

WMAX INC.

"THE HOME FOLKS STATION"

PHONE GL 6-8621

KEITH THEATRE BLDG.
113 LYON STREET, N. W.
GRAND RAPIDS 2, MICHIGAN

December 17, 1954

Ernest R. Cooper
National Radio Club
438 East 21st Street
Brooklyn, (26), N.Y.

Dear Ernest;

Thank you very much for your letter acknowledging reception of our equipment test run Saturday, December 11, 1954.

Very glad to hear from you and to note your comments. We will begin regularly scheduled broadcasts, daytime only, on Christmas Day. Tentative sign on 6:30 AM, sign off at sundown.

Population of Grand Rapids approximately 190,000. No special significance on call letters. No coverage maps available as yet, but will be glad to send one along to you when they are set up.

Your NRC boys sure responded in grand shape we are getting response from all over the midwest and along the east coast up as far as Laconia, New Hampshire.

Once again thanks for your letter and the Seasons best to you.

sincerely


Charles Sprague
General Manager

1.26