



Josh Higgins Broadcasting Company

50,000 Watts — Basic ABC Network — Clear Channel

Waterloo, Iowa

Feb 7 1957

(Date)

Dear Listeners:

I am very pleased to have your communication advising me of your listening to KXEL. We have quite an extensive coverage in your area as we receive a considerable amount of mail during the week from your state, as well as the other 48 states. We are very happy to receive letters of KXEL's reception from our many long-distance listeners.

It might interest you to know that we receive mail from the various Provinces of Canada, Norway, Sweden, New Zealand and Denmark.

Radio Station KXEL is a 50,000 watt operation day and night on 1540 k.c., and is classified as an I-B clear channel station. We normally hear from 20 to 30 states per week.

We greatly appreciate your interest in KXEL and trust that we will have the pleasure of hearing from you again in the very near future.

Sincerely yours,

JOSH HIGGINS BROADCASTING COMPANY

Don E. Kassner

Don E. Kassner
Chief Engineer

DEK/vs