

WAGS



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 2396199

Date first licensed May 7, 1954 SEE CARD #2 FOR NAME Call letters W.A.G.S.
 JAMES F. COGGINS AND EDWARD L. B. OSBORNE, d/b as LEE COUNTY BROADCASTING COMPANY (AL 3-23-55) LOCATION: BISHOPVILLE, S. C.
 x H. L. GINSBERG, A. RAY GODSHALL, JAMES B. JEFFERIES, CLAUDE W. SMITH, HELEN G. SMITH AND GLADYS A. JOHNSTON d/b as LEE COUNTY BROADCASTING COMPANY (AP 12-17-53) Station Location: Bishopville, S. Car.
 H. L. GINSBERG, W. G. DesCHAMPS, JR., J. L. DuBOSE, G. H. McELVEEN and
 Name of licensee THURSTON WEBB d/b as LEE COUNTY BROADCASTING COMPANY (AP 1-27-54)

Transmitter location On Highway 341, Approx. 1.6 miles S.E. of Intersection of Hwys 341 & 15, Near Bishopville, South Carolina (MP 6-17-53) Lic. 5-7-54

29010

Main studio location On Highway 341, Approx. 1.6 miles SE of Intersection of Hwys. 341 & 15, Near Bishopville, South Carolina (MP 6-17-53) Lic. 5-7-54

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BP-8203 Ltr.	8-13-52 8-19-52	1380	1kw	Daytime	
CP for new station granted subject to filing MP for approval of T site and antenna					
BP-8703	2-4-53	1380	1kw	Day	
CP for reinstatement of CP(BP-8203) which authorized new standard broadcast station					
BP-8703 BMP-6129	6-17-53	1380	1kw	Day	8-17 2-17-54
CP approval antenna, trans. & Studio site & change type trans. (COND'L CLAUSE)					
BAP-222 EFF:	12-17-53 1-27-54	Voluntary assignment of CP to H. L. GINSBERG, A. RAY GODSHALL, JAMES B. JEFFERIES, CLAUDE W. SMITH, HELEN G. SMITH AND GLADYS A. JOHNSTON d/b as LEE COUNTY BROADCASTING COMPANY			
BMP-6401 (1)	1-7-54	Mod. of CP (BP-8703, as mod.) to change type trans. (COND'L)			3-7-54 9-7-54
EL-5259	5-7-54	1380	1kw	Day	5-7 12-1-54
Lic. cover C.P. (8703) as reinstated and mod., for a new Standard Broadcast Station					
BR-2943	11-3-54	Renewal of license			12-1 12-1-57
BAL-1980 EFF:	3-23-55 7-30-55	Vol. assignment of license to James F. Coggins and Edward L. B. Osborne, d/b as Lee County Broadcasting Company			
BR-2943	11-13-57	1380	1kw	Day	12-1 12-1-60
11-30-60 Commission deferred action on renewal pending further consideration.					
BR-2943	2-8-61	renewal of license			2-8 12-1-63
BAL-4459 EFF:	4-12-62 6-12-62	Voluntary assignment of license to Lee County Broadcasting Company, Inc.			
BR-2943	3-10-64	1380kc	1kw	Day	3-10 12-1-66
BR-2943	12-21-66	1380kc	1kw	Day	12-21 12-1-69
TELEGRAM	11-17-67	1380	500w		
BR-2943(S)	11-26-69	Renewal of License			12-1-72
EBSA	6-12-72				

Form BC 126
June 1954 #2

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WAGS

Station location

Name of licensee LEE COUNTY BROADCASTING COMPANY, INC. (BAL 4-12-62 EFF: 6-12-62 per Form 323)

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BR-2943(S)	12-6-72	RENEWAL			12-1-75
BR-2943(L)	12-15-75		RENEWAL		12-1-78
BR 780802	UA 2-26-79	(S)	REN.OF LIC.		12-1-81

#1

FORM A-170

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call **WAGS**Name **H.L. GINSBERG, W.G. DesCHAMPS, JR., J.L. DuBOSE, G.H. McELVEEN** Letters **New**and **THURSTON WERE d/b as LEE COUNTY BROADCASTING COMPANY**

P.O. c/o H.L. Ginsberg, Bishopville, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BP-8203 Rec'd Filed	7-23-51	Construction permit for a new standard broadcast station to be operated on: Frequency: 620kc 1380kcs Power: 1kw Hours of Operation: Daytime Trans. Location: To be determined Near Bishopville, South Carolina Studio Location: To be determined Near Bishopville, South Carolina R. L. Easley, Engr.	DOCKET No. 10079	
	7-25-51		Removed from hearing & GRANTED	8-13-52
	7-25-51		subject to filing MP for approval of T site and antenna	
			Letter	8-19-52
AMENDED	1-10-52	AMENDED to change frequency from 620kc to		
Rec'd	1-15-52	1380kcs.		
Filed	1-23-52			

Gates BC-1F

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call

H.L. GINSBERG, W.G. DESCHAMPS, JR., J.L. DUBOSE, G.H. McELVEEN Letters W A G SName AND THURSTON WEBB d/b as LEE COUNTY BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BP-8703 Rec'd Filed	11-18-52 12-23-52 12-23-52	Construction permit to replace expired construction permit (BP-8203, which authorized a new standard broadcast station) to be operated on 1380kc, power of 1kw, daytime only.	GRANTED Sub. filing MP for approval of T. Site and antenna	2-4-53
BMP-6129 Rec'd Filed	8-21-52 12-4-52 2-4-53	Modification of construction permit (BP-8703, which auth. a new standard broadcast station) for approval of antenna, transmitter and studio location as U.S. Highway 15, opposite American Legion Club House, near Bishopville, South Carolina and change type transmitter (Collins 20-V). R. L. Easley, Engr.	GRANTED blanketing clause	6-17-53
AMENDED Rec'd Filed	4-25-53 4-27-53 4-27-53	AMENDED to change antenna, transmitter and studio locations to On Highway 341 approx. 1.6 miles SE of Intersection of Highways 341 and 15, near Bishopville, South Carolina.		

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Name H. L. GINSBERG, W. G. DES CHAMPS, JR., J. L. DU BOSE, G. H. MC ELVEEN AND THURSTON WEBB, d/b as LEE COUNTY BROADCASTING COMPANY Call Letters WAGS

File No.	Dated	Application for	Action	
			Nature	Date
Rec'd	7-27-53 7-29-53	Voluntary assignment of C.P. to Lee County Broadcasting Corporation.	RETURNED filed in wrong name and very incomplete.	8-4-53
BAP-222 Rec'd Filed	10-27-53 11-12-53 11-12-53	Voluntary assignment of construction permit to H.L. Ginsberg, A. Ray Godshall, James B. Jefferies, Claude W. Smith, Helen G. Smith & Gladys A. Johnston, d/b as Lee County Broadcasting Company.	GRANTED EFF:	12-17-53 1-27-54
BMF-6401 Rec'd Filed	12-22-53 12-28-53 12-28-53	Modification of construction permit (BP-8703, as reinstated and mod., which auth. a new standard broadcast station) to change type transmitter (Gates BC-1F).	GRANTED re blanketing	1-7-54

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call

W A G S

H. L. GINSBERG, A. RAY GODSHALL, JAMES B. JEFFERIES,

Letters

Name CLAUDE W. SMITH, HELEN G. SMITH AND GLADYS A. JOHNSTON d/b as LEE COUNTY BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BL-5259 Rec'd Resub. Rec'd Filed	2-20-54 2-24-54 2-23-54 3-29-54 3-29-54	License to cover construction permit (B ^F -8703 as reinstated and mod.) which auth. a new standard broadcast station. Robert D. Lambert, Jr., Engr.	RETURNED Engr. det. after Sect. 7 GRANTED	2-24-54 after Sect. 7 5-7-54
BR-2943 Rec'd Filed	9-8-54 9-10-54 9-10-54	Renewal of License	GRANTED	11-3-54
BAI-1980 Rec'd Filed	2-26-55 2-28-55 2-28-55	Voluntary assignment of license to James F. Coggins and Edward L. B. Osborne, d/b as Lee County Broadcasting Company.	GRANTED EFF:	3-23-55 7-30-55

APPLICATION RECORD - BROADCASTING

FORM BC-121 #5

AUG. 1955 LEE COUNTY BROADCASTING COMPANY, INC.

Call WAGS

H. L. GINSBERG, A. RAY GODSHALL, JAMES B. JEFFERIES,

Letters WAGS

Name CLAUDE W. SMITH, HELEN G. SMITH AND GLADYS A. JOHNSON d/b as LEE COUNTY BROADCASTING COMPANY
BISHOPVILLE, SOUTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-2943 Rec'd Filed	9-2-57 10-14-57 10-14-57	Renewal of License	GRANTED	11-13-57
BR-2943 Rec'd Filed	9-2-60 9-6-60 9-6-60	Renewal of license	GRANTED	2-8-61
BAL-4459 Rec'd Filed	1-2-62 2-13-62 2-13-62	Voluntary assignment of license to Lee County Broadcasting Company, Inc.	GRANTED EFF: per Form 323	4-12-62 6-12-62
BR-2943 R. & F.	8-31-63 9-3-63	Renewal of license.	GRANTED	3-10-64
BR-2943 R & F	8-31-66 9-6-66	Renewal of license	GRANTED	12-21-66

#6

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters ...N.A.G.S......

Name ...LEE COUNTY BROADCASTING COMPANY, INC......
Bishopville, S. C.

File No.	Dated	Application for	Action	
			Nature	Date
BR-2943 R & F #537376 \$75. P. N.	8-30-69 9-2-69 9-2-69 9-2-69	Renewal of License AMENDED 11-18-69 re: commercial matter OCT 2 - 1969	GRANTED 11-26	11-26-69
BR-2943 R & F PN Recd. PRESS SEP 25	8-31-72 9-5-72 "	RENEWAL OF LICENSE AMENDED 11-27-72 re: commercial policy	GRANTED	12-6-72
BR-2943 R & F PN Recd. PRESS AUG 27 1975	7-31-75 8-4-75 "	RENEWAL OF LICENSE AMENDED 10-6-75 re: comp. of area	GRANTED	12-15-75

APPLICATION RECORD - BROADCASTING

1380khz.

Call
Letters W A G S

Name LEE COUNTY BROADCASTING COMPANY, INC.
Bishopville, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BR780802UA R & F PRESS	7-31-78 8-2-78 AUG 11 1978	RENEWAL OF LICENSE	GRANTED	2-26-79

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 12th 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.

