

# Opening WESC Radio Station Greenville

J. STROM: Thank you, Mayor Owens, and Greetings to W E S C and its listening audience. It seems to me appropriate to use the word, "Greetings".... a few years ago this word had a grim significance, but today it has returned to its proper significance. A short time ago, it was Greetings from the President, and we were faced with a war... today we are faced with a peace to win. The opening of Radio Station W E S C is a wholesome sign of the times. It is indicative of the progress of South Carolina, it serves as a barometer for prosperity. We think of identifying towns pretty much in regard to their physical structure. There is the one-horse town, the town with a stop light, the town with a Radio Station, but when we think of three Radio Stations, we automatically think in terms of a city. Greenville is more than just a city. It has many distinguished factors that reflect credit on its people and their leaders. The newest addition - Radio Station W E S C - will add more power to the great voice of Greenville. It will enable you to carry accounts of the <sup>your</sup> achievements into three states and more. I think that it is time to notify the people of adjoining states of your accomplishments. With the addition of W E S C 's wattage to your voice, all South Carolina will know more of your **ENDEAVORS + ENTERPRISES.** achievements. You have much to advertise, and your new voice will add to your progress. To the people of Greenville, to W E S C, may I express my wishes of good luck and success. *[we are proud of WESC & what it will mean to S.C.]*