

# WJOY

VERMONT BROADCASTING CORPORATION  
ABC Affiliate

1230 ON YOUR DIAL

BURLINGTON, VERMONT

A. E. SPOKES, Manager

April 14, 1954

Mr. Norman L. Maguire  
1420 Columbia Drive N E  
Albuquerque  
New Mexico

Dear Mr. Maguire:

On March 22, 1954 WJOY ran a special DX program from 3:30 to 4:30 AM E.S.T.. The program consisted of march music and announcements. On this program I said that we would send a can of Vermont Maple Syrup to our most distant listener. Apparently that part of the announcement was under KERO at the time you heard us as you did not mention it. However, as your report had enough information to be verified and as our most distant report of the DX program came from you I am very pleased to inform you that we are shipping by Railway Express a can of Vermont Maple Syrup. It should reach you in a few days.

I am sure that if you have never used Vermont Maple Syrup you are in for a special treat. May I suggest that when you have your buckwheat cakes and sausage or your waffles that maple syrup is just the thing to add that extra flavor that makes you go back for more: or glaze your ham with syrup before popping it into the oven for the final glaze-it is really good.

Thank you for your report. It was very pleasing to know that we were getting out that far even though there was interference on us at times.

Good luck to you with your hobby. I know it can be a lot of fun as I use to do it myself.

Sincerely,

*Donald M. Wheatley*  
Donald M. Wheatley  
Chief Engineer WJOY

*"The Family's Choice for Good Listening"*