

ADDRESS FOR J. STROM THURMOND, GOVERNOR OF
SOUTH CAROLINA, AT BANQUET CELEBRATING INCREASE OF
POWER OF RADIO STATION WKIX, READ BY WM. LOWNDES
DANIEL, JR., EXECUTIVE SECRETARY, WADE HAMPTON HOTEL,
COLUMBIA, SOUTH CAROLINA, FEBRUARY 21, 1948, 7:30 PM.

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.

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

During the past 3 decades, from the time when it was an experi-
ence 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 interest-
ing 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.

Thurmond
~~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 more power to you.