



KWAK. KWAK

STUTT GART BROADCASTING CORP.

STUTT GART, A R K.
11 September 1955

VERIFICATION OF RECEPTION OF RADIO STATION KWAK
1240 kilocycles -/- 250 watts -/- non-directional
Stuttgart, Arkansas -- 23 August 1955, 0150-0200

Mr. Paul A. Thomas
Box 1614
Proctorville, Ohio

Dear Paul:-

Thanks very much for your fine letter reporting reception of our signal. A check of your report against our Xmitter log for the date shows that you definitely did receive us, so we are very happy to verify your reception of Radio Station KWAK, 1240 kc/s, 250 watts, non-directional antenna, 23 August 1955, 0150-0200 Central Standard Time, or 0250-0300 Eastern Standard Time. We at KWAK are always glad to receive these DX reports from National Radio Clubbers (and "lone wolf" DXers, too), as they help us to determine our sky-wave coverage. We are keeping a permanent collection of the reports. You may feel sure that yours is really appreciated, and welcome in the file. We get out quite well on our frequency checks, despite the usual QRM from WEDC et al. Since I have been answering the reports, we have been heard in Oklahoma, Texas, Nebraska, Florida, New York, New Jersey, Minnesota, Iowa, Maine, North Carolina, Pennsylvania, Illinois, Alabama, and Ontario. Due to the fact that we are on before most of the westerners on 1240 sign off, we haven't penetrated too far West. Our best in that direction is Colorado. Our Chief Engineer tells me that our 250 watts have reached New Zealand before, but this was long before I'd even heard of DXing, so I didn't have the pleasure of seeing the report.

We operate from 0530-2230 Monday through Saturday, and 0700-2230 on Sundays. Our frequency measurement test is the Fourth Tuesday of each month from 0145-0200. We are measured by Commercial Radio Monitoring Company, Kansas City, Missouri. Modulation is with voice identifications frequently, and 500 c.p.s. tone the rest of the time.

Station KWAK is licensed by the Federal Communications Commission to operate with 250 watts, non-directional antenna, Unlimited time on the Class IV local channel of 1240 kilocycles. We use a Gates Radio Type 250-D Xmitter, employing direct crystal frequency control. In the final Radio stage, one 250 watt vacuum tube is used for high-level modulation. We have just recently begun using this unit, as we formerly had a Gates 250-C. This, by the way, is what we were using when you heard us 23 November 1954. Our antenna is a single, guyed, uniform cross section tower 207' overall, or 202' minus the base insulator and aircraft warning beacon. This is series-fed over an open coaxial transmission line. The ground system



The DUCK and RICE Capitol of the World

Mr. Paul A. Thomas..

is composed of 120 radials of buried copper wire. Each radial is 200 feet long and located 3° from the adjacent radial(s). The exact geographical QTH as specified in our license is: Latitude 34°29'27" North - Longitude 91°33'45" West. Both the studios and Xmitter are housed in a single building at 1818 South Buerkle, in Stuttgart.

Our control console is a Western Electric unit. We use one Presto tape playback unit, mounted on the right front turntable. The rest of the recorders are Magnecorders. These are self-contained, and are for both recording and playback use. Two of our three turntables are equipped to operate at all three standard speeds - 33-1/3, 45, and 78.28 rpm. The third is for only 33 and 78. The three-speed jobs have dual-arms. One of the arms is set up with a G.E. turn-over diamond stylus for both standard and microgroove. The other arm has a single Western Electric cartridge with a stylus for ~~lateral~~ vertical reproduction. The third table has only one arm - an RCA outfit with a single needle for both lateral and vertical use. Mikes are by RCA, Shure, and Electro Voice. The audio oscillator is a Jackson Instrument Company product. In case you've read the confirmation I sent to Dave Thomas (what relation to you?), you may have noted that I have changed things up a bit. We haven't changed any equipment with the exception of our Xmitter, but I've found out since then that I goofed a bit when I said the third arm was for lateral use only.


The President of Stuttgart Broadcasting Corporation is Beloit Taylor. This is really a partnership of M.P. Spann and William Ross Beard, W5FUW. Our staff is: Manager: M.P. Spann; Program Director: Mrs. Spann; Commercial Manager: N.W. Biddulph; Chief Engineer and Farm Director: Marvin Heffington, K5AYM; Chief Announcer: Charles Austin; Combo Men: Red Sabo and Sandy Sandine; and Copywriter: Minnie Anderson. National representative is Hil F. Best Co., Detroit.

Our news service is United Press. Network affiliation is Mutual. We use two transcription services - discs only from a Standard Program Library set; discs and scripts from a World Broadcasting System package.

Stuttgart is a city of some 8000 people located on the Grand Prairie. We are noted as the DUCK AND RICE CAPITOL OF THE WORLD. If you're ever down this way, we'll be more than gald to have you as a hunting or fishing buddy.

Thanks again for the very interesting report. If you are ever in this area, be sure to stop by and see us. We'll be glad to show you a lot of that Southern hospitality. Hi.

Best, of DX, & vy 73,


Scooter Segraves
DX Co-ordinator

KWAK/ss

P.S. Enclosed is a little stuff you may be interested in - some diagrams from initial studis of our proposed operation, plus an old rate card which you can use as a wall display QSL.

SS.

—“Star Final”—and other features.
 “Local News”—“Concert in Swing”—“Supper Serenade”—“Rise and Shine”—“Bulldog Edition”
 “Yarn Patrol”—“RFD 1240”—“Your Band Review”—“Musical Grab Bag”—“Frequent 5 to 15 Minute”

● SPECIAL FEATURES

Available from KWAK at regular political rates.

● POLITICAL BROADCASTS

KWAK is affiliated with the Mutual Network, and Razorback Network.

● NETWORK SERVICES

United Press Association's news wire available for all newscasts, also feature news services, special correspondent services, Washington-Little Rock News Bureau service and local news staff and feature writers on the staff. News broadcasts available throughout the day.

● NEWS SERVICES

Program charges are in addition to station time charges. Rates are for station time only. Remote control facilities available anywhere in the United States at additional cost. Capitol Transcription and Script Library available.

● SERVICE FACILITIES

15 per cent commission on station time only to recognized advertising agencies. NO cash discount. All invoices due and payable upon presentation. On all contracts other than established firms with established credit records, terms will be cash in advance.

● COMMISSIONS AND CASH DISCOUNTS

Allowed retroactively on the number of broadcasts given within one year. Announcements and programs cannot be combined to earn larger discounts. All rates guaranteed from date of first broadcast, with or without interruption. No contract to exceed one year's duration. Two or more program units of 15 minutes or more, broadcast on the same day for the same sponsor in "A" or "B" time, may be combined to earn the 1/2 hour, 3/4 hour or 1 hour rate—whichever applies. All programs so combined to earn a lower rate may be scheduled continuously at the station's option on 28 days notice. And all combined contracts will be billed on one invoice to one company.

● DISCOUNTS

1240 K. C. 250 Watts — Unlimited Time — Rate Card No. 1, May 1, 1948



K W A K

K W A K

Stuttgart Broadcasting Corp.

STUTT GART, ARKANSAS

K W A K

THE MUTUAL NETWORK'S OUTLET FOR THE WORLD FAMOUS
 DUCK AND RICE CAPITOL OF THE WORLD

National Representatives, BURKE, KUIPERS & MAHONEY, INC.

NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, OKLAHOMA CITY, DALLAS, ATLANTA

K W A K

AN AFFILIATE STATION OF THE MUTUAL BROADCASTING SYSTEM

CLASS A

(6:00 p. m. to 10:30 p. m. week days; All hours on Sundays)

No.	1 Hr.	30 Min.	15 Min.	10 Min.	5 Min.	1 Min.	30 Sec.
1 Time	50.00	30.00	20.00	15.00	10.00	6.50	5.00
26 Times	49.00	29.40	19.60	14.70	9.80	6.37	4.90
52 Times	48.00	28.80	19.20	14.40	9.60	6.24	4.80
104 Times	47.00	28.20	18.80	14.10	9.40	6.11	4.70
156 Times	46.00	27.60	18.40	13.80	9.20	5.98	4.60
260 Times	44.00	26.40	17.60	13.20	8.80	5.72	4.40
312 Times	40.00	24.00	16.00	12.00	8.00	5.20	4.00

CLASS B

(All other times)

No.	1 Hr.	30 Min.	15 Min.	10 Min.	5 Min.	1 Min.	30 Sec.
1 Time	32.50	19.50	13.00	9.75	6.50	4.23	3.50
26 Times	31.85	19.11	12.74	9.55	6.37	4.14	3.43
52 Times	31.20	18.72	12.48	9.35	6.24	4.05	3.36
104 Times	30.55	18.33	12.22	9.15	6.11	3.96	3.29
156 Times	29.90	17.94	11.96	8.95	5.98	3.87	3.22
260 Times	28.60	17.16	11.44	8.55	5.72	3.69	3.08
312 Times	26.00	15.60	10.40	7.60	5.20	3.38	2.80

SELL With **KWAK**