



Booklet provided to btmemories.com by Doug McDaniel



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To: Friends of WBTV

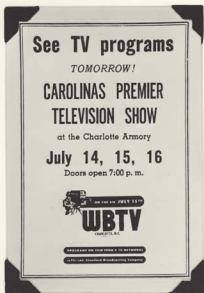
It is natural to reflect on the past as we reach our 30th anniversary as a television station, and we naturally are proud of the achievements of WBTV during those 30 years. Hundreds of individuals—past and present staff members of this station—have contributed much to the success of WBTV and, we think, to the large community we've tried to serve.

Much of what we have accomplished, however, is due to the confidence, trust and support of countless viewers who really are responsible for our 30 years of success.

This scrapbook will allow you to look back along with us at WBTV's history, with memories which should produce some pride, a few laughs, and perhaps a tear or two when we think about the good things that are past. But we also want to assure you that we at WBTV are using the past as a springboard to an even greater future. Even now, we're working on new efforts to provide locally-oriented programming which will be relevant to the needs and interests of the 1980s, and will deserve your trust and confidence in the future.

Sincerely,

John A. Edgerton
Vice President & Managing Director, WBTV



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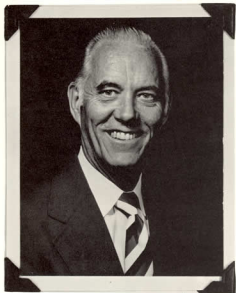
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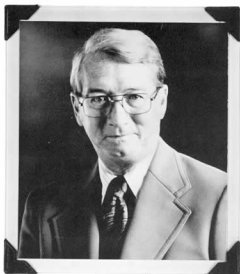
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THE CHARLOTTE NEWS



THOMAS L. ROBINSON Publisher
J. A. DOWD General Manager
R. A. GRIFFITH Business Editor
G. A. MURPHY Editor

WEDNESDAY, APRIL 30, 1949

AND NOW TELEVISION!

MANY of the readers of The News were amazed when radio first sounded the siren of progress from a newspaper-shaped loudspeaker. A few, more of them, some of them were of thinking age when gracious living came riding down the street in the form of a Whelan automobile. We'll stick to the buggy, some of them said aloud. Some remember quite well the beginning of the age of electricity. Is it safe? they wondered.

No matter what their original reactions, all but a few of our readers are pretty well convinced by now that the radio, the automobile and the electric light are useful gadgets, here to stay.

And now television!

Radio Station WBT announced that Charlotte and environs lost to 50 miles will have TV (and get used to those initials) before August.

There will be no line closely erected between the two, because of the lack of adequate studio facilities. Nor will WBT be able to throw a switch and bring in the live network programs from the East until such

time as the AT&T's on-axis radio link between Charlotte and Richmond is equipped with booster stations.

But the station is making plans to film regular TV shows, such as *Down in Charlotte* by plane, and broadcast them the following day. Those shows, plus the regular assortment of TV movies, will still be of sufficient interest to make an all-mature day TV show and spend a good part of each day clustered around the set.

When you stop to consider that television actually transports you to a front row seat at a multitude of interesting events, or brings straight into your home the animated, talking images of entertainers and informants, you begin to grasp the tremendous revolution this new development is going to make in our lives. Actually, the art is still young, but it has already grown itself.

And so we welcome WBT's announcement, and note with satisfaction that the Pioneer Station is still planning.

PEOPLE'S VICTORY

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There'll be something to see
on television screens -

BEGINNING TODAY

12 noon through 7 p. m. daily

W B T V TEST PATTERN

will show you how the estimated TV screen will look. WBT's Multiscop will telecast the time, the temperature, and up-to-the-minute news on all television sets that are now installed. This test pattern will run from noon to 7 p. m. until the beginning of WBTV shows on July 15, and will continue after the 15th from 12 noon to 6:30 p. m.

SEE WBT'S TEST PATTERN ON A SET AT
YOUR NEAREST TELEVISION DEALER TODAY!

Johnson Standard **WBT** *Broadcasting Company*

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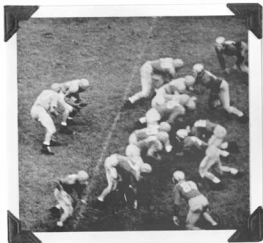
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