

WBT  **WBTV**



3,500,000 Listeners



MANY THANKS FOR YOUR RECEPTION REPORT!

WE HAVE CHECKED YOUR REPORT AGAINST OUR PROGRAM LOG AND ARE HAPPY TO ADVISE YOU THAT IT IS CORRECT. THIS IS YOUR OFFICIAL VERIFICATION.

NOW THAT YOU HAVE "FOUND" US, WE HOPE YOU WILL MAKE 1110 ON YOUR RADIO DIAL AND CHANNEL 3 ON TELEVISION REGULAR LISTENING AND VIEWING HABITS.

50,000-WATT W B T, FOUNDED IN 1922, IS THE SOUTH'S OLDEST RADIO STATION... THE THIRD OLDEST IN THE NATION.

W B T V, ALSO OPERATING AT TOP POWER, WAS ESTABLISHED IN 1949 AS THE PIONEER TELEVISION STATION OF THE CAROLINAS.

W B T-W B T V, OWNED AND OPERATED BY THE JEFFERSON STANDARD BROADCASTING COMPANY, ARE THE RADIO AND TELEVISION SERVICES OF THE JEFFERSON STANDARD LIFE INSURANCE COMPANY.

AGAIN, MANY THANKS FOR YOUR REPORT, WE'RE DELIGHTED TO COUNT YOU AMONG THE MILLIONS WHOM WE SERVE!

WBT-WBTV

CHARLOTTE, N.C.



Mr. Maurice W. Nittler

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