



**BIG JOHNNY REB**

**DIAL 540**



**24-HOURS**

**NIBC**

From 27 selective vantage points — on all major roads and highways leading into Columbus — Big Johnny Reb reminds 1,500,000 residents and many thousand transients to Dial 540, the South's Finest, Suh!

December 24, 1964

Dear Kelly

Many thanks for your report and this confirms your reception of WDAK/Columbus, Ga.

on 540 KC December 21, 1964

We are under the 24 hours a day, 7 days a week - 5,000 watts non-directional daytime, 500 watts directional at nighttime.

Cordially,  
Arnold White

MIRRO-KROME © CARD BY H. S. CROCKER CO., INC., WINTER HAVEN, FLORIDA

address



place  
stamp  
here

Mr. Kelly Andrews  
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