



RADIO

PHONE 456
P.O. BOX 593
EAGLE RIVER, WIS.

March 20, 1962

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

Dear Mr. Cooper:

This letter confirms your reception report on WERL as listed in your letter dated March 13, 1962.

We were happy indeed to hear that you had picked us up in distant Brooklyn. The closest I ever did get to your town was through conversation about it with an old Air Corp chum.

WERL went on the air last May 23rd and signs on at 6 AM Monday through Saturday and 7:30 AM Sundays. As for the call letters, they were available and we have put them to extensive use as a station insignia as you can see.

The test program you heard was our regular monthly test broadcast conducted the second Sunday night of each month.

Enclosed find the coverage map you requested.

Thank you for your interest in WERL-Wide Radio.

Very truly yours,

George Pale, Manager
WERL



EAGLE RIVER BROADCASTING COMPANY, INC.

950 KC

