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Celebrating Increased Power of WKIX (Radio)

Strom Thurmond

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Governor Thurmond, as you all know, is in Washington today as Chairman of the Southern Governors Committee to present the South's rights in the peculiar treatment of our section of the country by the Democratic Party. We all, I am sure, wish him the best of success in this enterprise.

Governor Thurmond regrets that he could not be present at this Banquet. He is intensely interested in radio. As a means of communication, he thinks that radio is absolutely unexcelled.

During the past 3 decades, from the time when it was an experience we bragged about to get Pittsburgh or New York on one of the old sets, we have seen radio broadcasting grow into a gigantic industry. It has been interesting to see the great expansion of radio broadcasting companies in this country in the years since the war ended. Particularly in the South has this been so. This is a healthy sign, a sign of growth. I recall very well the days of 1939, when one radio station in a city the size of Columbia was thought to be enough, to be about all that such a city could support. How wrong we were!

In Columbia we now have 4 radio stations. In Charleston we also have 4. In Greenville, to cite another instance, we have 3. From a commercial standpoint, all of our radio stations in these cities seem to be flourishing. From a programming standpoint, no one can deny that these increased facilities have resulted in better service by all radio stations in South Carolina.
Radio is no longer a luxury. It is a necessity. For that reason, the Governor was very pleased to learn that Radio Station WKIX has increased its power to 1,000 watts. That means it will reach a great many more people than it has previously been able to do.

The Governor sends his sincere congratulations to WKIX, a truly fine Radio Station. Long may it broadcast "in the public interest, the public convenience, and the public necessity."

Thank you for a delightful evening and score them to you.