

TRANSCRIBED FOR WIS JULY 3, 1948, at 2 P.M.

SALUTE TO WIS-FM BY J. STROM THURMOND, GOVERNOR  
OF SOUTH CAROLINA, ON 18TH ANNIVERSARY OF WIS,  
JULY 10, 1948.

Mark this date, July 10, 1948, as an important event in the Palmetto State. Eighteen years ago today, WIS came into being in Columbia. It was the pioneer radio voice of Central South Carolina. Day by day, through the years, WIS has brought fine entertainment into your home and mine. It serves as a medium, not only of entertainment, but as a reliable source of news and outstanding public service, throughout our State.

Under the guidance and direction of G. Richard Shafto, WIS has pioneered many advancements in the radio field. Starting with an original power of 1,000 watts by day and 500 watts by night, WIS today has multiplied its powerful voice 5 times. Throughout its entire broadcast day, WIS today radiates the finest in broadcasting with 5,000 watts.

On Sunday, February 29th of this year, WIS pioneered again with a new service to its listeners. It brought "F-M", -- "Frequency Modulation"-- which I am told is without static and free of interference. So, now WIS-FM serves an ever-increasing audience with crystal-clear reception. I am informed that a new studio building with ultra-modern facilities will be under construction in Columbia soon. It will house WIS, WIS-FM and an area will be reserved for still another radio advancement, "T-V", meaning

Television, an exciting medium destined to play a great part in South Carolina in the near future.

The President of one of the largest radio networks in the United States, said, "The richest man in the world cannot buy for himself, what the poorest man receives free, through radio." And his statement is true. Radio can make every home a cultural center, if we but reach out and flick a switch. There is the world's greatest music, the latest news, educational features, and much more-- a genuine treasure-house of knowledge and entertainment.

So, I salute WIS on the occasion of its 18th anniversary. May it continue to bring outstanding radio service to the entire State.

Thank you.