

WALY *The Voice Of The Valley*

PALMER HOUSE HOTEL
HERKIMER - ILION
NEW YORK

February 4, 1957

Ernest R. Cooper
438 21st St.
Brooklyn 26, N. Y.

Dear Mr. Cooper,

Thank you for your report on our recent test broadcast. This letter will verify your report.

Glad you were able to receive "WALY" and we're happy to have you add our station to your DX list of stations.

Sincerely,

Tom Kibbe

Tom Kibbe, Mgr.

P.S. In answer to your questions...
The town of Herkimer was named after General Herkimer, a local hero of the Revolutionary War.

The population is approximately 9,000.

Waly began broadcasting on October 12, 1956.

We are on the air during February from 6:00 AM till 5:30 PM daily and from 7:00 AM till 5:30 PM on Sundays. The schedule is the same for March except for the fact that sign-off time is 6:00 PM.

Our frequency measurement period is at 15 min. past midnight the third Friday of every month.

A coverage map is enclosed.

SALES THROUGH THE AIR - WITH THE GREATEST OF EASE