

W T W N
ST. JOHNSBURY, VT.
TELEPHONE 2344

THE NORTH COUNTRY STATIONS

MAIN OFFICE: BOX 390 ST. JOHNSBURY, VERMONT

W I K E
NEWPORT, VT.
TELEPHONE 832

January 3, 1953

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

Dear Mr. Cooper:

Be it known that my first New Year's resolution is to answer all reception reports at the beginning of '53.

This will confirm your reception of WIKÉ.

Thank you for your interest in Vermont's newest Radio Station located here in Newport, Vermont on the shores of beautiful Lake Memphremagog, a thirty mile body of water located in the United States and Canada.

Your reception of WIKÉ was during the very first hectic days of new station operation. At that time we were making frequency checks every morning at 5:00 A.M., made necessary by the lack of a frequency monitor. Now things are on a more even keel after eight weeks of operation and we have our frequency monitor so that checks are made only at monthly intervals.

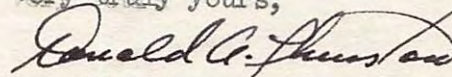
The equipment is all Gates manufactured and has proven to be more efficient than any I have had the pleasure of working with.

WIKÉ's present frequency report schedule is at 5:00 A.M. on the 9th of every month.

I should like to apologize for the tardiness of this confirmation, but circumstances beyond my control have made time a precious premium.

Thank you again for your letter.

Very truly yours,


Donald A. Thurston, Mgr., C. E.
Memphremagog Broadcasting Co.

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FACTS THAT WILL HELP YOU IN USING WIKE

Your sales message will blanket Orleans County with its population of 21,190 people (1950 figures). Orleans County has 5,476 radio homes. 96.4% of all homes within the County are equipped with radio.

In addition, WIKE will cover communities in Franklin, Essex, Lamoille and Caledonia Counties, adding tremendously to the number of people your sales message will reach.

Canadian business is a large factor to many businessmen and WIKE will cover a large segment of neighboring Quebec Province including the Border communities of Stanstead, Rock Island and Beebe, as well as many other communities including Magog at the head of Lake Memphremagog.

For those Advertisers desiring it, the combined facilities of WIKE in Newport and WTWN in St. Johnsbury, the North Country Stations, may be used at a substantial discount.

WIKE will broadcast Monday thru Saturday from 6.30 A. M. to 11.30 P. M. and on Sunday from 8 A. M. until 11.30 P. M., presenting a large variety of programs appealing to the varying interests of our many listeners.

Your sales message will be written by competent and trained radio personnel. Your account will be serviced weekly by an experienced radio time salesman who is ready to make radio work for you, giving you the results you have the right to expect for your advertising dollar.

Orleans County is the second ranking agricultural county in Vermont, and one of the most important farming areas in New England. WIKE will be ever mindful of this fact in its programming, as you should be in your advertising.

We hope, and we think you'll find, that WIKE will soon become an essential part of community life and progress in Newport and surrounding towns. We'll be working 17 hours a day to put you and your community on the map even more than you are now.

*"Give us a chance and you'll soon know,
There's no other salesman like RADIO"*

RADIO STATION WIKE, Newport, Vt.

Telephone 832