

WIFM

ELKIN, NORTH CAROLINA
AFFILIATE OF
MUTUAL BROADCASTING SYSTEM

1540 On Your AM Dial - 100.9 On Your FM Dial

OWNED BY
YADKIN VALLEY BROADCASTING COMPANY

September 16, 1953

Mr. David F. Thomas
Proctorville, Ohio

Dear Mr. Thomas,

This will acknowledge and confirm your reception report of WIFM-FM on Sept. 7, 1953. We heartily agree with you on the superior qualities of FM radio, and we believe that it still will take its rightful place, even though the advent of TV dealt it a crippling blow.

Thanking you for your interest and comments, we are

Sincerely yours,
Radio Station WIFM
Al Fincham

We Interest Far More listeners
MEAN
We Insure Far More sales