

FOR UNIVERSITY WORK

Wallace Martin Severing Relationship With WMSC

By F. JENKINS KNIGHT
Staff Writer for The State

Applications have been filed this week with the Federal Communications Commission whereby C. Wallace Martin, Columbia businessman, will divest himself of his broadcast interests to devote full attention to his work as University of South Carolina Development Director.

One application provides for an exchange of broadcast licenses and equipment between WMSC Radio Corporation and Speidel Broadcasting Corporation (operators of Radio Station WOIC). A

ACACIA LODGE NO. 94, A.F.M.
Masonic Temple, 1518 Hampton St.



A special communication of this lodge will be held at 7:30 PM. to confer the M. M. Degree. Visiting brethren invited.

MARTEAU C. LORICK

Worshipful Master

MENDEL C. JEANES, Secretary

second application outlines disposal of certain other assets including the WOIC frequency and WMSC Studios and equipment to Midlands Radio Corporation, headed by Columbia Attorney Edgar L. Morris as president.

Upon approval of applications, both stations will continue to operate essentially as now except that WMSC will operate daytime only with 5,000 watts power on an assigned frequency of 1470 kilocycles while WOIC will operate full time on an assigned frequency of 1320 kilocycles.

Mr. Martin served as president and general manager of WMSC Radio from May, 1950, through June, 1960, at which time he accepted the newly created post of director of development for the University of South Carolina. He is a former president of the Columbia Chamber of Commerce. He was active in the broadcasting field for nearly 15 years and is a

past president of the South Carolina Broadcasters Association.

The applications to the FCC show that he and Mrs. Martin are the sole stockholders in WMSC Radio Corporation.

Route 20 Hearing Scheduled Friday

A public hearing concerning the proposed construction of a section of Interstate Route 20 in Lexington County will be conducted by the State Highway Department at 11 a.m. Friday, October 6, at the Lexington County Courthouse in Lexington. Chief Highway Commissioner S. N. Pearman has announced.

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