

W A C R



**REMOVABLE LABEL GUIDE**

Cat. No. 4550L

Patent No. 1390199

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....7-13-50.....  
 Call letters .....WACR.....  
 Station location: Columbus, Mississippi

BROADCAST ASSOCIATES, INC. (AL 11-21-78 EFF: 11-22-78)

x JAMES W. BATHERTON (AL 3-6-57; EFF: 3-9-57)

x J. W. FURR (AL 1-6-54 EFF 1-10-54)

Name of licensee x MISSISSIPPI BROADCASTING COMPANY, INC. ....

14th Avenue, North, Columbus, Mississippi (L 9-29-54)

Transmitter location x 200 feet west of intersection of N 14th Ave., and 20th St., Columbus...  
 Mississippi (MP 10-4-49) (Lic. 7-13-50)

400 Main St., Columbus, Mississippi (per ltr. dtd. 1-12-54)

Main studio location x 200' west of intersection of N 14th Ave. & 20th St. Columbus, Miss. (Lic 72360)  
 To be determined, Columbus, Mississippi (MP 10-4-49)

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-5854	4-8-48 Ltr. 4-19-48.	1050	250w	daytime	CP for a new station granted subject to filing MP for approval T site and antenna.
BMP-4515	5-5-49 Ltr. 5-13-49.	1050	250w	Daytime	Mod. of CP to change transmitter site to site to be determined, Columbus, Miss.
BP-5854 BMP-4515 BMP-4682	10-4-49 Mod. CP (5854 as mod) T site.	1050	250w	Daytime	12-4 6-4-50 for approval of antenna and
BMP-5179	6-5-50 Mod. of CP(5854 as mod)	1050	250w	Day	12-4 6-18-50 for ext. of comp. date.
BMP-5195	6-19-50 completion date.	Mod. of CP(5854 as mod)			12-4 7-2-50 for ext. of
BL-4107	7-13-50 Lic. to cover CP(5854 as mod)	1050	250w	Day	7-13 5-1-51 for a new station & specify studio location.
BS-2477	4-25-51	Extension of license			5-1 9-1-51
BS-2477	8-24-51	Extension of license			9-1 12-1-51
BS-2477	11-28-51	Extension of license			12-1 3-1-52
BS-2477	2-27-52	Extension of license			3-1 6-1-52
BS-2477	5-21-52	Extension of license			6-1 9-1-52
BR-2477	6-19-52	1050	250w	Day	6-19 6-1-55
BAL-1668 EFF:	1-6-54 1-10-54	Voluntary assignment of license to J. W. FURR.			
BRC-293	2-5-54	Mod. of license to operate trans. by R.O from 400 Main St., Columbus, Mississippi			
BP-9276	7-7-54 C.P. incr. power and chg. type T	1050	1kw	Day	9-7 3-7-55
BL-5455 (1)	9-29-54 power & install new trans.	Lic. cover CP (BP-9276)		increase day	9-29 6-1-55
BR-2477	5-4-55	1050	1kw	Day	6-1 6-1-58
BS-2477 (1)	3-23-56	Mod. lic. correct geographical coordinates			
BAL-2573 EFF:	3-6-57 3-9-57	Vol. assignment of license to JAMES W. EATHERTON.			
BR-2477	5-7-58 6-1-61	1050kc	1kw	Day	6-1 6-1-61 Comm. deferred action on renewal pending FURTHER CONSIDERATION.

Form BC 126

June 1954

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## BROADCASTING STATION LICENSE RECORD

Date first licensed 7-13-50

Call letters W A C R

Station location \_\_\_\_\_

Name of licensee \_\_\_\_\_

Transmitter location \_\_\_\_\_

Main studio location \_\_\_\_\_

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BR-2477	9-18-62	Renewal	of license		9-18 8-1-63 (Short Term)
BR-2477	6-30-65	Renewal	of License		6-30 6-1-67
BR-2477	7-5-67	Renewal	of License		7-5 6-1-70
BR-2477(S)	9-30-70	Renewal			6-1-73
PSA	10-21-71	71w			
EBSA	6-12-72				
BR-2477(L)	7-31-73	RENEWAL			6-1-76
BR-2477(S)	10-21-76		RENEWAL		6-1-79
BAL780817EC	11-21-78	VOL. AL		EFF: 11-22-78	
BZ-781206AL(L)	2-16-79	Direct Measurement			6-1-79
BR790129VE (S)	11-8-79	RENEAL			6-1-82

## APPLICATION RECORD - BROADCASTING

Call Letters W A C R  
New

Name MISSISSIPPI BROADCASTING COMPANY, INC.  
(PO Threefoot Building, Meridan, Mississippi)

File No.	Dated	Application for	Action	
			Nature	Date
BP-5854 Rec'd Filed	2-4-47 2-7-47 2-7-47	Construction Permit for anew standard broadcast station to be operated on: Frequency: <del>1190kc</del> <del>1230kc</del> 1050kc Power: 250w Hours of operation: <del>Daytime only</del> <sup>daytime</sup> <del>unlimited</del> Trans. location: To be determined-Starkville, Mississippi Studio location: Same	Docket # 8493 Granted 4-8-48 after being removed from hearing docket; subj. to filing MP for approval T site and antenna. Ltr. 4-19-48.	
AMENDED Recd. Filed	6-24-47 6-27-47 6-27-47	AMENDED to change frequency from 1190kc to <del>1230kc</del> and hours of operation from daytime only to unlimited.		
*AMENDED Recd. Filed	2-5-48 2-9-48 2-11-48	AMENDED to change frequency from 1230kc to 1050kc and hours of operation from unlimited to daytime only.		

Transmitter-Gates 250-C-1

Fred O. Grimwood, Engr.  
2041 RR Exchange Bldg.  
St. Louis, Missouri

## APPLICATION RECORD - BROADCASTING

Call  
Letters W.A.C.R.Name MISSISSIPPI BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-4515 Rec'd Filed	2-26-49 3-10-49 3-10-49	Mod. of C.P. (BP-5854, which authorized a new standard broadcast station) to change type of transmitter (Gates BC-250-GY) and change transmitter and studio locations from To be determined, Starkville, Mississippi to To be determined, Columbus, Mississippi.	GRANTED filing MP for approval of antenna and T site. Ltr. 5-13-49 Issued with BP-5854 & BMP-4682	5-5-49
BMP-4682 Rec'd Filed	7-2-49 7-5-49 7-5-49	Mod. of C.P. (BP-5854, as mod., which authorized a new standard broadcast station) for approval of antenna and transmitter location at 200 feet west of intersection of N 14th Avenue and 20th Street, Columbus, Mississippi.	GRANTED	10-4-49



## APPLICATION RECORD - BROADCASTING

#3

Call  
Letters W A C RName Mississippi Broadcasting Company, Inc.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-5179 Rec'd Filed	6-2-50 6-5-50 6-5-50	Modification of construction permit (BP-5854, as mod., which authorized a new standard broadcast station) for extension of completion date from 6-4-50 to 6-18-50.	GRANTED	6-5-50
BMP-5195 Rec'd Filed	6-15-50 6-16-50 6-16-50	Mod. of Construction Permit (BP-5854, as mod., which authorized a new standard broadcast station) for extension of completion date from 6-18-50 to 7-2-50.	GRANTED	6-19-50

## APPLICATION RECORD - BROADCASTING

Call  
Letters WACRName MISSISSIPPI BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BL-4107 Rec'd Filed	6-24-50 6-30-50 6-30-50	License to cover Construction Permit (BP-5854, as modified) which authorized a new standard broadcast station, and specify studio location as 200 feet West of intersection of N 14th Avenue and 20th Street, Columbus, Mississippi.	GRANTED	7-13-50
BR-2477 Rec'd Resub.	2-28-51 3-5-51 7-5-51	Renewal of license ( <del>Ret'd for completion,</del> only Ser. I & II filed)	<del>Ret'd</del> GRANTED	<del>3-28-51</del> 6-19-52
BAL-1668 Rec'd Filed	11-23-53 11-27-53 11-27-53	Voluntary assignment of license to J. W. Furr. Barnes & Neilson, Attys.	GRANTED EFF:	1-6054 1-10-54

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FORM A-170  
FORMERLY FCC FORM 94

## APPLICATION RECORD - BROADCASTING

Call  
Letters W.A.C.R.Name J. W. FURR

File No.	Dated	Application for	Action	
			Nature	Date
BRC-293 Rec'd Filed	1-15-54 1-18-54 1-18-54	Modification of license to operate transmitter by Remote Control from 400 Main Street, Columbus, Mississippi.  Barnes & Neilson, Attys.	GRANTED	2-5-54
BP-9276 Rec'd Filed	4-26-54 4-28-54 4-28-54	Construction permit to increase daytime power from 250w, to 1kw, and install a new transmitter (Gates BC-1F).  John H. Mullaney, Engr.	GRANTED	7-7-54
BL-5455 Rec'd Filed	9-10-54 9-13-54 9-13-54	License to cover construction permit (BP-9276) which authorized increase daytime power and install a new transmitter	GRANTED	9-29-54
BR-2477 Rec'd Filed	2-24-55 3-7-55 3-7-55	Renewal of license	GRANTED	5-4-55

## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call **W A G R**Name **JAMES W. BATHERTON (AL. 3-6-57; EFF: 3-9-57)**

Letters .....

Name **x J. W. FURR****COLUMBUS, MISSISSIPPI**

File No.	Dated	Application for	Action	
			Nature	Date
BAL-2573 Rec'd Filed	2-5-57 2-7-57 2-7-57	Voluntary assignment of license to James W. Batherton.	GRANTED EFF:	3-6-57 3-9-57
BR-2477 R Rec'd Filed	3-1-58 3-5-58 3-5-58	Renewal of License	GRANTED	5-7-58
BR-2477 Rec'd & Filed	3-2-61 3-6-61	Renewal of License	GRANTED (Short Term)	9-18-62
BR-2477 R & F	5-1-63 5-3-63	Renewal of license.	GRANTED	6-30-65
BR-2477 R & F	2-24-67 2-27-67	Renewal of license	GRANTED	7-5-67
<p>LICENSEE NOW REPRESENTED BY ARTHUR STAMBLER (JASON L. SHRINSKY) PER LTR. DTD. &amp; REC'D 4-18-67</p> <p>OPPOSITION TO REQUEST FOR NEW CALL SIGN filed 10-4-68 by Stambler on behalf of James W. Batherton</p> <p>Letter adopted 11-6-68 by the Commission DENYING objection.</p>				

APPLICATION RECORD - BROADCASTING

Call  
Letters W.A.C.B.

Name JAMES W. EATHERTON  
Columbus, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BR-2477 R & F #580837 P.N. P.N.	2-16-70	Renewal of License  Atty.: Jason L. Shrinsky  1970	GRANTED	9-30-70
	2-26-70			
	2-26-70			
	2-10-70			
	2-21-73			
BR-2477 R & F PRESS  MAY 14 1973	2-10-73	Renewal of License  Atty.: Jason L. Shrinsky AMENDED 6-11-73 re: signature pages AMENDED 6-19-73 re: ascertainment of comm. needs; programming	GRANTED	7-31-73
	2-27-73			
BR-2477 R & F	1-27-76	RENEWAL OF LICENSE  Leo. I. George, Atty. (Daly & Joyce) (See WRBC for petitions) (See WRBC for petition filed 6-11-76)  ATTY - B. Jay Baraff (per ltr 11-29-76) <small>F. O. C. - WASHINGTON, D. C.</small>	GRANTED	10-21-76
	2-2-76			
PN Recd. PRESS	MAR 12 1976			

(BR-2477) Atty. was called 4-24-73 re: signature page  
of Sect. II

MEMORANDUM OPINION & ORDER adopted 10-21-76, Informal  
objection filed by the Mississippi State Branch of the  
NAACP DENIED.

AMENDED 8-16-76 re: EEO

APPLICATION RECORD - BROADCASTING

Call W A C R  
Letters .....

#8

BROADCAST ASSOCIATES, INC.

Name X James W. Eatherton  
Columbus, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BAL780817EC FCRM 31; (ALSO SEE FM) PN FILED 11-7-78 <b>SEP 7 1978</b>		Vol AL to BROADCAST ASSOCIATES, INC. (over)	GRANTED EFF	11-21-78 11-22-78
BZ-781206AL R & F DM PRESS <b>FEB 8 1979</b>	12-6-78 12-15-78	Direct Measurement	GRANTED	2-16-79
BR790129VE PRESS <b>APR 4 1979</b>		Renewal of License	GRANTED - <i>11</i>	11-8-79

FE: BAL

Pages I of Parts I & II filed 8-25-78 (complete

AMENDED 10-20-78 re: Ascer. data; & expenses; programming data; bank letters & stock agreement & amend. of sale agree.

AMENDED 10-23-78 re: Rebuttal to ltr. sent to Comm. by J.W. Furr by Joseph E. Davis

AMENDED 11-7-78 re: programming data



## 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.

