

# WRIS

ROANOKE'S INDEPENDENT STATION

5000 Watts

Dial 1410 - Roanoke, Va.

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

J. M. Brauner  
23 Howard Ave  
Wilhamsville 21 N.Y.

Dear Sir

I will take the time to confess ~~and~~  
having heard our station. There is no  
doubt in my mind about it. Only wish we  
could get through WFCB + W. N. C. and maybe  
we could have a fan up your way.

I'm glad you like our part of the  
Country + any time you are coming down  
our way again please stop in to see  
us. Thanks for your very pleasant letter.

Sincerely  
Cecil A. Stannan  
Chief Engineer

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

WRIS WILL SERVE MUCH OF THAT TERRITORY