

[C. 1947]

Statement by Governor J. Strom Thurmond  
on occasion of dedication of  
Station WALD.

I am sure that the people of Walterboro and surrounding territory will long remember this day--August 3, 1947. For on this day, a new force has begun operation in Walterboro. It is Radio Station WALD which is conducting its dedicatory program for the people of Colleton and other counties.

With this broadcast, WALD joins a large number of radio stations in South Carolina, and it joins an industry that is dedicated to public service and to the progress of civilization. That progress comes through education, entertainment and information. Radio has a real public trust to present such programs as will benefit the masses of people and ~~as will~~ assist them to lift their standards of living and ~~to~~ increase their prosperity and enjoyment.

Radio Station WALD has pledged itself to participate generously in such programs as will serve the public interest. It ~~wants to~~ <sup>should</sup> give the people of this section enlightened entertainment, unbiased news and important background information. It ~~wants to~~ <sup>should</sup> help Colleton county and this section to broaden its economic base and to develop both agriculturally and industrially. It ~~wants to~~ <sup>should</sup> take a leading role in the progress of lower South Carolina.

Growth of radio stations in South Carolina is a real indication of their importance to the people of our State. As recently as last summer, there were only about 15 stations in the State, most of them located in the larger cities. Today, that number has nearly



doubled and numerous others are being erected and soon will be ready to begin operation. I believe that a significant trend has been shown by these new radio stations. Most of them are in the smaller cities of the State. They are serving local audiences on a local basis. They are filling a need that apparently has not been filled previously.

Station WALD, consequently, has joined a tremendous force for good will. It will bring to its listeners important facts and important information. It will participate in this new educational effort in South Carolina. I am sure that it will receive public support from the beginning and that it will serve its public throughout its period of operation.