



"A TRULY REMARKABLE RADIO STATION"

1019 North Broadway P. O. Box 609 Phone 405/332-1212
ADA, OKLAHOMA 74320

ROGER HARRIS
Vice-President & General Manager

Mr. Carl W. Dabelstein
8209 West 78th Street
Overland Park, Kansas 66204

Dear Mr. Dabelstein:

Thank you for your recent letter regarding your radio reception of KADA. It is good to know that our signal is "visiting" so many places!

KADA does indeed sign off at the time you designated, and follows the format which you detailed. Our radio station is privately owned and has been in operation 54 years, making it one of the oldest in the state. We operate at 1000 watts, and are still using a 16 year-old RCA tube-type transmitter that still puts out like a new one! We have a staff of 16 people, and adhere to a modern-country format. We are rated #1 in the market against 2 FM competitors located at 93.3 and 96.7. We are one of very few stations in the US, whose city of license appear in full within the call letters, K-ADA.

Thank you again for writing. Enclosed, please find one of our window stickers for your collection.

Sincerely,

Roger R. Harris

P.S. Do you know any Vandeviers in Overland Park? They are from Ada and are friends of mine. (Just a long-shot!)