

Statement by Governor J. Strom Thurmond
on occasion of the opening of
Radio Station WJMX.

The opening of radio station WJMX at Florence means a new and powerful voice for the great Pee Dee section of South Carolina---a section which has long diversified its agriculture and which is now showing strong indications of industrialization along sound and prosperous lines.

I am happy to send a message to the people of this section over station WJMX. ^{This station} ~~It~~ is as powerful as any ~~station~~ in South Carolina. Its programs will reach great distances and will provide a coverage of important sections of our state. Since the owners have decided upon a policy of listener-entertainment and information, I am sure that the station will assist in the further education of our citizens and in the improvement not only of their standards of education but their standards of living as well. To me radio is a tremendous influence in our present-day civilization. It is vitally important that this influence be for improvement, for progress, for good government.

Florence and all of the Pee Dee section are to be congratulated on being the home of WJMX. The programs that you are going to hear on this new station are sure to be beneficial to many of you. The programs will entertain, educate and inform. Radio is an industry that must dedicate itself to public service and it has been my happy experience to know that this policy has been followed extremely closely by the radio stations of South Carolina.

The 5,000 watts of station WJMX possess a power to spread programs over much of South Carolina. It is a power of great influence. It is a power ^{should} ~~that~~ will be guarded jealously and ~~that will be~~ used for the public good.

I am disappointed that I could not personally attend these dedication ceremonies but official state business had already made demands upon my time for this day. Consequently I am happy to send this message to the owners of WJMX, to the people of Florence and of South Carolina and to wish them continued progress, prosperity and good government for good citizens.