

# KTOC

9 2 0 KC

500 WATTS DAYTIME

"In The Center Of Your Radio  
Dial — In The Center of North  
Louisiana"

T. L. COLVIN, SR.  
A. H. COLVIN, JR.

## Jackson Parish Broadcasters

REACHING OVER 100,000 LISTENERS IN THE RICH FOREST LANDS OF NORTH LOUISIANA

TELEPHONE 4600 — POST OFFICE BOX 428550

JONESBORO, LOUISIANA

March 18, 1961

Ernest R. Cooper, Editor  
National Radio Club  
438 East 21st Street  
Brooklyn 26, New York

Dear Sir:

Thanks very much for your letter of March 9, 1961 concerning reception in Brooklyn, New York of Radio Station KTOC. Your report was very much appreciated.

We were on the air for the purpose of frequency measurements, signing on at 12:00 A. M. and signing off at 12:30 A. M. These tests are made monthly on the second Wednesday of each month.

I am enclosing a small brochure on our station operation here. KTOC began broadcasting December 4, 1958 with the power of 500 watts with directional antenna. This brochure will become obsolete in the very near future due to the fact that we are increasing power to 1000 watts and will operate non-directional on the same frequency.

The call letters KTOC have the following significance: the T is the initial of my son's first name (Ted) and the O represents the first name initial of my brother's daughter (Olivia) and the C, of course, stands for Colvin.

We are a daytime station and sign on each day at 5:55 and at present we contemplate changing this in the very near future to 5:30.

We would be pleased to receive any future reports.

Thanks very much.

Sincerely,  
RADIO STATION KTOC

*T. L. Colvin, Sr.*  
T. L. Colvin, Sr.  
Chief Engineer

P.S. Thanks very much for saying I had a very deep voice.