



KICK

1340 KILOCYCLES

KICKAPOO PRAIRIE BROADCASTING CO., Inc.

FLOYD W. JONES, PRESIDENT • CHARLES E. SEIFERD, VICE-PRESIDENT AND GENERAL MANAGER

610 COLLEGE STREET + + + SPRINGFIELD 3, MISSOURI

April 1, 1950

To verify or not to verify, that is the question.
Whether 'tis nobler in your mind to suffer,
Wondering of your outrageous fortune in hearing our call,
Or for us to take arms against a sea of reports, and
By verifying, deplete them?

To verify - to confirm --

Once more; and by confirmation say we end your
Headaches, and the thousand natural cursings
That a non-verifier is heir to - 'tis a confirmation
Devoutly to be wished for.

To verify - to confirm --

To verify! Perchance to be indefinite!

Aye! There's the rub!

For in a verification which is indefinite, what words may come
From an unsuspecting DXer as he reads the phrase, 'Thanks for your
Report - due to ad-lib announcing, we cannot verify-' must give us pause.
There's the station that makes a calamity of so much DX.
For who cannot say that listener Norman Maguire
Has won the hard fought battle on 1340 and correctly
Heard KICK? Who can delay in notifying this dial twister
Of his merit, brought on by his patience on our miserable channel,
When we were engaged in a special transmission on March 27, 1950.
Who could fail to verify your reception at 2:19-2:36 AM, CST,
As you fought and cursed the all nighters covering our signal?
But that our dread of the incapability of our
Gates Equipment, that the 176' height of our Lehigh Tower,
That our RCA speech equipment might fail - puzzles our engineers,
And your reports make us bear in mind that we need not fear these things.
For our good equipment does bring KICK to all,
And thus, the native hue of the Kickapoo Prairie is
Scattered all over these United States and Canada.
And with great pleasure, and not pity, at this moment,
With due regard, we realize your radio currents were tuned to
Our call, K I C K! You heard us then - so know you now,
Our station is Mutual - largest of the networks.
Be all our programs remembered!

(by)

Jack D. Rhea,
NNRC - NRC

73's,

Lee Baker,
Chief Engineer