



KXEO

AUDRAIN BROADCASTING CORPORATION-1340 KC

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W. EARL DOUGHERTY, GENERAL MANAGER

Serving 42,000 Radio Families

1725 E. LIBERTY

MEXICO, MISSOURI

October 21, 1951

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

Dear Sir:

I am happy, indeed, to verify your reception report of this station on October 16th, 1951 from 0133 to 0145, with identification of programming as you indicated.

As for the naming of this town, I have the following information to offer. As far as is known, this town was named after a signpost in the vicinity pointing to old Mexico, which was found in this area in the 1820's. If you will recall old time history, the longest land march in military history was performed shortly after the war of 1812 when the United States fought one of its battles with the Republic of Mexico. Where this town now stands was a signpost pointing to Mexico with the one word MEXICO. The route of that march was this vicinity, and from what I am able to find out the town grew and was named after that signpost. The town's population is 10,000 and is the world's fire-clay and refractories center. The A.P. Green Firebrick Co, the world's largest refractory plant, is located just a half-mile south of the station. This town and county is known the world over for its saddle horses.

As for the station's coverage, in the daytime we can average a good 75-100 miles with fair coverage, more in some directions, particularly south, and in the nighttime about 35-60 miles, except in certain directions, such as northeast (WEMP).

As for the check nights, this is always a Tuesday morning as scheduled by the monitoring service in Kansas City, usually the third Tuesday, but may vary from 2nd to 4th Tuesday of the month.

Thanking you for your interest in this matter, I remain

Yours Truly,
Robert B. Bruner
Robert B. Bruner
Chief Engineer.