

# KTXL RADIO



*1340 Kilocycles*

406 NORTH AMERICAN UNION LIFE BUILDING  
TELEPHONE 3131 • SAN ANGELO, TEXAS

January 24, 1957  
5:50A.M.

Mr. Maurice W. Nittler  
P.O. Box 94  
Geneva, Nebraska

Dear Mr. Nittler:

I was very happy to receive your report of reception this morning. We are now on the air 24 hours a day, have been for the past week, and I have been getting more and more discouraged with our mail pull which has been nill. The only particular thing I find in your letter which seems to be in error is the date you gave of last Saturday but the check you mentioned was run the following Monday. I imagine you had the Saturday date in mind since that is our regular scheduled time for a frequency check and has been for several years. However, last Saturday morning, we had a marathon for the March of Dimes in progress, which, by the way, broke the national record for marathon broadcasts of this type. Anyway, the Commercial monitoring co. was unable to pick us up that Sat. and we ran the one Monday morning, which is our weekly maintenance period from midnight til 5:00 A.M. All the rest of the time we are on the air. This is one thing that makes me sure it was the Monday morning test you heard since that was the first time the announcement was made about starting another 163 hours of continuous broadcasting which you identified as 63 hrs. Would like to add that the Commercial Monitoring Co. was also unable to hear us on this test. I purposely left off the identifying tone usually used to see how well they were actually receiving us and it turned out they weren't. I had expected good results since they told me this was the weekly off air period for a station in Oklahoma city on our frequency. The report you gave me on the station in Lubbock running all night is news to me and explains a lot of our nighttime coverage problems. I wanted to continue all night operation after the marathon but couldn't afford another man so have been doing it myself until we get it on a paying basis. If you are able to receive our all night program known as 'nightwatch' fairly well some night soon, feel free to call me collect at 2-4838 and we'll have a little chat on the air. We are having an extremely hard time getting the show sponsored at all and this would be excellent publicity. We have an hour of polkas in the afternoon-understand there's a lot of them played up your way. My polka listening friends are always looking for a new place to get scarce polka records. My landlord has ordered some from Omaha. Was very discouraged tonight when I tried to give away record albums from Mantovanti to Elvis Pressley and got no response outside of San Angelo. Once again your report on KDUB explains it. Many thanks.

Very truly yours,

*Ben Walker*

General Manager and  
Chief Engineer  
KTXL AM RADIO

"RADIO CENTER"