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*La Crosse Radio*

RIVOLI BUILDING • LA CROSSE, WISCONSIN • PHONE 4-4521

1490 ON YOUR DIAL

■ MUSIC ■ NEWS

May 16, 1961

Mr. John Sampson  
1065 Jefferson Street South  
Apartment 10  
Hutchinson, Minnesota

Dear Mr. Sampson:

This letter will verify your correct reception of WLCX on  
May 10, 1961.

We operate with 1000 watts days, 250 watts nights. Our tower is  
167 feet high, a quarter wave at 1490 KC. The equipment is RCA.

Since we only recently installed a new transmitter and increased  
power, we were very glad to have your report.

Sincerely,

A handwritten signature in cursive script that reads "Joe Rohrer".

Joe Rohrer  
President & Manager  
WLCX.

Why not go in for amateur radio?. I am an active ham and have been  
since 1926. It is a fine hobby. My call is K9JYH and W9EOV.