



500 E. BEAUMONT

Serving the Lower Rio Grande Valley from **McALLEN, TEXAS**

December 3, 1957

John N. Sampson
7940 Pacific
Omaha 3, Nebraska

Dear Sir:

We are happy to confirm your reception of K. R. I. O. on the night of Wednesday, November 27, 1957.

Our regular scheduled hours are from 6:00AM to 12:00AMisnight Monday through Friday, and Saturday. 7:00AM to 11:00PM Sunday only.

Our antenna is directional day and night with two towers, 257.ft above ground to top. The radiation pattern is semi cardoid with a major lobe to the south-east and a minor lobe to the north-west. Two notches of minimum radiation are in a northerly direction and westerly direction; protecting a station in Utah and on e in Sherman Texas.

Our power is 1000. Watts and our transmitter is located about six and a half miles north of the studio which is in McAllen, Texas.

McAllen is in the Lower Rio Grande Valley of Texas; Sometimes called The Magic Valley. It is the main business and industrial center of this part of our Magic Valley. One of the major ports of entry into Mexico is just a few miles south.

Our major farm crops are Citrus, Cotton and vegetables. The vegetable season has started and will continue untill next summer.

Thank you for your report of reception,

Maurice Cofer
Maurice Cofer
Senior Engineer, KRIO