

WRIS

ROANOKE'S INDEPENDENT STATION

5000 Watts

Dial 1410 - Roanoke, Va.

Daytime Radio Advertising can be one of your Most Economical
and Best Salesmen

Hermit Gray
R. F. D. 2
Wabautport, P. A.

Dear Sir;

In the process of confirming you have heard WRIS. I don't think there is any doubt. I'm very happy that you found it as pleasant as you say. We tried to get it done ~~so~~ right as we put it up. I wish I had time to tell you all about our equipment but I have about 150 of the other ones to answer. But if you will write later I will be glad to tell you about what we can do for you.

Sincerely
Cecil H. Stanceman
Chief Engineer

More Than One Half Million People Live in Primary Retail
Trading Area of Roanoke

WRIS WILL SERVE MUCH OF THAT TERRITORY