



KARD-TV

GEO. M. BROWN President
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DON SBARRA Vice Pres. and Sales Mgr.
ROBERT B. MARYE . Vice Pres. and Chief Engr.

833 NORTH MAIN STREET • WICHITA 5, KANSAS • AM 5-5633

May 3, 1957

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

Dear Mr. Nittler:

Thank you very much for your letter telling us that you received KARD-TV, Channel 3 on your TV set.

KARD-TV, has the tallest transmitting tower in Kansas, and is the only color station in this area. But these "claims to fame" don't explain your reception. Ideal weather conditions and atmospheric skip, as our engineers term it, are the only explanation.

Thank you again for your interest. Perhaps you will pick us up in color some day.

Sincerely,

A handwritten signature in blue ink that reads 'Bernice Kerschen'. The signature is written in a cursive, flowing style.

(Miss) Bernice Kerschen
Promotion Secretary