

HARRY L. MAGEE, OWNER



ROBERT R. WILLIAMS, MANAGER

November 9, 1951

Mr. Ernest R. Cooper, Editor  
National Radio Club  
438 East 21st Street  
Brooklyn 26, New York

Dear Mr. Cooper:

Sorry that I didn't answer your letter sooner but was waiting for the new stationary instead of sending out the old stationary with the old call letters stamped out. I thought that you would appreciate our new stationary more.

This letter is to verify the reception that you received from us. We are a one thousand watt directional east and west station. I am surprised that our signal strength is so good throughout the whole day.

The reason for the change from W L T R to W H L M was that a competitive station in Bloomsburg had almost similar call letters, W C N R, and was conflicting to advertisers and the public. Your DX was one day after we had changed the call letters and your letter was the first received here.

I'm a new man to Bloomsburg and do not know after whom Bloomsburg was named. I am told that its population is between ten and twelve thousand. Bloomsburg lies in the farming district of Pennsylvania and is also located in the industrial section. The famous Magee Carpets are manufactured in this town and the owner of the Magee Carpet Company, Harry L. Magee, is also the owner of this station.

I see that you are a baseball fan and it looks like the Phillies almost let you down, that is second place in the standings. Being born and raised near St. Louis, I am a St. Louis Cardinal fan and what your team did to my team doesn't count for this year.

Since you are the editor of the National Radio Club, would you like for W H L M to go on the air early in the morning or to go on between 2:00 a.m. and 6:00 a.m.? We will be glad to give all the DX fans a chance to pick us up. You name the date and time.

Respectfully yours,

*Anthony Hogg*

Anthony Hogg  
Chief Engineer