



*concerning Columbia's
television prospects*

The Federal Communications Commission has allocated commercial television channels 10, 25 and 67 to Columbia.

Radio Station WMSC is preparing a formal application for Channel 25 (UHF), to be filed with the FCC on or before July 1, 1952.

It is impossible to predict how rapidly the FCC will be able to process the expected flood of television applications. However, WMSC is making every effort to win FCC approval of our television plans at the earliest possible moment.

No one is more interested than WMSC in bringing local and national television programs to Greater Columbia.

WMSC

Wallace Martin

Gren Seibels

Jack Cosby