
April - June

Correspondence 1947

5-15-1947

05/15/1947 Letter from the Lewiston-Auburn Broadcasting Corporation

Frank S. Hoy

Follow this and additional works at: <https://digitalcommons.usm.maine.edu/fac-lpg-1947-04-06>

Recommended Citation

Louis-Philippe Gagné Papers, Franco-American Collection, University of Southern Maine Libraries.

This Letter is brought to you for free and open access by the Correspondence 1947 at USM Digital Commons. It has been accepted for inclusion in April - June by an authorized administrator of USM Digital Commons. For more information, please contact jessica.c.hovey@maine.edu.

LEWISTON-AUBURN BROADCASTING CORP.

129 Lisbon Street

LEWISTON

MAINE

May 15, 1947

Mr. Louis P. Gagne, Mayor,
City of Lewiston,
Lewiston, Maine.

Dear Louis:

Many people have asked me this question, "Why did you decide to apply for a license to operate a radio station in Lewiston-Auburn?"

There are two main reasons as follows:

1. I have great faith in the future of Lewiston-Auburn.

As a native of these cities I have seen them grow steadily during my lifetime. In good times and bad our community has kept on a rather level keel. We have well managed and diversified industries that pay good wages. We have an excellent retail shopping district that is expanding. Our location is favorable for wholesale distribution. Lewiston-Auburn can grow to a position of leadership for all Maine.

2. I have great faith in radio.

In radio we have a medium of communication and entertainment that has proven its worth in hundreds of cities throughout our country. It is a tremendous force, if properly and intelligently used, for promoting business, education and the public welfare. Our new regional station of 5000 watt power can reach all the potential trading area of Lewiston-Auburn and will reach into the homes of many cities and towns that are not and cannot be reached by any existing advertising medium. We are bringing to Lewiston-Auburn a new more powerful voice that will give added momentum to the growth of our cities.

We want you to consider this your station - a station for all the community - a station that stands for progress and for sound American citizenship, - a station to be operated in the public's interest.

It will not be long, barring unforeseen delays in the delivery of equipment, before we will be on the air. Our studios at 129 Lisbon St. are nearly completed. You are welcome to inspect them anytime at your convenience.

We will be happy to show you around.

Very truly yours,

LEWISTON-AUBURN BROADCASTING CORP.

Frank S. Hoy
Frank S. Hoy

General Manager.

FSH/SS