

W B A M



Remington Rand Inc.

BRANCHES EVERYWHERE

MADE IN U. S. A.

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1590199



## BROADCASTING STATION LICENSE RECORD

Date first licensed 7-21-54

Call letters W.B.A.M.

Station Location: Montgomery, Alabama

Name of licensee DEEP SOUTH BROADCASTING COMPANY

On U.S. Highway 231,

3.5 miles S.E. of city limits of Montgomery, Alabama. (Lic. 7-21-54)

x 3.5 miles southeast of city limits of Montgomery, Ala. (MP 4-21-52)

Transmitter location x Hwy. 231 at Barachais cross-roads, Nr. Montgomery, Alabama (MP 10-25-51)

On U.S. Highway 231,

3.5 miles S.E. of city limits of Montgomery, Alabama (Lic. 7-21-54)

x 3.5 miles southeast of city limits of Montgomery, Ala. (MP 4-21-52)

Main studio location x Hwy. 231 at Barachais cross-roads, Nr. Montgomery, Alabama (MP 10-25-51)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-7896	5-8-51 Ltr. 5-8-51. CP granted, subj. to filing MP for approval of site and antenna.	740	250w	Day	
BP-7896 MP-5618	10-25-51 CP for a new standard broadcast station and MP to incr. power, approval T&S sites and DA and chg. type T	740	50kw* *DA (COND'L CLAUSE)	Day	12-25 6-25-52
BMP-5805	4-21-52 Mod. CP(7896 as mod.) to change T & S sites, extend C & C dates (CONDITIONAL CLAUSE)				6-21 12-21-52
BMP-5915	10-15-52 Mod. of CP(7896, as mod.) to make changes in antenna system (C. CLAUSE)				12-15 6-15-53
BP-8692	1-16-53 CP to install new trans. as Auxiliary trans. (COND'L CLAUSE)	740	1kw	Aux.	8-16-53 9-16-53
BMP-6104	2-18-53 Mod. of CP(7896, as mod.) to make changes in antenna system & freq. control equip. (C.C.)				
MP-6308 (1)	10-14-53 MP (BP-7896, as mod.) for ext. of completion date (COND'L CLAUSE)				12-15 12-20-53
BP-9033	10-14-53 CP replace expired permit (BP-8692) trans.	740	1kw	Aux.	12-14 6-14-54 INSTALL AUX.
BL-5169	7-21-54 Lic. cover CP(BP-7896, as mod.) for new station	740kc	50kw, DA	Day	7-21-54 4-1-55
BL-5170	7-22-54 Lic. cover CP(9033, as reinstated) for installation of new auxiliary transmitter	740kc	1kw	AUX.	7-22-54 4-1-55
BR-2959	3-9-55 RENEWAL OF LICENSE, MAIN & AUXILIARY				4-1 4-1-58
BR-2959	3-5-58 Renewal of license, Main & Auxiliary				4-1 4-1-61
	3-29-61 Commission deferred action on renewal pending further consideration.				
BR-2959	4-19-61 Renewal of license Main and Aux				4-19 4-1-64
BR-2959	3-13-64 Renewal of License Main and Aux				4-1 4-1-67
BR-2959	2-19-68 Renewal of License (Main & Auxiliary) Renewal of NDEA				2-19 4-1-70



Form BC 126

June 1954

#2

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ..... W B A M

Station location .....

Name of licensee ...SEE CARD #1.....

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BTC-5558 EFF.	2-29-68 3-18-68	Involuntary acquisition of control of licensee			negative
BTC-5566	4-5-68	Vol. TC	EFF: 6-3-68		
BR-2959(S)	1-1-70	Renewal of Main & Aux.	NDEA		4-1-73
EBSA	5-25-72				
BR-2959(L)	8-30-74	RENEWAL (MAIN & AUX.)			4-1-76
BR-2959(S)	3-12-76	RENEWAL (MAIN & AUX.)			4-1-79
BS-2959(L)	6-23-77	ML to replace antenna monitor			4-1-79
LTR.	6-27-77	Installation of a new HARRIS MW50A transmitter.			



## APPLICATION RECORD - BROADCASTING

Call W B A MLetters x NewName W B A M BROADCASTING CO., INC.

(P.O. c/o Mrs. J. E. Richardson, Pres., RFD #3, LeGrange, Georgia)

File No.	Dated	Application for	Action	
			Nature	Date
BP-7296	2-11-50	Construction permit for a new standard broad-	GRANTED	5-3-51
Rec'd	11-14-50	cast station to be operated on:	subj. to filing MP for	
Filed	11-14-50	Frequency: 740kc	approval of site and	
		Power: 250w	antenna.	
		Hours of Operation: Daytime	Ltr. 5-8-51	
		Trans. Location: To be determined	Issued with MP-5618	
		Montgomery, Alabama		
		Studio Location: To be determined		
		Montgomery, Alabama		
		Wm. E. Bennis, Jr., Engr.		



FORM A-170

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call

Letters W-B-A-MName DEEP SOUTH BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-5618 Rec'd Filed	6-6-51	Modification of construction permit (BP-7896 which auth. a new standard broadcast station) to increase power from 250w to 50kw, approval of <del>antenna</del> , transmitter and main studio location as Highway #231 at Barachais cross-roads, near Montgomery, Ala., install new transmitter (Composite) and directional antenna.  William E. Benns, Jr., Engr.	GRANTED Cond'l re T complying with 3.4b; blanketing; phase monitor; and DA-non-DA proof	10-25-51
	6-11-51			
	6-11-51			
BMP-5805 Rec'd Filed	2-4-52	Modification of construction permit (BP-7896, as mod., which auth. a new standard broadcast station) to change transmitter and main studio location from Highway #231 at Barachais cross-roads, near Montgomery, Ala. to Highway #231 at Catoma Creek cross-roads, near Montgomery, Ala.  William E. Benns, Jr., Engr. Cont'd. on Card #3	GRANTED same conditions as CP Also extend C & C dates	4-21-52
	2-7-52			
	2-7-52			



FORM A-170

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters **WBAM**Name **DEEP SOUTH BROADCASTING COMPANY**

File No.	Dated	Application for	Action	
			Nature	Date
BMP-5805 AMENDED Rec'd Filed	(Cont.) 3-20-52 3-20-52 3-20-52	AMENDED to change transmitter and studio locations from Highway #231 at Catoma Creek crossroads, Near Montgomery, Alabama to Highway #231, 3.5 miles SE of city limits, Montgomery, Alabama.	Granted	4-21-52
BMP-5915 Rec'd Filed	6-13-52 6-17-52 6-17-52	Modification of construction permit (BP-7896, as mod., which auth. a new standard broadcast station) to make changes in antenna system.  William E. Benns, Jr., Engr.	GRANTED Same conditions as CP	10-15-52
BP-8692 Rec'd Filed	12-12-52 12-12-52 12-12-52	Construction permit to install a new transmitter (Composite) as an auxiliary transmitter at On U.S. Hwy. 231, 3.5 mi. SE of city limits of Montgomery, Alabama (present location of the main transmitter) to be operated on 740ks with power of 1kw, for auxiliary purposes only.  William E. Benns, Jr., Engr.	GRANTED of Cond'l re compliance 3.46 & Sec. 12.	1-16-53



#4

FORM A-170  
FORMERLY FCC FORM 94

## APPLICATION RECORD - BROADCASTING

Call  
Letters W B A MName DEEP SOUTH BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-6104	1-5-53	Modification of construction permit (BP-7896, as mod., which auth. a new standard broadcast station) to make changes in the antenna system and frequency control equipment.  William E. Benns, Jr., Engr.	GRANTED Same conditions as CP	2-18-53
Rec'd	1-7-53			
Filed	1-7-53			
BMP-6308	9-5-53	Modification of construction permit (BP-7896, as mod., which auth. a new standard broadcast station) for extension of completion date from 10-18-53 to 12-30-53.  Charles S. Rhyne, Atty.	GRANTED same cond. as CP.	10-14-53
Rec'd	9-10-53			
Filed	9-10-53			



## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters W B A MName DEEP SOUTH BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BP-9033 Rec'd Filed	10-5-53 10-6-53 10-6-53	Construction permit to replace expired construction permit (BP-8692, which auth. installation of a new transmitter as an auxiliary transmitter at the present location of the main transmitter to be operated on 740kc with power of 1kw, for auxiliary purposes only.)  William E. Bennis, Jr., Engr.	GRANTED	10-14-53
BL-5169 Rec'd Filed  PTA	11-6-53 11-13-53 11-20-53  11-24-53	License to cover construction permit (BP-7896 as mod.,) which auth. a new standard broadcast station.  Charles S. Rhyne, Atty. William E. Bennis, Jr., Engr.	GRANTED	7-21-54



FORM A-170

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters

W B A M

Name DEEP SOUTH BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BL-5170 Rec'd Filed	11-6-53 11-13-53 11-20-53	License to cover construction permit (HP-9033 as reinstated) which auth. installation of a new auxiliary transmitter. (Contingent on grant of BL-5109) Charles S. Rhyne, Atty. William E. Benns, Jr., Engr.	GRANTED	7-22-54
BR-2959 Rec'd & Filed	12-29-54 12-31-54 12-31-54	Renewal of license (Main & Auxiliary) Eugene F. Mullin, Jr., Atty.	GRANTED	3-9-55
BR-2959 Rec'd Filed	12-29-57 1-2-58 1-2-58	Renewal of license. (Main and A ux.)	GRANTED	3-5-58
		Per ltr. 1-29-60 station now represented by Rhyne and Rhyne, Attys.		
BR-2959 REC'D & FILED	1-17-61 1-30-61	Renewal of License (MAIN & AUXILIARY)	GRANTED	4-19-61



FORM BC-121

AUG. 1955

#7

## APPLICATION RECORD - BROADCASTING

(740kc)

Call

Letters W.R.A.M.Name DEEP SOUTH BROADCASTING COMPANY  
Montgomery, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BR-2959 Rec'd Filed	1-10-64 1-14-64 1-14-64	Renewal of license---(Main & Auxiliary) Atty. Eugene Mullin	GRANTED	3-13-64
BR-2959 R & F	12-30-66 1-3-67	Renewal of License (Main Transmitter) Atty.: Eugene F. Mullin, Jr.	GRANTED	2-19-68
BR-2959 R & F	12-28-66 1-3-67	Renewal of License (Auxiliary Transmitter) Atty.: Eugene F. Mullin, Jr.	GRANTED	2-19-68
BTC-5558 R & F (Form 316)  FEB 20 1968	1-5-68 2-8-68	Involuntary acquisition of negative control of lic. corp. by Frances U. Brennan, Executrix of the Estate of William J. Brennan, Deceased  Atty - Mullin & Connor	GRANTED EFF.	2-29-68 3-18-68



FORM BC-121 #8  
Aug. 1955

# APPLICATION RECORD - BROADCASTING

(740kc)

Call  
Letters W B A M

Name DEEP SOUTH BROADCASTING COMPANY  
Montgomery, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BTC-5566 R & F  MAR 1 - 1968	2-21-68 2-21-68	Voluntary transfer of control of lic. corp. from Frances U. Brennan, Individually & as Executrix of the Estate of William J. Brennan, and William E. Benns, Jr. & Barbara Benns, Jointly, to Frances U. Brennan, Individually, and Frances U. Brennan & C.V. Stelzenmuller, Trustees  Atty - Mullin & Connor	GRANTED Eff:	4-5-68 6-3-68
BR-2959 R & F #567012 \$135. P.N.	12-30-69 1-2-70 1-2-70 1-2-70 JAN 28 1970	Renewal of License (Main & Auxiliary)  Atty.: J. Parker Connor	GRANTED	4-1-70



Form BC-121  
September 1969

# APPLICATION RECORD - BROADCASTING

Card #9

Call Letters W B A M

Name DEEP SOUTH BROADCASTING COMPANY  
MONTGOMERY, ALABAMA

File No.	Dated	Application for	Action	
			Nature	Date
BP- Rec'd  \$75-  PN filed	8-9-69 8-11-69  8-11-70  9-4-69	CP to change hours of operation from Daytime to Unlimited with power of 10kw, 50kw-LS, DA-2, and nighttime transmitter RCA, BTA-10U2 at separate site 1 mile NW. of U. S. Rt. 231, along Tallapoosa River, Montgomery, Alabama. REQUESTS WAIVER OF SECTION 73.188(b)(2).	RETURNED without prejudice by letter.	11-18-70
Amended 10-7-69 re Supplemental Engineering Exhibit. (Returned by letter 10-10-69)				
Amended 10-15-69 re Engineering.				
Amended 10-16-69 re Engineering.				
BR-2959 R & F P.N. PRESS	12-22-72 1-2-73 1-2-73  JAN 15 1973	Renewal of License (Main & Auxiliary) AMENDED 5-11-73 re: employment program Atty.: J. Parker Connor	GRANTED	8-30-74



#10

740 kc

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

4-54

Call  
Letters W B A MName DEEP SOUTH BROADCASTING COMPANY  
MONTGOMERY, ALABAMA

File No.	Dated	Application for	Action	
			Nature	Date
BR-2959 R & F PN Recd. PRESS	11-28-75 12-1-75 " JAN 30 1976	RENEWAL OF LIENSE (MAIN & AUX. TRANS.) S.W. Rhyne, Jr. Atty. (Mullin & Connor)	GRANTED	3-12-76
BR 781201 A7 PRESS	FEB 26 1979	RENEWAL OF LICENSE (MAIN & AUX. TRANS.) S.W. Rhyne, Jr., Atty.  AMENDED 9-2-80 re: EEO	GRANTED	6-17-81



# RECORD OF APPLICATIONS REQUESTING FACILITIES OF BROADCASTING STATION W.B.A.N.

Licensee

File No.	Date	Call Letters	Name and Location of Applicant	Remarks	Disposition
BP-17,630	2-2-67	(NEW)	Barbara Benms Montgomery, Ala.	CP for new st. b/c station	



## 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.

