

FOR OVER A QUARTER CENTURY

MAGNOLIA 3488

WJBW

New Orleans' leading independent station

1230kc

LOUISE C. CARLSON
LICENSEE & GEN. MGR.

August 13, 1953

Mr. David F. Thomas,
Longwave Listening Post,
Radio W U M S,
Proctorville, Ohio.

Dear Mr. Thomas:

It is so nice to hear from one of our former listeners, who after a period of many years, remembers us so favorably.

Thank you so much for your reception report. It is certainly very gratifying to receive this, and is indeed of interest, especially to know that your reception was 100% readable and free from interference, although the weather was hot and rainy, and you were travelling in a car at the time. Such a report personally gives me quite a lift, and is very good publicity for the station.

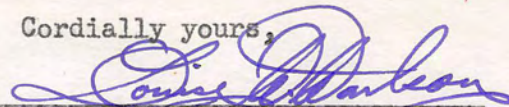
Your verification of the program Rhythm Ranch, and the advertisements aired at 10:50 and 11:30 AM-CST are correct.

Again let me express my appreciation for your report and your interest in this matter. Twenty two years between veries is certainly a long time, which makes my pleasure in hearing from you a double one.

Enclosed find some data on WJBW which I believe you will find interesting.

Why don't you drop into the studio the next time you get to New Orleans, so we can have a chat about the good old days, as well as the present?

Cordially yours,



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

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