

30th ANNIVERSARY
1922 1952

colossus

of the

carolinas



WBTV



THE COVER

"Why, man, he doth bestride this narrow world like a Colossus."

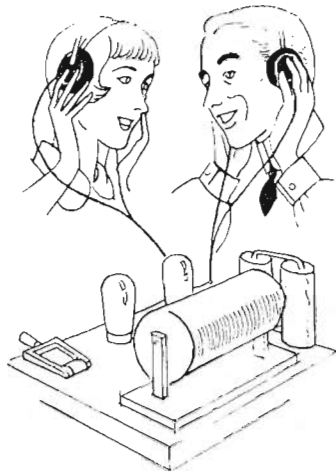
—WILLIAM SHAKESPEARE

Astride the harbor of the ancient city of Rhodes stood a gigantic statue of the sun god, one of the seven wonders of the world. Today, with one foot in North Carolina and one in South Carolina, stands another colossus, WBT, a wonder of the modern world.

COLOSSUS OF THE CAROLINAS

The story of a hobby that became an industry, a whisper that became a regional voice . . . the record of thirty years service to a people and an ideal

WBT 1922-1952



There've Been Some Changes Made

Statistical comparison of North Carolina in 1922 with 1952 portrays progress of State since founding of radio station WBT.

	1922	1952
Population	2,559,123	4,061,929
Farm Income	\$150,000,000	\$799,900,000
Value manufactures:		
Cotton textiles	285,000,000	2,000,000,000
Knitted goods	32,270,000	346,000,000
Tobacco	225,000,000	1,328,000,000
Cotton seed products	133,000,000	281,000,000
Pulp and paper	6,650,000	308,000,000
Furniture	40,000,000	250,000,000

April, 1922 . . .

An Ohio publisher, Warren Gamaliel Harding, had succeeded Woodrow Wilson in the White House. John Gilbert, Mary Miles Minter and Agnes Ayres were bright stars of the movies; Ty Cobb was starting his 17th season in the major leagues.

Cameron Morrison had replaced Thomas W. Bickett in the Executive Mansion in Raleigh in the midst of the unrest and disorganization following World War I. The Carolinas were described by a famous visitor as "languishing in mud and misery," but the State had a chief executive who was to start the elimination of mud and misery with the first of many progressive administrations promoting good roads, enlightened agriculture and industrial development.

Historians of the time recounted that "more than 200,000 families now own motor cars" and Charlotte, a busy town of more than 45,000 souls, boasted of its new skyscraper, the Independence Building, which soared to the dizzy height of 12 stories.

In the bustle of the early twenties was born the whisper which was to become the regional voice of WBT. It is doubtful that any could see in the tiny back-room transmitter the forerunner of a mighty station that would serve three million people and become as much a part of their daily lives as working, eating and sleeping.

Originally a hobby, a "broadcasting station" that played a few records and sent a small boy running down the street imploring neighbors to "tune in," station 4XD gathered listeners and public interest slowly. But the radio fad was growing all over the country, and by April, 1922, it had grown to the point where pioneer advertisers were willing to risk a few pennies to have their wares mentioned on the air. 4XD applied to the government for a commercial license, which was granted on April 10, 1922 — the first such license in the south, and one of the first in the nation.

THE BIG TEN						
NATIONAL LEAGUE.						
Player:	Club:	G	AB	R	H	Pct.
Hornsbey,	St. Louis	99	369	84	153	.333
Grimes,	Chicago	83	303	61	110	.363
Danbert,	Cl.	100	391	80	140	.358
Hollocher,	Chicago	98	375	55	134	.357
Johnston,	Brook.	79	319	66	114	.357
AMERICAN LEAGUE.						
Player:	Club:	G	AB	R	H	Pct.
Cobb,	Detroit	85	335	62	138	.412
Sisler,	St. Louis	96	303	86	158	.402
Speaker,	Cleve.	89	328	61	117	.357
Miller,	Phil.	82	301	54	106	.352
Bassler,	Detroit	83	260	27	87	.348

Mid-Summer Millinery

\$1.95 \$2.00 \$3.95

Buy a Ford and Spend the difference

Trimnings at Half-Price

25% DISCOUNT

\$11.00 \$26.00

Yorke & Rogers

Authorized Charlotte PYRAMID MOTOR

402 North Tryon Street

ETHEREIDGE MOTOR

210 West Fourth Street

WILSON MOTOR

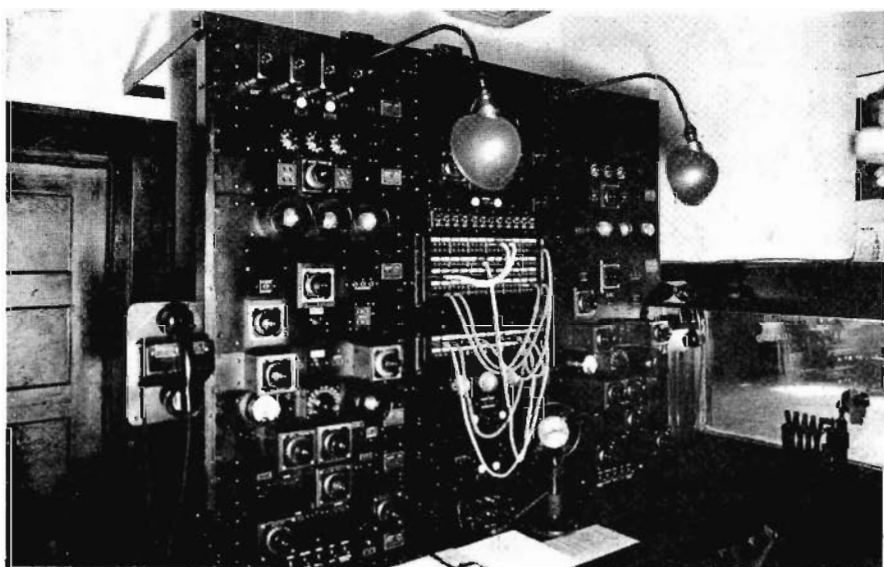
309 North Tryon St.

Advertisements from the Charlotte News and Charlotte Observer, 1922.

Interstate Radio Shop
Charlotte, 1923
Manager Furman Ferguson



WBT Control Board
April, 1929



WBT Studio Orchestra, 1928





Display Window
WBT 20th Anniversary



Newsman Grady Cole



Announcer Crutchfield

Radio receivers in 1922 were complicated affairs; many were custom-made and bought by wealthy people for from \$350.00 to \$400.00. But American ingenuity soon took effect in the infant industry and by 1928 dozens of brands of mass-produced receivers were available. A good receiver could be purchased for as little as \$77. On their receivers listeners heard music and news and church services. In 1928 a radio show in Charlotte drew hordes of people to see the latest in receivers and to meet movie star, Lois Wilson.

As broadcasting improved, technically and in programs, so set-ownership multiplied and WBT increased its power and prestige. From 100 watts power in 1922, the station grew to 500 watts in 1925, 1000 watts in 1927, 5000 watts in 1928. In 1929 when the station was purchased by the Columbia Broadcasting System, the power jumped to 25,000 watts, full-time, clear channel.

The thirties were years of tremendous progress and growth along new lines for the south's pioneer station. Where previous efforts had been in the direction of increasing power and technical facilities, the station now entered upon a period of public service and programming ingenuity which brought it into national fame. Two men still prominent at the station played heroic roles in progress of the thirties.

In 1930 a young Charlotte News reporter named Grady Cole started reading the news "for the News" over WBT. He was destined to become one of the nation's most famous radio personalities and the man whom COLLIER'S magazine dubbed "Mr. Dixie" in a feature story published during WBT's 30th Anniversary month.

The second influential personality to ally himself with WBT in the early thirties was a young announcer, Charles H. Crutchfield, a talented, radio-minded young man, tiding his youth behind a luxuriant mustache. As announcer and program manager he was to spark the showmanship which won WBT national fame, and was to become in 1945, the youngest manager of a 50,000 watt radio station in the nation.

During the thirties WBT delighted its listeners and intrigued the nation with a series of unique broadcasts. The station was the first to employ a woman announcer, to broadcast a tobacco auction and the chant of the tobacco auctioneer, to broadcast major league baseball in the south, to broadcast the "rebel" yell and to broadcast the national dance craze of the thirties, "The Big Apple."

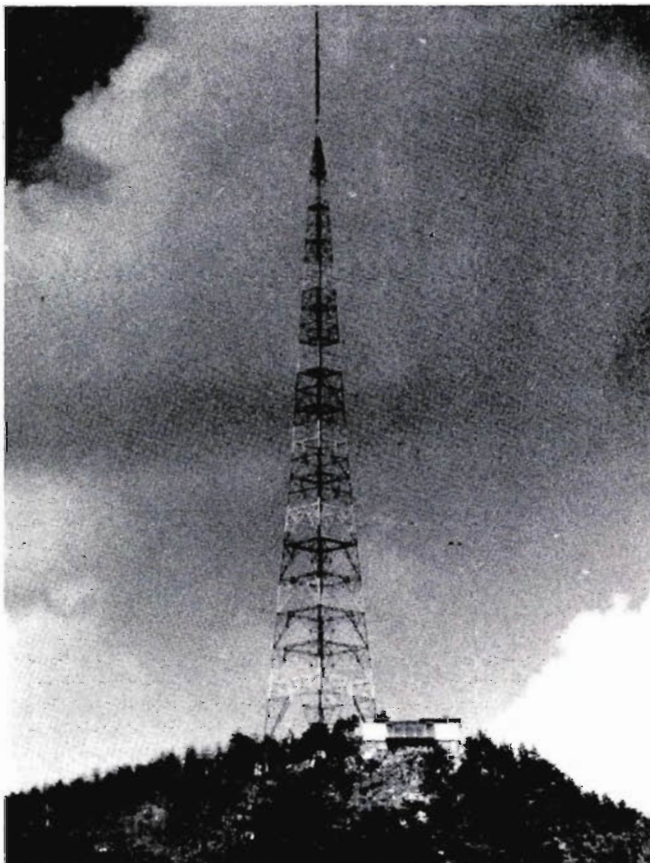
More and more, WBT became outstanding in educational and public service broadcasting. The station fed the national CBS network on President Franklin D. Roosevelt's "Green Pastures" speech in Charlotte in 1936. Announcer Charles Crutchfield established something of a record by "ad libbing" for 55 minutes when the president's arrival was delayed. WBT was the only source of information to the outside world in the Charleston tornado of 1937 and the Edenton hurricane of 1938, where "the water was blown completely out of the bay and people were picking up fish in baskets."

With the advent of the forties and World War II, radio and, in the Southeast, WBT had become an integral and powerful part of the daily lives of the people. WBT dedicated its power and resources to winning the war and maintaining civilian morale. The same showmanship which in the thirties had won the station national fame was now freely given to the war effort. So effectively was the job done that WBT received an award from Variety magazine for "Showmanagement at War."

Soon after V-J Day, WBT was purchased by the Jefferson Standard Life Insurance Company of Greensboro, North Carolina, and immediately entered upon a new era of service to the people of its area. In taking over the control of the station, Mr. Joseph M. Bryan, president of the newly formed Jefferson Standard Broadcasting Company, said to the station's listeners, "This is and will continue to be your station, a station dedicated to your home, your family, your school and your church."

CHRONOLOGY OF WBT

- 1920—In December, operating as station 4XD.
- 1922—April 10, granted government license to operate as commercial broadcasting station, with 100 watts power.
- 1925—WBT bought by C. C. Coddington and managed by Charlotte Chamber of Commerce; moved to Coddington Building; power 500 watts.
- 1927—Daytime power increased to 1000 watts.
- 1928—Transmitter moved to present location and power increased to 5000 watts
- 1929—Purchased by CBS; power increased to 25,000 watts, full time, clear channel.
- 1933—Power increased to 50,000 watts.
- 1936—Dedication of new studios in Wilder Building.
- 1937—WBT broadcasts "Rebel Yell" to the nation. Station wins "Variety" Showmanagement Award.
- 1939—WBT wins "Variety" Farm Service Award.
- 1942—WBT goes to war.
- 1946—Grady Cole wins special "Variety" Award.
- 1945—WBT purchased by Jefferson Standard Life Insurance Company; Charles H. Crutchfield made manager.
- 1948—WBT adds Frequency Modulation broadcasting; applies for television license.
- 1949—Inauguration of first telestation in Carolinas—WBT-TV.
- 1950—WBT-TV connected to co-axial cable.
- 1951—WBT-TV inaugurates local live telecasts; first telecast of Shrine Bowl Football Game.
- 1952—WBT celebrates 30th anniversary.



Spencer Mountain Tower, WBT-FM and WBT-TV, 1949

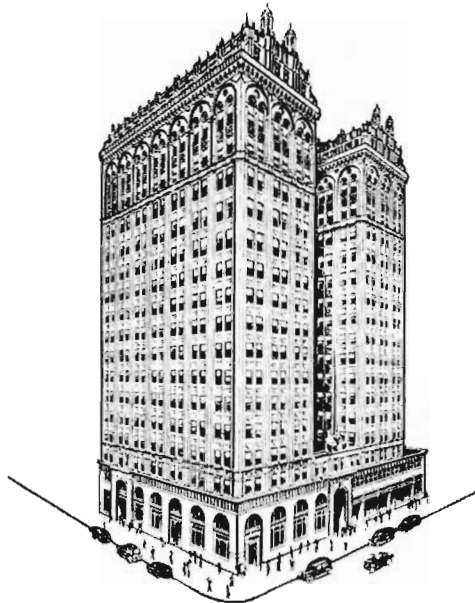
Proof of the fulfillment of this promise is found in the tremendous expansion and improvement of the broadcasting company's services since 1945. Frequency Modulation broadcasting and television have been added to the great benefit of Carolina community life. Both radio and television have grown in audience and in service to the religious, civic and charitable institutions of the area they serve.

As WBT enters its second third, years of service, it does so with new strength and new visions of service. WBT's completely new 50,000 watt transmitter, dedicated during this anniversary week, shows most dramatically the confidence the owners and management feel in the future of WBT and its ability continuously to serve the people of its area -- in every progressive and constructive realm of individual, family and community life.

JOSEPH M. BRYAN

*President
Jefferson Standard
Broadcasting Company*

*First Vice-President
Jefferson Standard
Life Insurance Company*



Home Office Building
Jefferson Standard
Life Insurance Company



HOWARD HOLDERNES

*President
Jefferson Standard
Life Insurance Company*

SOURCE OF THE PRESENT AND STRENGTH OF THE FUTURE

In the autumn of 1945, WBT was purchased from the Columbia Broadcasting System by the Jefferson Standard Life Insurance Company of Greensboro, North Carolina. Stations WBT and WBTV are operated by Jefferson Standard Broadcasting Company, a wholly owned subsidiary of the life insurance company.

Supporting all progress of the stations since 1945 has been the vision and energy of Joseph M. Bryan, president of the broadcasting company and first vice president of the life insurance company.

Active daily in advice and encouragement to the station management, Mr. Bryan has led the way in bringing FM and television to the Carolinas, in building the new WBT transmitter and in other improvements in the station's plant and services.

Just as the present has been achieved under his guidance, so is future progress guaranteed by his leadership.

CHARLES H. CRUTCHFIELD

*Executive Vice-President and
General Manager, Jefferson Standard
Broadcasting Company*



LARRY WALKER

*Vice-President
Secretary-Treasurer and
Assistant General Manager*

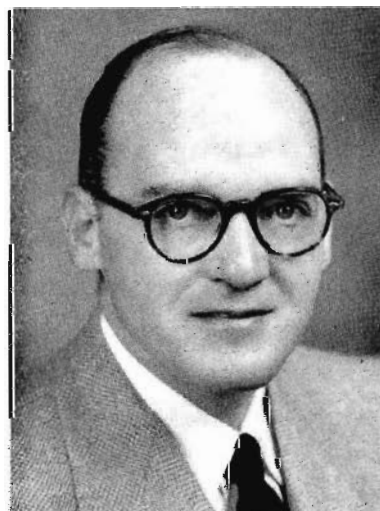


J. ROBERT COVINGTON

*Assistant Vice-President
Sales and Promotion*

KENNETH I. TREDWELL, JR.

*Assistant Vice-President
Programs and Public Relations*





WILLIAM S. PALEY

*Chairman of the Board
Columbia Broadcasting System, Inc.*



FRANK STANTON

*President
Columbia Broadcasting System, Inc.*

THIS IS THE CBS RADIO NETWORK

Since 1929, the fortunes of WBT have been happily interwoven with those of the Columbia Broadcasting System.

As one of the oldest American radio stations affiliated with the world's greatest radio network, WBT owes an incalculable debt to the men and the minds, the ideas and ideals of Columbia.

In celebrating its 30th anniversary, WBT thanks and salutes the Columbia Broadcasting System and these men who have brought it to first rank in the American broadcasting industry.



JOSEPH H. REAM

*Executive Vice-President
Columbia Broadcasting System, Inc.*



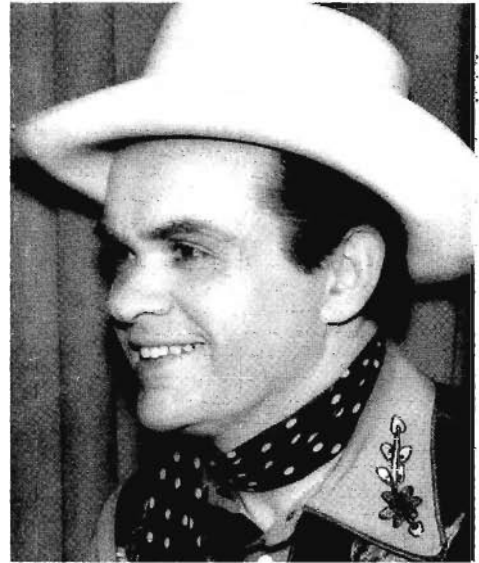
ADRIAN MURPHY

*President
CBS Radio*



J. L. VAN VOLKENBURG

*President
CBS Television*



FRED KIRBY

WBT's Singing Cowboy and disc jockey . . . spins records late on "Hillbilly Star Time" . . . early Saturday to thrill 7,000 "Tiny Town" tots; intersperses records with songs, accompanying himself on the guitar.

GRADY COLE

"King Cole of Carolina" . . . 22 years a favorite on WBT . . . Southern symbol of early morning radio . . . champion of common sense and community causes . . . super salesman who seasons his programs of farm and home service, news and music, with working philosophy.



LEE KIRBY

The Carolinas' best-known most popular sports reporter with a 15-year record of sportscasting over WBT . . . winner of the N. W. Ayer Award for the best play-by-play reporting of college football.

WBT'S AIR



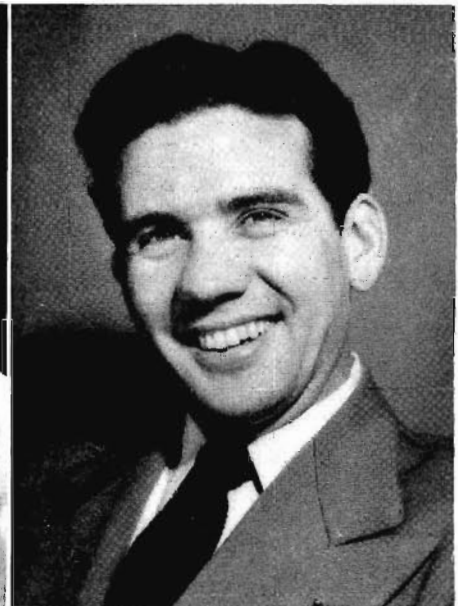
CLYDE McLEAN

Top - notch newscaster and classical record spinner . . . traveling salesman at the Corner Store. Handles news broadcasts, concert program notes or hard-selling commercials with equal skill.



JACK KNELL

Intelligent editing . . . thoughtful analysis . . . penetrating commentary have won nationwide recognition for WBT's Director of News and Special Events. First **radio** newscaster honored for "Distinguished Service in Journalism."



KURT WEBSTER

Light - hearted, ingratiating MC and disc jockey of national renown . . . serves "What's Cookin'" fun with vibrance and vigor . . . also turns ad-lib talent to "Street Man," "Dancing Party" and "Webster Un-cridged."

ARTHUR SMITH

SONNY SMITH

RALPH SMITH

TOMMY FAILE

Billboard award winners . . . nationally-famous folk music group of four versatile musicians . . . paced by Arthur's torrid electric guitar with MC Sonny playing rhythm guitar, Ralph - the accordion, Tommy playing bass and singing.



AMBASSADORS

FLETCHER AUSTIN

Energetic announcer . . . popular master of ceremonies for community events . . . nearly ten years a member of the WBTeam.

PHIL AGRESTA

Ex-professor, coach and singer . . . applies his varied experience and versatile talents to "Carolina News," sports and disc jockey duties.



JIMMY PATTERSON

Daybreak newscaster, sundown sports reporter and ingenious MC of "By Jimminy" . . . dubbed "Mr. Blood" for continuing radio Blood Bank campaign.

GIL STAMPER

Casual, easy-going "Sunday Scrapbook" host . . . eager-to-please disc jockey on "Anything Goes" . . . numbers acting and singing among his talents.





JEANNE ALEXANDER

Friendly, capable, radio-wise hostess in the "What's Cookin'" kitchen . . . keeps tabs on dozen of prizes, scores of studio visitors daily.

BOB BEAN

Chuckle-raising, merry-making announcer for "What's Cookin'" capers . . . skillfully adapts microphone manner to music, news or drama format

DOUG MAYES

Announcing staff's freshman member with all-around ability . . . fills after-radio hours working as stage MC or playing bass with orchestras.

BETTY JEAN MULLIGAN

"Smile-a-mile gal" and mike-side hostess for "Street Man" Kurt Webtser . . . keeps office hours as secretary to Larry Walker.





Bob Rierison
Program Director, WBT



Bill Melson
Production Manager

SATISFYING 3,000,000 IDIOSYNCRACIES

Satisfying the varied tastes of three million people is a monumental task, and that, in brief, is the job of the Program Department at WBT.

The work, accomplished by Program Director Bob Rierison and his staff, involves the complex problem of taking such elements as listener requests, sponsor preference, available talent, recorded music, transcribed programs, local scripts and network broadcasts and shaping them into an appealing, entertaining and informative daily schedule.

Instructions for control room operators must be drawn up, announcers' schedules worked out; scripts must be written, copy edited, schedules corrected; auditions must be held, interviews arranged, public service campaigns supported. Choosing and changing, rejecting, revising—all are necessary in the daily routine of setting up, maintaining and improving the programs for WBT's vast audience.

All of the efforts of the program staff are primarily for the listener, who can be satisfied only so long as the station is aware of what the listener wants. Therefore the value of comment is immeasurable. Through letters and calls audience reaction has helped guide the programming policy of WBT from its start as a whisper thirty years ago to its position as a regional power today.



Coline Helvenston
Continuity Director



Helen Blackman
Program Traffic Manager



Merrily Brooks
Continuity Writer



Day Walters
Secretary



Clarence Etters
Music Director



Vi Schenk
Assistant Music Director



Alice Hardie
Secretary to Mr. Cole



Madge Wilcox
Secretary to Mr. Cole

PUBLIC SERVICE

. . . a radio voice with community spirit —

"I cannot begin to express to you my deep appreciation for all the wonderful things that you and WBT did in connection with the recent Community Chest campaign. You had a large part in the success of it, and every member of our community is indebted to you for it."

—John F. Watlington, Jr.
Campaign Chairman



. . . a radio voice with good will to all men —

"We are very grateful for your splendid cooperation in providing radio time during the national observance of Brotherhood Week. You have rendered a public service which I am sure is received with gratitude by all who are interested in the promotion of understanding and good will among men."

—Margaret Cuddy
*Assoc. Dir. Carolina Region
National Conference of
Christians and Jews*



. . . a radio voice with a heart —

"Thank you for the magnificent job of publicity carried on by WBT and WBTU during the 1952 Heart Fund Campaign; the generous amount of time given and the quality of the programs through your station contributed very markedly to the campaign objectives of education and fund raising."

—Col. Lawrence L. Simpson
Campaign Chairman



. . . a radio voice with compassion —

A young girl who cannot walk or play is denied the right to pursue happiness as children should; a Thanksgiving call to WBT listeners was answered with funds enough to buy an artificial leg for Patsy Barnhardt who now can run after the pleasures of childhood on both feet.





M. J. Minor

Chief Engineer



T. G. Callahan

Audio-Video Supervisor

J. G. Carey

AM & Booster Transmitters Supervisor



R. F. Painter

FM-TV Transmitters Supervisor

J. E. Henderson

Projection Room Assistant Supervisor



E. A. Sellars

TV Control Room Assistant Supervisor

Joe Ann Heath

Secretary

L. C. Jenkins

George Burnette

T. E. Milligan

T. L. Stutts

H. C. Caldwell



Not pictured
J. D. Clark
Satellite Station
Custodian

MEN AND MILLIVOLTS

The heart of the WBT and WBT-FM Engineering Department is its custom-built control room. There the control man operates the many switches and controls that regulate the music and voices heard over the "Pioneer Radio Voice of the South." From his glass "fishbowl" the operator faces a battery of three studios from which originate a multitude of music and talk programs. It is the primary duty and responsibility of the control operator not only to utilize his technical equipment, but to keep an accurate account of programs and announcements that transpire over the station.

Incoming network programs are fed to the control room by means of specially leased lines from the American Telephone and Telegraph Company. Such network and local programs are supplemented by transcriptions and tape-recorded shows. A special room houses the quantity of recording equipment used.



J. E. Mathis



J. B. McClain



Wm. F. Allen



S. W. Spencer



T. D. Houser



L. R. Abernathy

From the control room, the sounds and voices are sent to the two transmitters . . . again by means of special leased lines. The WBT transmitter is located nine miles south of the city, and WBT-FM is atop Spencer Mountain, 16 miles northwest of Charlotte. At each of the two transmitters the sounds arriving from the downtown control room are amplified many thousands of times and converted into radio waves.

It is the primary duty of the transmitter engineers to keep this precision equipment in first quality condition and maintain the highest of engineering standards.

This staff also maintains the television operation of WBTV.

F. M. Blackwelder

C. W. Mills



J. C. Gregory



T. C. Livingston



H. F. Reynolds



R. W. Dycus



W. T. Bowen



O. E. Simerly



T. K. Bush



Edward Cubam



L. L. Walker



W. R. Wilson

Dallas Townsend

H. A. Walker

W. H. Hicklin, Jr.

F. R. Brown



COMMERCE . . . WITH A CONSCIENCE

TIME, in the broadcasting profession, is both the product and the service offered for sale; and, as in other competitive fields, the job of WBT's General Sales Manager Keith Byerly and Sales Representative Ben McKinnon is to make clients aware of the advantages of the medium in general, and of their own product — WBT time — in particular.

To sell their product WBT's salesmen regularly contact district managers, food brokers, local retailers and wholesale organizations through calls in Charlotte and trips throughout the Carolinas. Because of the importance of the Carolina market to national advertisers, they also make nation-wide calls, recommending the use of WBT. Covering 40,000 miles, their travel last year included New York, Chicago, Detroit, Cleveland, Memphis, Dallas, Houston, New Orleans, and Atlanta; this year for the first time trips will extend to Los Angeles and San Francisco on the West Coast.

In addition the station utilizes a national sales representative — CBS Radio Spot Sales, with offices in six metropolitan areas; major contact with these "national salesmen" is handled by Traffic Manager Thelma Haigler through direct teletype.

However, the salesman's job does not end when WBT time is sold. He must provide continuing service to his clients — working to improve the sales campaign, to study the products and distribution, and to generate enthusiasm about WBT advertising to the client's sales force.

Perhaps most important of all, the salesman has a responsibility to YOU, the listener — to ascertain that advertisers are reliable firms, that their advertisements make no false claims, and that their product is consistent with standards established and maintained by WBT through thirty years of service.



Thelma Haigler
Traffic Manager



Keith Byerly
General Sales Manager



Ben McKinnon
Sales Representative



Martha King
Secretary

TRANSCONTINENTAL INTRODUCTIONS

Making introductions is the chief duty of the WBT promotion department.

To introduce 3,000,000 WBT Carolinians to the network stars from coast-to-coast whose purpose is to entertain listeners in their homes.

To introduce WBT's local stars to local listeners and frequently - through programs on the CBS network - to the nation's listeners.

To introduce WBT's vast audience to the reputable advertisers of the nation who may wish to speak to this audience through WBT.

To introduce WBT advertisers to Carolina retailers who sell or may sell their products.

A fundamental requirement of making introductions is to know the people to be introduced. Through constant research, WBT's promotion department gets to know the stars, the listeners, the advertisers, and the retailers and constantly strives to introduce them to each other through advertising.

EXECUTIVE SECRETARIES

Kathleen Gurley
*Secretary
to Mr. Crutchfield*



Leone Ferebee
*Secretary
to Mr. Tredwell*



Dorathea Janssen
Promotion Assistant



Jack Burney
Promotion Assistant



Grace Lund
Secretary



Louise Walker
Promotion Assistant



Tom Cookerly
Promotion Assistant



Paul Marion
Promotion Supervisor



Harold Huss
Mail Room Supervisor



Doug McDaniel
Mail Clerk



Max Davis
Mail Clerk



Hank Warren
Staff Photographer

LEDGERS AND LIGHTS

For sheer variety, no department of WBT can even approach the Business Department headed by figure wizard Ken Spicer. Its responsibilities run the gamut from the preparation of an intricate statistical report to the replacement of a light bulb.

Foremost among the department's duties come those of establishing rates, approving contracts and credits, purchasing, collecting and paying bills, and paying salaries. Bookkeeping, auditing, preparation of statements and reports come naturally along.

In addition, the business department operates many services for the company including receiving, distributing and dispatching mail, property maintenance, janitorial service, photographic laboratory, mimeographing and multilithing, maintenance of mailing lists and scores of others.

The manager and personnel of the business department daily dispatch hundreds of technical and indispensable jobs which help keep WBT moving efficiently.

KEN SPICER

Business Manager

Opal Bonum
Switchboard Operator



Roxie Barrier
Switchboard Operator



Alberta Hamrick
Billing Clerk



Shirley Moss
General Clerk





John Griffin
Disbursing Clerk



Gloria Jenkins
Secretary



Frances Reep
Sales Contract Clerk



Maggie Nesbit
Payroll Clerk



P. M. Covington
*Director
Property Maintenance*



Lester Staton
Porter



Dallas Robbins
Chief Accountant



Sam Harris
Porter



James Sanders
Porter



Joseph Robinson
Porter





WALLACE J. JORGENSON

Television General Sales Manager



JACK VELLER

Sales Representative



BILL QUINN

Television Program Supervisor



JENNY SINGLETON

Sales Secretary

"AND NOW, TELEVISION"

Thus, on April 20, 1949, The Charlotte NEWS heralded the announcement that the Jefferson Standard Broadcasting Company would bring the first television station to the Carolinas.

"And so," concluded the NEWS editorial, "we welcome WBTV's announcement and note with satisfaction that the Pioneer Station is still pioneering".

A natural outgrowth of the same vision and energy that established and developed the south's first radio station, WBTV has become in three years a powerful and dramatic influence in the religious, cultural and recreational life of the Carolinas.

Closely allied with WBT, yet independent in growth and service, WBTV is winning its own place in the affections of millions of Carolinians.



SAM ZURICH

Television Production Supervisor

SCENARIO AND ART



Rascovich

Cureton

CAMERA AND LIGHTING



Givan

Sizemore

PRODUCTION



Preatte

Johnson

Mellott

McGhie



Craver

Lineberger

Hice

Banks

TRAFFIC, CONTINUITY AND FILM



Smith

McLane

Fokes

Sellars

McDonald

TOWARD 1982

The past thirty years have seen tremendous growth by WBT and by the area it serves. WBT's power has grown from 100 to 50,000 watts; its audience from a score of families to more than 600,000. Radio broadcasting itself has developed from the hobby of a few "hams" to a vital force in individual, family and community life for more than 95% of all Americans.

Now, on its thirtieth anniversary, WBT dedicates itself anew to serving its millions of listeners and discharging its responsibilities of leadership in the fields of education, inspiration and entertainment.

DESIGN: JOHN ELLIS
PHOTOS: ELMER WARREN
COPY: DORATHEA JANSSEN
ENGRAVINGS: CHARLOTTE ENGRAVING COMPANY
PRINTING: HERALD PRESS

