

WKIX Changes Hands; Now Is WMSC

A new "voice" will be heard on Columbia's radio sets for the first time this morning—identifying itself as Radio Station WMSC. Formerly designated as WKIX, and still broadcasting at 1320 kilocycles, the station's new call letters have been adopted, effective today, to emphasize the fact that the CBS affiliate in Columbia is operating under new ownership and management.

The change of ownership was completed last Wednesday, when the broadcasting station was purchased for \$100,000 by the state-chartered Marseco corporation from Intercity Advertising company of Columbia, Inc.

WMSC will continue to feature the radio productions of the Columbia Broadcasting System. In addition, the local program and production schedule is being revised, with greater emphasis on news, music, and local personalities.

C. Wallace Martin, president of Marseco corporation, is general manager of WMSC. Grenville Seibels, II, corporation secretary, is program and news director. John C. Cosby, vice president of Marseco, is chief engineer. Mr. Martin and Mr. Seibels were both formerly associated with Radio Station WIS in Columbia. Mr. Martin as local sales manager and Mr. Seibels as director of news and special events. Mr. Cosby has just resigned as adjunct professor of electrical engineering at the University of South Carolina, a post he held for three and one-half years.

In addition to a full schedule of CBS programs, WMSC will broadcast local news and sports events, interviews, discussions of affairs of public interest and both popular and concert musical programs.

Under the former call letters of WKIX, the CBS outlet in Columbia first went on the air in June, 1945. It was owned and operated by the Inter-City Advertising Company of Columbia, Inc. This week, following approval by the Federal Communications commission of the sale and transfer of control, the locally-owned Marseco corporation purchased Inter-City Advertising company for \$100,000.

The new call letters are derived from the final initials of the three principal owners, Martin, Seibels and Cosby.

Initial technical improvements at WMSC will include a new RCA control-room console and new RCA turntables. The studios and business offices, located in the Jerome Hotel building at 1127 Lady street, will be extensively remodeled and redecorated. The control room is being completely rebuilt.

Technical improvements are also planned at the transmitter site, in Lexington county, near West Columbia.

WMSC broadcasts on an assigned frequency of 1,320 kilocycles (1,320 on radio dials), with a power of 1,000 watts in the daytime and 500 watts at night. The station is on the air from 6 a. m. until midnight on weekdays, and from 7 a. m. until midnight every Sunday, for a total broadcast week of 125 hours.

and is a former president of Carth-