

# RADIO STATION WMSC

AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

1127 LADY STREET

COLUMBIA, SOUTH CAROLINA

1000 WATTS

1320 KC

December 9, 1950

Mr. J. W. Brauner  
23 Howard Avenue  
Williamsville, New York

Dear Mr. Brauner:

Thank you very much for your letter of December 6, in which you verify our sign-on of December 5 at 5:59:30 EST. We are very interested in receiving confirmations from our radio listeners, particularly when the distance involved is so great. As you have probably noted, WMSC was formerly WKIX, the call letters being changed May 26 of this year under change of ownership. WMSC is owned and operated by the Marseco Broadcasting Corporation, which derives its name, in turn, from the portions of the last names of the three major stockholders of the corporation, who are Messrs. Wallace Martin, Gren Seibels and John Cosby.

At the present time, we do not have any regularly scheduled frequency checks, being able to accomplish those checks during our normal operating period. We have made application this past week for increase in our nighttime power from 500 W to 1000 W. Construction of this new tower will have to wait for the granting of a construction permit from the FCC. However, we expect this to be accomplished in March of next year.

As a matter of interest to you, we received the same day as your letter a confirmation from Dunedin, New Zealand, so apparently we are getting out in all directions.

Thank you again for your interesting letter and report, and we hope that you will be able to receive us often and well.

Yours very truly,

  
Chief Engineer

John C. Cosby:ke