E S C definitely means Cooperation

— With the newest and best equipment money can buy, — with no cost spared to get the last 5% of perfection in all things —

will be the **BEST** in RADIO

THE "C" IN WESCG MEANS

Complete Coverage



MORE THAN . . .
 830,000 people
 140,000 radio homes
 • 313,959,000 retail sales annually are within our half-million volt contour.
 Reaching 26 Counties or major portions of counties which contain:
 • 34.6% of South Carolina total retail sales.

• 6.9% of North Carolina retail sales.
 More than 60,000 farms.
 • Effective Buying Income of \$597,610,000 per year.
 *These data from Sales Management's "Survey of Buying Power, May 10th, 1946." Copyright material used by permission.

NO OTHER COMBINATION OF
 WESTERN SOUTH CAROLINA RADIO STATIONS
 CAN GIVE SUCH COVERAGE!

"THE STRONGEST RADIO VOICE IN WESTERN SOUTH CAROLINA"

WESCG

FIVE THOUSAND WATTS

"It's 660 in Dixie"

...starting from GREENVILLE, S. C.

March 17, 1947

Mr. Norman L. Maguire
 185 Williams Street
 Glastonbury, Connecticut

Dear Mr. Maguire:

Thank you very much for your letter of March 15 regarding your reception of our test broadcast on the morning of March 15, 1947.

With best wishes from

WESCG - "660 IN DIXIE"
 THE SOUTH'S MOST POWERFUL INDEPENDENT

TM

1000 WATTS
730 KC

DIAL 2-3684

RADIO **WFAK** STATION
149 WENTWORTH STREET
CHARLESTON, S. C.

April 30, 1947

Mr. Norman L. Maguire
185 Williams Street
Glastonbury
Connecticut

Dear Mr. Maguire:

I am in receipt of your reception report relative to your check made the morning of April 26, 1947 between 3:06AM and 3:16AM, EST. Your reception report coincides perfectly with our station log for our equipment test program.

Please accept this letter as verification.

Very respectfully yours,


Peter J. Brandon
General Manager

PJB:MF

1460
ON YOUR DIAL

WGOC

WALHALLA, SOUTH CAROLINA
STUDIOS: HIGHWAY 183 SOUTH

May 17, 1961

Norman L. Maguire
1420 Columbia Drive, N.E.
Albuquerque, New Mexico

Dear Norman:

This is to verify reception of a test broadcast, on Monday morning February 13, 1961. Your report checks with the station logs.

Thank you very much for your report, hope to hear from you again.

Sincerely Yours in DX

Bill Collins

Bill Collins Chief Engineer
Radio Station WGOC
Walhalla, South Carolina
(K4OJX)

WGSW

1000 WATTS - 1350 KCS EDWARD ARMS GREENWOOD, SOUTH CAROLINA

January 28, 1954

This is to verify your reception
of WGSW on January 19, 1954 on 1350 Kcs.
at 5 A.M. E.S.T.

W. G. Colvin
V. L. L.

WHSC

OWNED AND OPERATED BY HARTSVILLE BROADCASTING CO., INC.

"The Station of Friendly Service"

1450 KILOCYCLES ★ 250 WATTS

Mutual Broadcasting System

C. H. CAMPBELL
PRESIDENT

Hartsville, South Carolina

RAYMOND CADDELL
MANAGER

December 7, 1946

Mr. Norman McQuire
185 Williams St.
Glastonbury, Conn.

Dear Mr. McQuire:

Tnx for your report on the reception of our test on Monday morning last. It helped us tremendously here in the engineering department.

You can consider this letter as verification of your reception.

Wishing you the best of luck in your radio adventures, we remain,

Very truly yours,

HARTSVILLE BROADCASTING CO.

Donald A. Brinen

Don Brinenen
Chief Engineer

DAB/me

wjmx



ATLANTIC BROADCASTING COMPANY

EASTERN CAROLINAS, FROM THE HILLS TO THE SEA • 5000 WATTS AT 970

FLORENCE, S. C.

July 11, 1947

Mr. Norman L. Maguire
185 Williams Street
Glastonbury, Connecticut

Dear Mr. Maguire:

This will serve as confirmation of your DX report and extend our thanks for your recent communication.

Our signal strength surprised even us and the results were very gratifying. You might be interested to know that we passed our R.I. and will begin program tests on our daytime schedule July 14th.

Again thanks for your report and best wishes for your continued good reception.

Sincerely yours,

ATLANTIC BROADCASTING COMPANY

A handwritten signature in blue ink that reads 'P. G. Sewell'.

P. G. SEWELL, Manager

PGS/SD

Lake Broadcasting Corporation



Lake City, South Carolina

April 9, 1956

Mr. Norman L. Maguire,
1420 Columbia Drive NE
Albuquerque, New Mexico

Dear Sir:

This will confirm our special DX program Broadcast, January 30, 1956, per your request.

It was very gratifying to receive so many letters from all you DXers.

Best Wishes,

RADIO STATION WJOT

A handwritten signature in blue ink that reads "Frances M. Tice". The signature is written in a cursive, flowing style.

Frances M. Tice
Program Director

FMT:hh

WKDK

Newberry Broadcasting Company

NEWBERRY, SOUTH CAROLINA

OCTOBER 30, 1946

MR. NORMAN L. MAGUIRE
185 WILLIAMS STREET
GLASTONBURY, CONNECTICUT

DEAR MR. MAGUIRE:

THIS IS TO ACKNOWLEDGE YOUR LETTER OF OCTOBER 27TH
AND IS TO VERIFY EQUIPMENT TEST PROGRAM OCTOBER 27TH OF
RADIO STATION W. K. D. K.

THANK YOU SO MUCH FOR YOUR LETTER.

SINCERELY YOURS,

C. A. Kaufmann
C. A. KAUFMANN
GENERAL MANAGER

CAK:JB

MUTUAL
BROADCASTING SYSTEM

WLAT

250 WATTS
1490 ON YOUR DIAL

CONWAY, S. C.

August 8th 1946

Mr. Norman L. Maguire
185 Williams Street
Glastonbury, Conn.

Dear Mr. Maguire:

Thank you very much for your report of August 5, 1946. We have checked your log against ours and found it to be quite accurate.

We appreciate your report, especially since it goes into such detail and will be looking for another at some future date.

Yours very truly,

H. L. Hanks

H. L. Hanks
Chief Engineer

HLH/ok

1,000 WATTS

1570 KC

The Loris ~~WLSC~~ Broadcasting Company
LORIS, SOUTH CAROLINA

October 14, 1960

Mr. Norman L. Mcguire,
W5NXP
1420 Columbia Dr. NE
Albuquerque, New Mexico

Dear Mr. Mcguire:

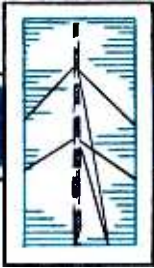
I am glad indeed to be able to confirm your reception report of WLSC on the morning of August 29, 1960 from 0540 to 0543 A.M.

Interference experienced at that time was probably from the Mexican power station XERF. If XERF were on at that time I am a bit surprised that WLSC even penetrated the area with a signal, at all readable.

Thanks for the report.. and if you're ever able to read us again please let menknow.

73's


Arthur D. Nix
Engineer



TEXTILE BROADCASTING COMPANY

Radio WMRC Station

1500 KILOCYCLES

GREENVILLE, S. C.

May 17, 1941

Mr. Norman L. Maguire
101 Hope Street
Stamford, Connecticut

Dear Sir:

It is with pleasure that I verify your reported reception of WMRC on 1500 kilocycles between 4:30 and 4:43 A.M. est on March 22nd 1941. The information which you supplied checks with that indicated on our log for that date.

I must apologize for not having verified sooner but your letter had been misplaced.

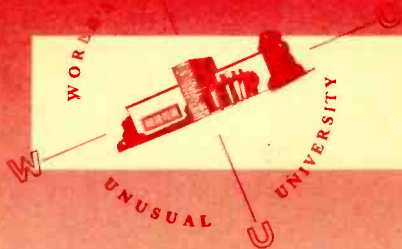
The transmitter here is an RCA supplying 250 watts to our vertical antenna which has an overall height of 155 feet.

Yours for more Dx,

Walter Neal Pike

Assistant-Chief Engineer

WNP/ac



Station WMUU

1000 WATTS — 1260 KC

BOB JONES UNIVERSITY • GREENVILLE, S. C.

January 12, 1953

Mr. Norman L. Maguire
434 Maple Street N.E.
Albuquerque, New Mexico

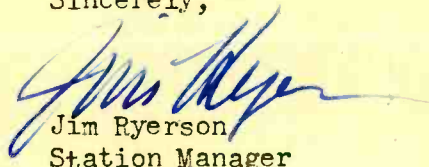
Dear Mr. Maguire:

All of us here at WMUU were thrilled to know that you were able to pick up our station in Albuquerque. You may consider this letter a verification of your reception.

WMUU is owned and operated by Bob Jones University, a Christian University which seeks to combine the warmth and fervor of the old time evangelistic faith with an emphasis on culture and refinement.

If you are ever out this way, be sure to stop by and visit our radio station and our school.

Sincerely,


Jim Ryerson
Station Manager

JR:cm

March 6, 1947

Dear Mr. Norman Maguire

This is to confirm and verify
your report of reception of our signal
at 3:10 - 3:20 A.M.E.S.T time, Friday NOV
1ST, 1946.

Our regular frequency checks
are on the first Friday in each month,
3:10 - 3:20 A. M.

Very truly yours,

STATION W O L S



W. A. Pritchett
Chief Engineer

Dear Sir,

This will verify your reception of our station on
Nov. 15, 1943 4:00 to 4:15AM on our monthly frequency
Check with RCA.

We appreciate your reporting our signals and would
like to hear from you again in the future. We are on
at the same time each month which probably would be the
only time you would be able to hear us.

I remain very truly yours,

Murray D. Coleman

Murray D. Coleman
Chief Engineer WORD
Spartanburg, S. C.



NATIONAL RADIO CLUB
HEADQUARTERS AT BUFFALO, NEW YORK

PLEASE REPLY TO:

Norman L. Maguire
1606 E. Roma
Albuquerque, New Mexico

Radio Station WORD
Spartenburg, South Carolina

Gentlemen:

I am pleased to report reception of your station heard on November 15, 1943
from 4:03 A.M. to 4:14 A.M. Eastern War Time on 1400 kilocycles.

Items and announcements heard on this broadcast are as follows:

- 4:03 A.M. "WORD, Spartenburg, South Carolina is making regular frequency check with RCA, Riverhead, Long Island." Selection, "He's My Guy"
- 4:06 "This is WORD, Spartenburg, South Carolina broadcasting frequency check with RCA, Riverhead, Long Island." Selection, "I Get The Neck Of The Chicken"
- 4:09 "This is WORD, Spartenburg, South Carolina. Regular frequency check with RCA." Selection, "Sleepy Time In Caroline"
- 4:12½ "This is WORD, Spartenburg, South Carolina. WORD is making frequency check with RCA in Riverhead, Long Island, New York." Selection.
- 4:14 At the beginning of the above mentioned selection, KELD in El Doraño, Arkansas signed on the air and cut out all of your signals.

Receiver 7-tube Zenith Signal Strength R6, QSA3-4.
Antenna Umbrellatype.
Interference Heavy fading, slight static. No QRM until KELD came on.
Temperature 39° Weather Fair, sky clear.

I shall be pleased to hear from you in reply to the above report at your convenience, and to receive your verification of my reception for which return postage is enclosed. Sincerely thanking you,
I am

Very truly yours,

Norman L. Maguire

WPAL

1000 WATTS

CLEAR CHANNEL

730

TELEPHONE 3-6428

CHARLESTON, SOUTH CAROLINA

May 26, 1952

Norman L. Maguire
Port Washington, N.Y.

Dear Sir;

Thank you for your interesting DX report. It has been checked against our log of that date and I hereby your report of reception of WPAL on the morning of Tuesday, May 13, 1952 from 2:21am to 2:36am E.S.T.

Our station uses a Collins 20K to feed a kilowatt into a tower 285' high. Our hours are from sunrise to sunset. Most of our equipment is Collins except for an RCA control board.

We make a frequency check every 2nd Tuesday of each month from 2:25am to 2:35am E.S.T. Tune us in again if you care to.

Yours truly

C. J. Modlin
C. J. Modlin, C. E.



a PAL of yours

RADIO STATION

W P F D

500 WATTS - 1350 KC - DARLINGTON, SOUTH CAROLINA

February 13, 1956

Norman L. Maguire
Albuquerque, New Mexico

This is a letter of verification of your reception of our special broadcast for the NRC on the morning of January 30th 1956.

Thanks for listening for us and thanks for the report.

Sincerely,



Robert K. James
Ch. Eng. WPF D

WRNO

1450
KILOCYCLES

FIRST WITH
THE NEWS

ORANGEBURG  SOUTH CAROLINA

December 18, 1946

Mr. Norman L. Maguire
185 Williams Street
Glastonbury, Connecticut

Dear Mr. Maguire:

Thank you for your comments on the equipment
test program of WRNO.

Our log shows that we were on the air with a
test program on the morning of December 7.
We are happy to verify your report of reception.

We operate on a schedule of nineteen hours daily,
5:30 AM to 12:35 AM, and on Sundays from
6:00 AM until Midnight. Frequency check is made
every fourth Saturday, 3:10-3:20 AM.

Best wishes for the Yuletide Season.

Sincerely yours,



W. W. Gunter
Chief Engineer

WWG:alf

W S P A

5,000 Watts Day - 1,000 Watts Night - 950 KC - CBS Affiliate - Established 1929 - South Carolina's First Radio Station - Serving South Carolina's Best Market

Owned and Operated by Spartanburg Advertising Company, Spartanburg, S. C.

WALTER J. BROWN
Vice-President & Gen. Mgr.

February 15, 1945

Norman L. Maguire
1210 East Grand
Albuquerque, New Mexico

Dear Sir:

This will verify your reception report dated
January 4, 1945. Your report has been found
to correspond with our program log.

As is our usual custom, your letter will
be referred to our engineering department as they
sometimes find letters of this kind very helpful.

Yours very truly,


Geo. Weston, Audience Mail.

TO DX'ER NORMAN MAGUIRE CITY ALBUQUERQUE STATE NEW MEXICO
This verifies your reception of Radio Station WTND, on FEB. 20, 1949
1949, weather CLOUD temp 55.

EQUIPMENT:

XMTR:

RCA BTA 1L.....1000WATTS
FINAL STAGE.....PUSH PULL RCA 833 A'S
MODULATOR.....PUSH PULL RCA 833 A'S
FREQUENCY MONITOR.....GENERAL RADIO.....TYPE WF48A
MODULATOR MONITOR.....GENERAL RADIO.....TYPE WM43A
LIMITER AMPLIFIER.....RCA

TOWER:

WIND TURBINE.....300' (305' OVERALL HEIGHT)
RESISTANCE.....671 OHMS
GROUND SYSTEM.....120 RADIALS 250' LONG EXTENDING EVERY
THREE DEGREES FROM BASE OF TOWER*# 10
SOFT DRAWN COPPER WIRE.

STUDIO EQUIPMENT:

WESTERN ELECTRIC 25B CONSOLE
THREE PRESTO TURNTABLES
PRESTO DISK RECORDER

LOCATION:

XMTR. LOCATED 2 MILES NORTH WEST OF DOWNTOWN ORANGEBURG.
LAT. 33 30' 45" NORTH..LONG 80 52' 11" WEST.
LOCATION STUDIO: IN HEART OF DOWNTOWN ORANGEBURG.

GOOD DX'ING ES VY 73'S.

PERRY HERRINGTON
CHIEF ENGINEER