

1380 Kc.  
1000 Watts

Radio Station  
**KBOP**

P.O. Box 247  
Pleasanton, Texas

The Friendly Voice of Atascosa County

*On the air Feb. 8*

"Goodmorning!"

"This is Radio Station KBOP, the voice of Atascosa County, beginning another broadcast day. This station is owned and operated by the Atascosa Broadcasting Company, and operates on an assigned frequency of 1380 kilocycles with a power of 1000 watts. The studios and transmitter of KBOP are located at the populational center of Atascosa County to better serve the farmers, ranchers and businessmen of the Great Southwest."

Yes, within the near future you will be hearing the above announcement, because we have been successful in securing a license from the Federal Communications Commission to operate a Standard Broadcasting Station County.

And you will like KBOP! The station will feature the latest in music, news, entertainment, and will bring you announcements from your neighbors concerning the wares and services they have to offer the public. The county's civic, fraternal and religious organizations will be bringing you their programs designed for community betterment. You will not want to listen to any other station because you will want to keep abreast of what is happening "at home".

Since the "big" stations have their best shows in the evenings, especially the television shows, KBOP will not operate at nights. But during every daylight hour we will put forth the utmost effort to please you - our listeners! With INS news by direct wire from New York City, with the latest recordings and best transcription services, and with 'loads' of local talent and news on KBOP, you will be satisfied to keep your dial set at 1380!

Listen for us in the near future, for we will be saying,

"This is -

Radio Station KBOP." -

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