

1420 Columbia Drive NE  
Albuquerque, New Mexico 87106  
September 24, 1965

Chief Engineer  
Radio Station KDCE  
Espanola, New Mexico

Dear Sir:

I had the pleasure of tuning your station, KDCE, this afternoon while you were presenting your regular program schedule on 970 kilocycles. I would like to receive a verification of my reception of KDCE if this report agrees with your station log. Your signals are generally well received here in Albuquerque, but often late in the afternoon they encounter interference from XEJ in Juarez.

Program details: Mountain Standard Time

4:38 P.M. Selection.

4:42 "18 minutes before 5." B.F. Goodrich tire ad. "This is The 97. It is a big, big dance at American Legion Hall, this Sunday night in Espanola. Buy tickets at Pueblo Drug." Selection, "Since I Lost My Baby"

4:46 "Building material .... -American Fuel Co. in Espanola. Time to pause for Budweiser." Singing commercial. "Richard Distributing Co. Block's Furniture Co in Espanola. Admiral appliances. See Ernie Archuleta." Selection, "Cry Myself To Sleep"

4:51 "Charles Luben, everybody. Whites Auto Store at Mesa Center in Espanola." Spot for Hunter Motor Co. in Espanola." Selection.

4:55 "97 Show, the R.G. Show. Confederate show at Safeway.... 5 minutes to 5 here in Espanola." Spot for 2 for 1 furniture sale.

"Here's Eddie Arnold, everybody, "Make The World Go Away." 4:58 Theme song. "Country sounds on Espanola Radio." Theme continued.

5:00 "This is Radio Station KDCE in Espanola. In 5 seconds 5 o'clock. Sound of progressive radio for New Mexico, KDCE." Selection.

Your signals were good thruout, R5, S9. There was no fading or interference although XEJ could be heard weakly in the background the last five minutes. There was occasional static. The weather here was fair and sunny with the temperature about 77°. My receiver was a Hammarlund HQ-180 using a loop antenna.

Hope that this report may be of interest to you and your staff and that I may have the pleasure of receiving a confirmation of my reception of KDCE. Thank you very much. Postage is enclosed for your reply.

Yours truly,

*Norman L. Maguire*  
Norman L. Maguire

W5NXF

*Yeah, that's us, Norman. Most of the day were all Spanish, but late in the afternoon we go "Western, and Back and Ball" Signatures for the report -*  
*Ted Chidester, KDCE*  
TED CHIDESTER

*Have a better station to West -  
Norman Maguire*