

WADE



**REMOVABLE LABEL GUIDE**

Cat. No. 4550L

Patent No. 1396199



## BROADCASTING STATION LICENSE RECORD

Date first licensed 9-24-47

Call letters W A D E  
Location: Wadesboro, North Carolina

CAROLINAS ADVERTISING, INC. (AL-1-31-64 EFF: 2-6-64)

\* ROBERT PHILLIP LYON AND RICHARD A. LYON d/b as R. P. LYON AND SON (AL10-30-50)

Name of licensee \* ANSON RADIO AND BROADCASTING COMPANY EFF: 11-15-50

Morven Road, Highway 52, 1½ miles from Wadesboro, N.C. (Lic. 9-24-47)  
Transmitter location \* 1.7 miles S.E. of center of Wadesboro, North CarolinaMorven Road, Highway 52, 1½ miles from Wadesboro, N.C.  
\* 2 West Wade Street, Wadesboro, North Carolina. (Lic. 9-24-47)  
Main studio location \* 3rd Floor, Lyon Bldg., 2 Green Street, Wadesboro, North Carolina



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
B3-P-5411	3-20-47	1210kc	1kw	Daytime	
	Letter 5-28-47. C.P. for new station granted subject to filing MP for approval of antenna and T. site.				
B3-P-5411 BMP-2777	6-24-47	1210	1kw	Daytime	By 8-24-47 to 2-24-48
	Mod. C.P.(5411) to chg. type trans., & for approval of antenna & trans. location & studio location				
BL-2627 BZ-2455	9-24-47	1210	1kw	Daytime	9-24 5-1-48
	Lic. to cover CP (5411 as mod.) for a new station, change studio site and determine operating power by direct method. (Conditional Clause)				
BS-1595	4-27-48	Extension of license			5-1 9-1-48
BR-1595	8-18-48	1210	1kw	Day	8-18- 5-1-51
BZ-3184	6-6-50	1210	1kw	Day	6-6 5-1-51
	Auth. to determine power by direct measurement.				
BAL-1089	10-30-50	Vol. AL from Anson Radio & B/cing Co. to Robert P. Lyon & R.A. Lyon d/b as R.P. Lyon & Son.			
EFF: 11-15-50					
BR-1595	4-25-51	1210	1kw	Daytime	5-1 5-1-54
BZ-3379	3-24-52	1210	1kw	Day	3-24 5-1-54
Determine operating power by direct measurement					
BR-1595	4-28-54	Renewal of license			5-1 12-1-54
BR-1595	11-24-54	Renewal of license			12-1 12-1-57
BR-1595	11-6-57	Renewal of license			12-1 12-1-60
BR-1595	4-5-61	Renewal of License			4-5 12-1-63
BR-1595	1-31-64	Renewal of license			1-1 12-1-66
BAL-5006	1-31-64	Voluntary assignment of license to			
EFF: 2-6-64	Carolinas Advertising, Inc.				
BZ-5482	4-15-65	1210kc	1kw	Day	4-15 12-1-66
	Authority to determine operating power by direct measurement of antenna power				
BZ-6039 (1)	7-18-66	Auth. to determine operating power by direct meas. of antenna power.			
BR-1595	3-20-67	1210kc	1kw	Day	3-20 12-1-69
	Renewal of NDEA				



Form BC 126 #2  
June 1954

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WADE

Station location .....

Name of licensee CAROLINAS ADVERTISING, INC.

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BR-1595 (S)	11-26-69	RENEWAL	OF LIC.	& NDEA	12-1-72
EBSA	5-25-72				
BP-19,335	1-16-73	1210kc, 1kw	Alt. M.		1-16-74
		CP to install a new Alt. M. trans.			
BR-1595(S)	9-19-73	RENEWAL (Short Term)			10-1-74
BR-1595 BL-13,580(L)	9-19-74	Renewal and Lic.	to cover		BP-19335 12-1-75
		for alternate trans.			
BR-1595(S)	1-12-76		RENEWAL		12-1-78
LETTER	9-8-77	Formerly licensed Alt. Main trans. (RCA BTA-1M) now used as Auxiliary. Main Trans: GATES BC-1E			
BZ-9680(1)	5-22-78	Direct Measurement			
BR780728VI (S)	10-24-79	RENEWAL OF LICENSE			12-1-81
BZ-800804AH(L)	8-20-80	DIRECT MEASUREMENT			12-1-81



## APPLICATION RECORD - BROADCASTING

 Call WADE  
 Letters X New
Name ANSON RADIO AND BROADCASTING COMPANY

(PO 2 Wade Street, Wadesboro, North Carolina)

File No.	Dated	Application for	Action	
			Nature	Date
B3-P-5411 Rec'd Filed	10-30-46 11-4-46 11-4-46	Construction Permit for a new standard broadcast station to be operated on: Frequency: <del>1400kc</del> 1210 kc Power: <del>250w</del> 1kw Hours of operation: <del>Unlimited</del> Daytime Trans. location: To be determined-Wadesboro, North Carolina Studio location: 2 Wade Street, Wadesboro, North Carolina Filed by Thomas J. Beddow, Atty. John Barron, Engr.	DOCKET # 7976. Removed From Hearing and Granted 3-20-47, Subject to filing MP for approval of antenna and T. site.  Letter 5-23-47	
AMENDED Recd. Filed	1-29-47 1-31-47 2-7-47	AMENDED to change frequency from 1400 kc to 1210 kc, power from 250w to 1kw, hours of operation from Unlimited to Daytime and change type of transmitter.		



Transmitter- W.E. 451-A1 443-A-1



## APPLICATION RECORD - BROADCASTING

#2

Call

Letters W A D EName ANSON RADIO AND BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-2777 Rec'd Filed	4-11-47 4-17-47 4-17-47	Mod. of C.P. (B3-P-5411, which authorized a new standard broadcast station) to change type of transmitter (Gates BC-1E), for approval of antenna and transmitter location at Highway 52, 1.7 miles SE of center of Wadesboro, North Carolina, and to change studio location from 2 Wade Street, Wadesboro, North Carolina <u>TO</u> 2 Green Street, 3rd floor Lyons Bldg., Wadesboro, North Carolina.  (Filed by Thomas J. Beddow, Att'y.)	GRANTED	6-24-47



## APPLICATION RECORD - BROADCASTING

#3

Call

Letters WA D EName ANSON RADIO AND BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BL-2627 Rec'd Filed	7-19-47 7-22-47 8-20-47	License to cover C.P. (B3-P-5411, as mod.) which authorized a new standard broadcast station and for change of studio location from: 2 Green St., 3rd. floor Lyon Bldg., Wadesboro, North Carolina to: 2 West Wade Street, Wadesboro, North Carolina. and Authority to determine operating power by direct measurement of antenna power.	GRANTED re waiver	9-24-47 3.60
BZ-2455 Rec'd Filed	7-19-47 7-22-47 8-20-47	(Thomas J. Beddow, Atty.)		



## APPLICATION RECORD - BROADCASTING

Name **ROBERT PHILLIP LYON AND RISDEN A. LYON d/b as R.P. LYON AND** Call **W A D E**  
**ANSON RADIO AND BROADCASTING COMPANY** Letters **/SON (AL 10-30-50)**

File No.	Dated	Application for	Action	
			Nature	Date
BR-1595 Rec'd.	2-26-48 3-2-48	Renewal of license	Granted	8-18-48
BZ- 3164 Rec'd Resubm. Rec'd Filed	4-30-50 4-34-50 5-26-50 5-31-50 5-31-50	Authority to determine operating power by direct measurement of antenna power.	RETURNED-5-2-50 Section 1 not filed. GRANTED 6-5-50	
BALA1089 Rec'd Filed	8-31-50 9-25-50 9-25-50	Voluntary assignment of license from Anson Radio and Broadcasting Company to Robert Phillip Lyon and Risdan A. Lyon d/b as R. P. Lyon and Son.	GRANTED EFF:11-15-50	10-30-50
BR-1595 Rec'd	3-2-51 3-5-51	Renewal of license	GRANTED	4-25-51
BZ-3379 Rec'd Filed	2-10-52 2-26-52 2-26-52	Authority to determine operating power by direct measurement of antenna power.	GRANTED	3-24-52



# APPLICATION RECORD - BROADCASTING

Call  
Letters **WADE**

Name **ROBERT PHILLIP LYON AND RILDEN A. LYON d/b as**  
**R. P. LYON AND SON**

File No.	Dated	Application for	Action	
			Nature	Date
BR-1595 Rec'd Resub Rec'd Filed	1-29-54 2-1-54 4-17-54 4-19-54 4-19-54	Renewal of License ( <del>Signed by Gen. Mgr.</del> )	<del>Returned</del> Granted	<del>3-2-54</del> 4-28-54
BR-1595 Rec'd Resub. Rec'd Filed	9-15-54 9-17-54 10-5-54 10-7-54 10-7-54	Renewal of License ( <del>Signed by Gen. Mgr.</del> )	Returned  GRANTED	<del>9-30-54</del>  11-24-54
BR-1595 Rec'd Filed	9-3-57 9-5-57 9-5-57	Renewal of License	GRANTED	11-6-57
BR-1595 Rec'd & Filed	11-16-60 11-21-60	Renewal of license.	GRANTED	4-5-61



## APPLICATION RECORD - BROADCASTING

Aug. 1955

Call  
Letters WADE

CAROLINAS ADVERTISING, INC.

Name \*ROBERT PHILLIP LYON AND RISDEN A. LYON d/b as R.P. LYON AND SON  
WADESBORO, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-1595 Rec'd Filed	10-25-63 11-1-63 11-1-63	Renewal of license  Atty. Theodore Mallyck	GRANTED	1-31-64
BAL-5006 R & F	1-16-64 1-21-64	Voluntary assignment of license to CAROLINAS ADVERTISING, INC.  Atty. - <u>Mallyck</u> & Bernton	GRANTED EFF: 2-6-64	1-31-64
BZ-5482 R. & F.	1-9-65 1-13-65	Authority to determine operating power by direct measurement of antenna power. Atty- Mallyck & Bernton	GRANTED	4-15-65
BZ-6039 R & F	6/10/66 6/14/66	Auth. to determine operating power by direct meas. of antenna power. (1210cc) Atty: Mallyck & Bernton	GRANTED	7-18-66



FORM BC-121 #7  
Aug. 1955

# APPLICATION RECORD - BROADCASTING

Call  
Letters WADE

Name CAROLINAS ADVERTISING, INC.  
WADSWORTH, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-1595 R & F	8-29-66 8-31-66	Renewal of license. Atty: Mallyck & Bernton	GRANTED	3-20-67
BR-1595 R & F #536676 \$75. PRESS	8-14-69 8-21-69 8-21-69 SEP 9 1969	Renewal of license Atty: <u>Mallyck</u> & Bernton AMENDED 10-7-69 re: Balance Sheet	GRANTED	11-25-69
BR-1595 R & F P.N. PRESS	8-7-72 8-28-72 8-28-72	Renewal of License Atty.: E. Theodore Mallyck The Comm. by letter adopted 9-19-73 notified station of apparent liability for \$1,000 forfeiture.	GRANTED (Short Term to 10-1-74)	9-19-73
BP-19,335 R & F	12-5-72 12-14-72	Construction permit to install new RCA, BTA-1M transmitter for an Alternate Main.	GRANTED	1-16-73
\$50-136361 AC-060 PRESS:	12-14-72 JAN 16 1973	Atty. <u>Mallyck</u> and Bernton		



FORM BC-121

AUG. 1955

#8

## APPLICATION RECORD - BROADCASTING

1210khz

Call  
Letters W A D EName CAROLINAS ADVERTISING, INC.  
Wadesboro, North Carolina

EX-File No.	Dated	Application for	Action	
			Nature	Date
EX- BL-13580 R & F \$50#253510 PTA PRESS 1 FEB 1974	11-6-73 11-19-73 11-20-73 12-4-73	Lic. to cover BP-19335 for New Alternate Transmitter, RCA BTA-1M	GRANTED issued with renewal	9-19-74
BR-1595 R & F PN Recd. PRESS	5-29-74 5-31-74 " JUN 6 1974 12-1-75	RENEWAL OF LICENSE Mallyck & Bernton, Atty.	GRANTED issued with BL-13,580	9-19-74



Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

12-47

Call  
Letters W A D EName CAROLINAS ADVERTISING, INC.  
WADESBO, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-1595 R & F PN Recd. PRESS	7-18-75 7-23-75 " JUL 31 1975	RENEWAL OF LICENSE (MAIN & ALTER. TRANSMITTERS) E.T. Mallyck, Atty.	GRANTED	1-12-76
LETTER	2-24-76	Station now represented by SMITH & PEPPER (Arthur V. Weinberg)		
BZ-9680 R & F DM PRESS	3-24-78 3-27-78 4-26-78 MAY 16 1978	Direct Measurement Atty: James J. McGillian (Smith & Pepper)	GRANTED	5-22-78
BR780728VI R & F PRESS	7-24-78 7-28-78 AUG 30 1978	RENEWAL OF LICENSE Jas. L. Oyster, Atty.	GRANTED	10-24-79



## APPLICATION RECORD-BROADCASTING

Call Letters: W A D E 1210kd

Name: CAROLINAS ADVERTISING, INC.

Station Location: Wadesboro, North Carolina

File No.	Date	Description	Action and Date
BZ-800804AH R & F PRESS AUG 19 1980	8-4-80	DIRECT MEASUREMENT Atty: Arthur V. Weinberg(Smith & Pepper)	GRANTED 8-25-80



W A D E - RECORD OF DENIAL OF INFORMAL APPLICATIONS

Ltr. 10-19-48 advising applicant that request for STA  
for election 11-2-48 not considered in accordance  
Sec. 1.324 of the Rules.

Telegram 1-27-56 Operate after LS on 1-31-56 for March of  
Dimes



## About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3" by 5" filing cards – for reference.

In 1999, the Commission moved to a new location (445 12<sup>th</sup> Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only one set is known to exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

