



NATIONAL RADIO CLUB

HEADQUARTERS: 325 SHIRLEY AVE., BUFFALO 15, NEW YORK

PLEASE REPLY TO:

John N Sampson
7940 Pacific
Omaha 3, Nebraska

Radio Station KIXL
Dallas, Texas

Gentlemen:

I am pleased to report reception of your station on December 28, 1956
from 4:44 PM to 4:59 PM Central Standard Time on 1040 kcs.
Items and announcements heard on this broadcast are as follows:

- 4:44 - 4:45 Ad for eating place at 407 something & station ID
- 4:45 - 4:45 1/2 Ad for something to the tune of "Lay Down Your Arms"
- 4:45 1/2 - 4:58 "Lawrence Welk Show" presented (as announced) Monday thru Friday by Miller Hi-Life.
- 4:58 - 4:59 Ad for Mercantile National Bank
- 4:59 Station ID & ad for "Marcey Lee"

Receiver: Hallcrafters S-53FT Signal Strength: Meter S/ 4
Antenna: 100 foot long wire
Interference: Fairly heavy from WHO, at 4:58 & 4:59, KIXL
Temperature 40 Degrees. Weather cloudy was way over WHO

I shall be pleased to hear from you in reply to the above report, and to receive a letter of verification of my reception for which RETURN POSTAGE is enclosed. Sincerely thanking you, I am

Very truly yours,

Reception Report No. 67

John Sampson

KIXL MUSIC

Confirmed 1/2/57
Bob E. Tripp
manager KIXL

- 1 KW Western Electric Transmitter
on 520 ft. vertical antenna