



"KSEL CAN SELL FOR YOU"

LUBBOCK BROADCASTING COMPANY

DIAL 6376

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BOX 1524

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LUBBOCK, TEXAS

12 January, 1947

Dear Listener:

This is to verify your report of hearing our new RADIO STATION KSEL, on 25 November from 2:10 AM to 2:30 AM Central Standard Time. 1946

Your report is of vital interest to us and makes us feel very good to know that we are reaching out so well with 1000 watts on 950 kilocycles.

At the present, we are on the air with our regular broadcast programs during the day (Sun-up to Sundown) The tone 800 CPS that most of you have reported is on from 5:25 AM to 5:40 AM Central Standard Time for our daily frequency checks with Kansas City, Mo.

Sorry this verification was not sent to you sooner, but hope you understand the difficulty of getting a new station on the air during these trying times.

Sincerely thanking you for your very fine report, we are

Very truly yours,

Rog. J. Study
Chief Engineer,
For Management and Staff
K S E L

RH/dk

