

FOR OVER A QUARTER CENTURY

MAGNOLIA 3488

WJBW

New Orleans' leading independent station

1230kc

JANUARY 28, 1952

LOUISE C. CARLSON
LICENSEE & GEN. MGR.

Mr. Kermit Geary
R. F. D. #2
Walnutport, Pennsylvania

Dear Mr. Geary:

It is with pleasure that I acknowledge your letter of January 16, 1952, stating that you heard my radio station WJBW on its special All-Night Broadcast, Wednesday, January 16, 1952, which reached you on 1230 kilocycles. I am glad to confirm your reception of this program and hope that you will receive many more of them. Since I have been sole owner of WJBW, on August 15, 1949, I have only operated three times past midnight, so that is the reason you have not heard us regularly at those hours. However, in the near future, we will be operating past midnight regularly. We will have some DX verification cards made later and will send you one.

I am sending you a WJBW calendar for 1952 which holds my picture in an insert. However, my picture can be easily slipped out and you can replace it with that of a loved one. I am enclosing herewith a special tabloid section of the Item on the 25th Anniversary of WJBW, from which you can get a picture of the operations of this station.

As you know, we have a semi-tropical climate and our winters are very mild, broken occasionally with cold spells that do not last too long. For several weeks past we have been having weather like Spring, almost like Summer at times, but last night Winter suddenly slipped up on us, so today is rather chilly. As our wonderful Mardi Gras season is approaching, we naturally hope we get some fine Spring weather in which to show off our beautiful parades to the thousands of visitors to New Orleans at that time. It is very festive and colorful and well worth seeing.

Thanking you for letting us know of your good reception of WJBW way up there in Pennsylvania and hoping you will hear us many more times, with kindest personal regards,

Sincerely yours,



(Mrs.) Louise C. Carlson
Owner and General Manager

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