

RADIO STATION

KFRO

1000 WATTS FULL TIME
1340 N. LOCTO C 1 2 3

Studios

**MARSHALL
LONGVIEW**

Serving East Texas from the Center

Telephone Four-One-One
GLOVER-CRIM BUILDING
LONGVIEW ★ TEXAS

October 8, 1942

Mr. Norman L. Maguire
600 N. University
Albuquerque, New Mexico

Dear Sir:

Thank you for the report on the KFRO broadcast of the Longview-Corpus Christi Game, October 2, 1942. Your report is correct all but the name of the sponsor - It might have sounded like 'Lumur' but it should have been heard as "Premier". I can see how you could easily misunderstand it.

We have a former announcer, Jack Kolp, who is employed at KOE. I am sure that he would appreciate you calling him and telling him you heard KFRO. He can tell you all about our set-up here.

You may be interested in knowing that a friend of mine also tuned in this same game in Kingsville, Texas. Thus we have you on the West and him on the South. We don't have any reports on the north or East. We are always glad to hear from our listener friends. Write us when you ever you hear us.

Yours for East Texas Service

RADIO STATION KFRO

By 
James L. Curtis
President