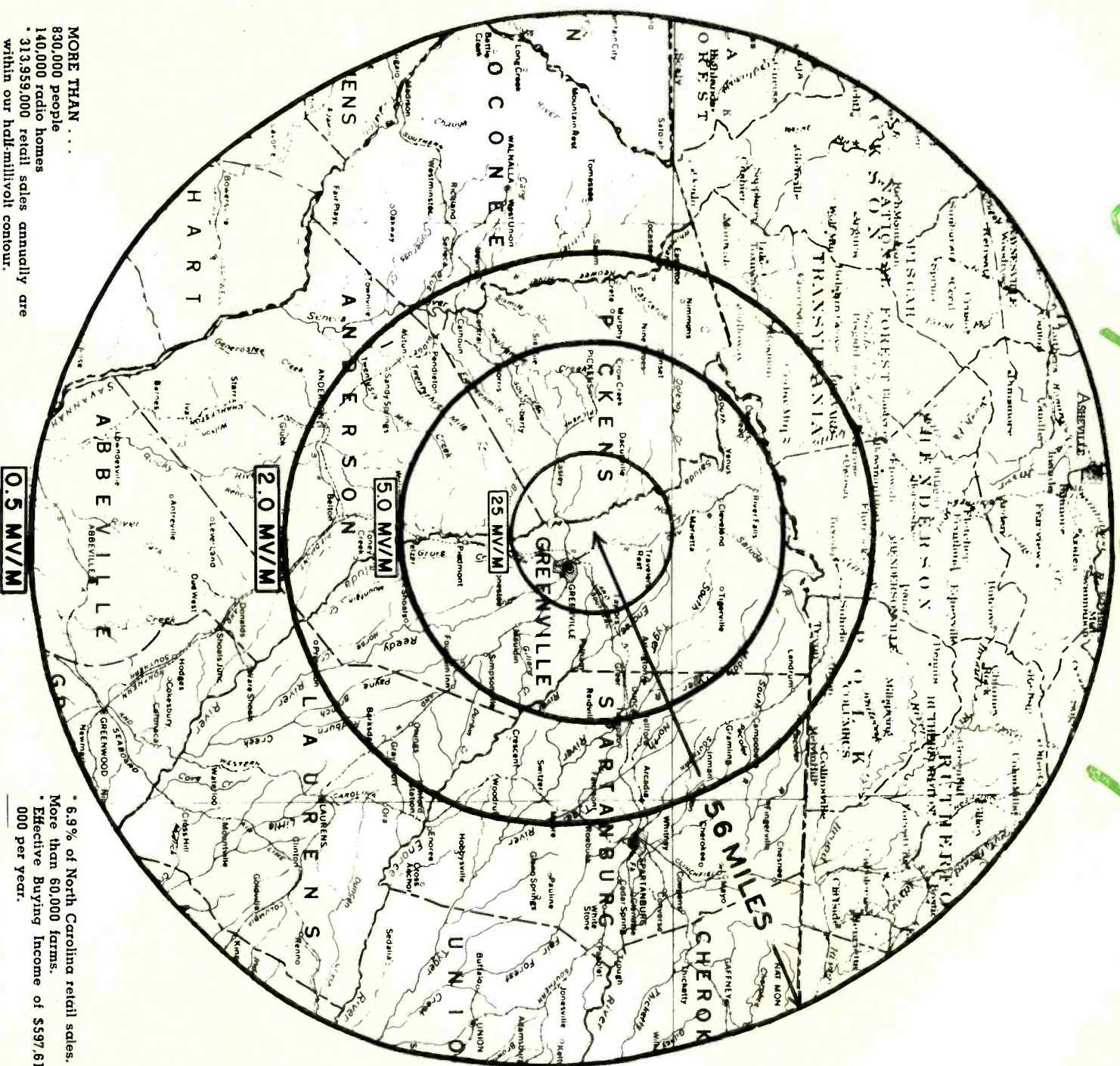


THE "C" IN WESCG MEANS

Complete Coverage



MORE THAN . . .
 830,000 people
 140,000 radio homes
 • 313,959,000 retail sales annually are within our half-million volt contour.
 Reaching 26 Counties or major portions of counties which contain:
 • 34.6% of South Carolina total retail sales.

• 6.9% of North Carolina retail sales.
 More than 60,000 farms.
 • Effective Buying Income of \$597,610,000 per year.
 *These data from Sales Management's "Survey of Buying Power, May 10th, 1946." Copyright material used by permission.

NO OTHER COMBINATION OF
 WESTERN SOUTH CAROLINA RADIO STATIONS
 CAN GIVE SUCH COVERAGE!

"THE STRONGEST RADIO VOICE IN WESTERN SOUTH CAROLINA"

WESCG

"It's 660 in Dixie"

...starting from GREENVILLE, S. C.

FIVE THOUSAND WATTS

March 17, 1947

Mr. Norman L. Maguire
 185 Williams Street
 Glastonbury, Connecticut

Dear Mr. Maguire:

Thank you very much for your letter of March 15 regarding your reception of our test broadcast on the morning of March 15, 1947.

With best wishes from

WESCG - "660 IN DIXIE"
 THE SOUTH'S MOST POWERFUL INDEPENDENT

TM