

WRIS

ROANOKE'S INDEPENDENT STATION

5000 Watts

Dial 1410 - Roanoke, Va.

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

*Norman L. Maguire
434 Maple St. N.E.
Chickamauga N. M.*

Sir:

*I want to thank you very much for
your letter, and to confirm your reception
of our station on March the 2nd. a
check with the Announcer said it was right
with out going to the log. And again I
wish to thank you for the taking the time to
write.*

*Sincerely
Cecil A. Stenman
Chief Engineer*

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

WRIS WILL SERVE MUCH OF THAT TERRITORY