

# WDAL

1,000 WATTS — 1330 KC

P. O. BOX 125

PHONE 48 3-4891

**MERIDIAN, MISSISSIPPI**

March 23, 1962

Ernest R. Cooper, Editor  
National Radio Club  
438 East 21st Street  
Brooklyn 26, New York

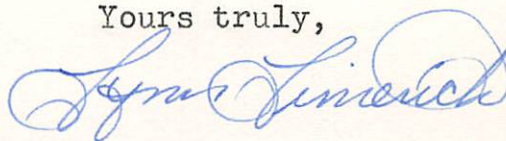
Dear Ernest:

On March 23, 1962, we were very proud to receive from you a letter which in its contents said that you had received our station on March 18, 1962. This is the third such letter received by us since we began signing on at 4:00 CST.

We send you this letter in verification that we received your letter of reception.

Included you will find a coverage map of our station. Thank you so very much for writing us and telling us that you were able to receive our station, WDAL.

Yours truly,



Lynn Limerick  
DJ on Duty

LL/dsn



# THE WDAL STORY

## WDAL RADIO . . . . S P E C I A L I Z E S !

WDAL SPECIALIZES in complete Country & Gospel Music programming! With other stations in the area all competing for about the SAME audience . . with about the SAME type of programming & music . . . WDAL SPECIALIZES with County & Gospel!

WDAL delivers ALL of the vast Country & Gospel audience!

While the popular & rock & roll audience is split four ways.

NO RADIO ADVERTISING CAMPAIGN IN MERIDIAN IS COMPLETE WITHOUT W D A L!

WDAL's audience has proven to be faithful . . . responsive . . and LARGE! Advertisers that have used WDAL will tell you that WDAL gets R E S U L T S !

Meridian is the HOME of Country Music . . . and it's only natural that a town and surrounding area with such a Country Music background that people in this area like Country Music! Most of the people in Meridian itself . . came from the Country originally and were brought up on Country Music! From start to finish on WDAL . . your advertising is handled with PERSONAL care! WDAL uses the PERSONAL approach in your advertising . . and it gets RESULTS! **RESULTS** are what you're interested in . . . and **RESULTS** is what WDAL DELIVERS!

If your present radio advertising is not doing what you think it SHOULD . . . include WDAL . . and get **RESULTS!**

WDAL RADIO

1 0 0 0 \_WATTS

1330 KC

Where listeners are:

1. INFORMED!
2. ENTERTAINED!
3. **SOLD!**

**Sell MORE of what you've got TO sell . . . . via . . W D A L !**