Finding aid for the WITN-TV letters to Santa Claus 6092

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URL: http://www.usc.edu/libraries/locations/special_collections/
Language of Material: English
Contributing Institution: USC Libraries Special Collections
Title: WITN-TV letters to Santa Claus
creator: WITN-TV (Television station : Washington, N.C.)
Identifier/Call Number: 6092
Physical Description: 2.81 Linear Feet2 boxes
Date (inclusive): 1964
Abstract: 775 letters written to Santa Claus by children living in eastern North Carolina in 1964. The letters were sent to NBC affiliate WITN-TV (Channel 7) in Wilmington, NC, which had promised to forward the letters on to Santa. Many were addressed specifically to Witney the Hobo, a clown who appeared on WITN's afternoon children's program, "The Funny Page". Most of the letters are unopened.
Storage Unit: 1
Storage Unit: 2
Historical note
The letters were written during the United States' early involvement in the Vietnam conflict; in November of 1964 President Lyndon Johnson approved the escalation of bombing in North Vietnam. North Carolina was home to numerous military bases, and this was a time of great uncertainty for many military families living the area.
According to the United States Postal Service, the tradition of letters to Santa began more than 100 years ago, and even today more than 1 million letters annually are sent to Santa Claus at the North Pole. In 1912, Postmaster General Frank Hitchcock authorized local postmasters to let employees and local citizens respond to the letters. (See https://about.usps.com/corporate-social-responsibility/letters-to-santa.htm#p=1)
Scope and Contents
775 letters written to Santa Claus by children living in eastern North Carolina in 1964. The letters were sent to NBC affiliate WITN-TV (Channel 7) in Wilmington, NC, which had promised to forward the letters on to Santa. Many were addressed specifically to Witney the Hobo, a clown who appeared on WITN's afternoon children's program, "The Funny Page". Most of the letters are unopened.
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Letters
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