



SEPTEMBER 29, 1961

CONGRATS ERNIE...

...YOU FINALLY PICKED UP THE ALL NEW SOUND OF MADISON. WE USED TO BE WISQ, RIGHT, BUT WHEN WE BOUGHT THE STATION, WE FELT A CHANGE OF LETTERS WOULD BE GOOD. SO TWO YEARS AGO (NOV 1, 1959) WE TOOK OVER THE STATION AND CHANGED THE CALL LETTERS TO WISM.

OUR REGULAR HOURS ARE 5:30AM TIL 1:00AM MONDAY THRU SATURDAY, AND FROM 7:00AM TIL 1:00AM SUNDAYS. OUR REGULAR FREQUENCY TESTS ARE NOT REGULAR, SO I CAN'T TELL YOU WHEN THEY'RE TO BE HELD. I THINK IT DEPENDS ON HOW SLEEPY OUR "CHIEF" IS AT THE TIME.

AGAIN, THANKS FOR YOUR INTEREST IN OUR STATION (PLS EXCUSE THE POOR TYPING...MY SECRETARY IS OUT SICK FOR THE DAY...AND YOU CAN SEE THAT IF I MADE MY LIVING TYPING, I'D BE OUT OF A JOB) AND LET ME KNOW WHEN YOU PICK UP WISM AGAIN.

CORDIALLY,

CHUCK MEFFORD
ASSISTANT MANAGER