

WBT COLLECTION, 1928-1952

(Small Collections--Business) 7 folders

ABSTRACT

In 1920, Fred Laxton, Earle Gluck, and Fred Bunker met and decided to set up a radio station in Laxton's house. They received a commercial license for their station in 1922 from the U.S. Department of Commerce, and moved to the Independence Building in Charlotte, taking on WBT for the station's call letters. In 1925, the men sold the station to Buick dealership owner C.C. Coddington, who referred to the call letters as Watch Buick Travel. Coddington sold the station to CBS in 1929. Early programming in the 1920s and 1930s included a variety of live music, dramas, and featured programs such as the "Crazy Water Crystals Sunday Night Jamboree," and "Briarhopper Time."

WBT had established itself as one of the Southeast's most important radio stations by the 1940s, and was broadcasting 24 hours a day. Programming during this time included The Carters and a variety of big bands. In 1945, the FCC required the sale of WBT, as its power output had increased dramatically, and the station was sold to the Jefferson-Standard Life Insurance Company. WBTV, the affiliate television station was launched in 1949.

By the 1970s, WBT had changed to playing contemporary adult music, and began featuring talk radio in the 1980s. Both radio and television stations continued to be owned jointly until 2007. At that time, the stations were owned by the Lincoln Financial Group, who sold WBT to Greater Media of Braintree, Massachusetts, and WBTV to Raycom Media in Charleston.

This collection includes documents.

ACCESS

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PREFERRED CITATION

Cite as: WBT Collection, 1928-1952, Robinson-Spangler Carolina Room, Charlotte Mecklenburg Library

ACQUISITION

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REFERENCES

Jack, Emily. "WBT Charlotte in the Golden Age of Radio." *Learn NC*.
<http://www.learnnc.org/lp/editions/nchist-newcentury/5198>

Reno Bailey. "Articles/History." *BT Memories*.
http://btmemories.com/articles/history/history_home.html

WBT. *Colossus of the Carolinas*. Charlotte: Herald Press, 1952.

RELATED MATERIALS

Grundy, Pamela. *From Il Trovatore to the Crazy Mountaineers: WBT-Charlotte and Changing Musical Culture in the Carolina Piedmont, 1922-1935*. Chapel Hill, NC: 1991.
(CALL NUMBER: NCR 791.4409 OVERSIZE)

Radio Stations—WBT. (CALL NUMBER: NCR VERTICAL FILES)

Television Stations—WBT and WBTV. (CALL NUMBER: NCR VERTICAL FILES)

WBT Editorials, 1961-1978. (CALL NUMBER: NCR PERIODICALS)

SCOPE AND CONTENT NOTE

The WBT Collection is a small collection formerly from the Ephemera Collection. It consists of one letter, one promotional flyer, and 5 publications.

SERIES LIST

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Correspondence, 1934		
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Publications, 1928-1952		
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