

W B S C



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

BROADCASTING STATION LICENSE RECORD

PH

Date first licensed 11-13-47

Call letters W B S C
Bennettsville, S. C.

THE BIG BEND BROADCASTING CORPORATION (BAL 8-31-62 EFF: 9-24-62)
 X ATLANTIC COAST LIFE INSURANCE COMPANY (AL 2-23-55 EFF: 2-28-55)
 X BENNETTSVILLE BROADCASTING COMPANY (AL-5-13-48; EFF: 5-15-48)

Name of licensee X LOYS MARSDON HAWLEY

Approximately 0.4 mi. W of Hanlet Highway, approximately 4.6 mi. from
 center of Bennettsville, South Carolina (Br 9-20-50) Lic. 1-2-52

X On State Highway No. 9, 1 mi. Northwest of
 Bennettsville, South Carolina (CP. 3-6-47) (Lic. 11-13-47)

Approx. X~~Y~~E 0.4 mi. W. of Hanlet Highway, approx. 4.6 mi. from center
 of Bennettsville, S.C. (MP 6-13-51) Lic. 1-2-52

East Main Street, Bennettsville, South Carolina (Br 9-20-50)

X East Broad Street, Box 639, Bennettsville, S. C. (MP 10-23-47) (Lic. 11-13-47)
 On State Highway No. 9, 1 mi. Northwest of
 Bennettsville, South Carolina (C.P. 3-6-47)

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
B3-P-4943	3-6-47	1400kc	250w	U	5-6- 11-6-47
C.P. for new station					
BMP-3206	10-23-47	1400	250w	U	5-6-47 11-6-47
Mod. CP (4943) to change studio site.					
BL-2725	11-13-47	1400	250w	U	11-13 8-1-50
BZ-2563	Lic. to cover CP (4943 as mod.) for a new station and determine operating power by direct method.				
BS-1633	12-1-47	1400	250w	U	12-1 8-1-50
Mod. Lic. to correct lighting specs.					
BAL-700	5-13-48	Vol. assignment of License from Loys Marsdon Hawley to Bennettville Broadcasting Company.			
EFF:	5-15-48				
BZ-2945	10-21-48	1400	250w	U	10-21 8-1-50
Determine opr. power by direct method.					
BS-1633	7-26-50	Extension of license			8-1 12-1-50
BP-7518	9-20-50	1550	5kw* 10kw-LS *DA	U	By 11-20-50 5-20-51
C.P. to chg. freq., increase power, chg. S & T locations, install new T and DA for night. (Conds)					
BR-1633	11-22-50	1400	250w	U	11-22 8-1-53
BMP-5552	5-17-51	1550	5kw*10kw-LS *DA-N	U	11-20 8-20-51
Mod. of CP(7518 for ext. of comp. date. (COND. CL.)					
BMP-5580	6-13-51	Mod. CP(7518 as mod.) for change in type T and Studio location (COND. CL)			11-20 8-30-51
BMP-5651	8-9-51	Mod. CP 7518 as mod., for extension of completion date (COND'L CLAUSE)			11-20 2-20-52
BL-4555	1-2-52	1550	5kw*10kw-LS *DA-N (COND'L CLAUSE)	U	1-2 12-1-54
Lic. cover CP 7518 as mod., to chg. freq., incr. power, install new T and DA for night use, and chg. T&S sites					
BR-1633	11-3-54	Renewal of license			12-1 12-1-57
BAL-1939	2-23-55	Vol. assignment of license to Atlantic Coast Life Insurance Company			
EFF:	2-28-55				
TELEDRAM	11-27-57	No action taken, continued operation authorized until final determination on application for renewal of license.			

Form BC 126

June 1954

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W B S C

Station location Bennettsville, South Carol.

Name of licensee XATLANTIC COAST LIFE INSURANCE COMPANY

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BTC-2865 EFF	9-4-58 10-6-58	Involuntary transfer of control of licensee corp. from Y.W. Scarborough to Y.W. Scarborough, Jr., Executor of the Estate of Y.W. Scarborough			
BR-1633	9-10-58	1550	5kw*10kw-LS DA-N	U	9-10 12-1-60
BTC-2877 Eff:	9-10-58 10-6-58	Voluntary transfer of control of licensee corporation from Y.W. Scarborough, Jr., Executor of the Estate of Y.W. Scarborough, Deceased to Y.W. Scarborough, Jr., R.B. Scarborough, S.T. Scarborough, and F.S. Webb.			
	11-30-60	Commission deferred action on renewal pending further consideration.			
BR-1633	6-21-61	renewal of license			6-21 12-1-63
BAL-4579 EFF:	8-31-62 9-24-62	Voluntary assignment of license to The Big Bend Broadcasting Corporation.			
BR-1633	9-10-58	This authorization supersedes authorization as of the same date.			
	11-27-63	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.			
BTC-4593 EFF:	7-10-64 11-9-64	Voluntary transfer of Lic.corp.from William S.Dodson and Dorothy C.Dodson, Joint Tenants with rights of survivorship to William S.Dodson and Dorothy C.Dodson As a Family Group			
BR-1633	10-28-64	1550kc.	5kw, 10kw, DA-N	U	10-28 12-1-66
BZ-5451 (1)	3-31-65	Authority to determine operating power by direct measurement of antenna power			
BR-1633	11-30-66	1550kc	5kw, 10kw-DA-N	U	12-1 12-1-69
BR-1633(L)	1-15-70	Renewal			12-1-72
EBSA Comtel	5-22-72 1-17-73	Delete antenna marking requirements.			
BR-1633(L) BZ-8566	6-21-74 6-20-74	RENEWAL & MOD. Direct Measurement (issued together)			12-1-75

BC-126
February 1974

STANDARD

#3

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WBSC

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.
BR-1633 (L)	6-21-74	SUPERSEDE AUTHORIZATION			ISSUED SAME
BZ--8566(L)	6-20-74	DATE TO CORRECT MP VALUES			
BR-1633(L)	12-24-75		RENEWAL		12-1-78
BR 780727 UU	11-20-78	(S)	REN. OF LIC.		12-1-81

APPLICATION RECORD - BROADCASTING

Call W B S C
 Letters X NEW

Name LOYD MARSDON HAWLEY

(P.O. 814 King Avenue, Florence, S.C.)

File No.	Dated	Application for	Action	
			Nature	Date
BS-P-4343 Rec'd Filed	6-1-46 6-10-46 6-10-46	Construction permit for a new standard broadcast station to be operated on Frequency: 1450kc Power: 250w Hours of Operation: Unlimited T. Location: On State Highway Nr 9, 1 mi. NW of Bennettsville, South Carolina S. Location: Same	Docket 7375, Removed From Hearing and Granted. Order Issued 3-6-47.	
BRP-3206 Rec'd Filed	9-11-47 10-6-47 10-6-47	Mod. of S.P. (BS-P-4343, which authorized a day-station, broadcast station) to change studio location from On State Hwy. 9, 1 mi. NW of Bennettsville, South Carolina <u>N</u> East Broad Street, Box 63, Bennettsville, S. C.	GRANTED	10-23-47

Composite, Transmitter

H.L. Hanks, Chief Engineer

APPLICATION RECORD - BROADCASTING

#2

BENNETTSVILLE BROADCASTING COMPANY (AL-5-13-48;EFF:

Call

Letters W B S C5-15-48

Name

* LOYS MARSDON HAWLEY

File No.	Dated	Application for	Action	
			Nature	Date
BL-2725 Rec'd Filed	7-8-47 7-10-47 7-10-47	License to cover C P. (B3-P-4043, as mod.,) which authorized a new standard broadcast station. and Authority to determine operating power by direct measurement of antenna power.	GRANTED	11-13-47
BL-2553 Rec'd Filed	7-8-47 7-10-47 7-10-47			
BAL-700 Rec'd Filed	2-6-48 2-9-48 2-9-48	Voluntary Assignment of License from Loys Marsdon Hawley to <u>Bennettsville Broadcasting Company.</u> Filed by D.F.Prince, Atty.	GRANTED EFF:	5-13-48 5-15-48

APPLICATION RECORD - BROADCASTING

Call
Letters W B S CName BERNETTSTVILLE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BP-6942 Rec'd Filed	8-15-48 9-23-48 9-23-48	Construction permit to install a booster station on Old S. Car. Highway #9, Near Cheraw, South Carolina, to be operated unlimited time synchronously with WBSC on 1400kc, with power of 250w, employing vertical antenna.	DISMISSED	5-9-51
AMENDED Rec'd Filed	12-17-48 12-27-48 12-27-48	AMENDED to change transmitter location (geog. coords. only)		
BZ-2945 Rec'd Filed	9-29-48 9-30-48 9-30-48	Authority to determine operating power by direct measurement of antenna power.	GRANTED	10-21-48

APPLICATION RECORD - BROADCASTING

Call
Letters W P S CName BENNETTSVILLE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BP-7518	1-30-50	Construction permit to change frequency from 1400kc to 1550kc, increase power from 250w to 5kw-10kw-LS, install DA for night use, change transmitter location from Co. old S. Car. Highway #9, Near Cheraw, South Carolina to Approx. .4 miles West of Hamlet Highway and Approximately 4.6 miles from Center of Bennettsville, South Carolina and change studio location from East Broad Street, Box 639, Bennettsville, South Carolina to E. Main Street, Bennettsville, South Carolina and install new transmitter (Gates BC-10-A).		
Rec'd	2-6-50			
Filed	2-6-50			
		Andrew W. Bennett, Atty. William E. Beams, Jr., Engr.		
A-11111	7-27-50	A-11111 to make changes in the PERM.		
Rec'd	7-31-50			
Filed	8-3-50			

Locket #7051
Removed from hearing
and GRANTED 9-20-50
Order issued.
Subj. to conditions:
blanketing ci.; phase
monitor installed; field
measuring equip. avail-
able and measurements
made; non-DA proof to
be submitted in addition
to DA proof.

APPLICATION RECORD - BROADCASTING

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Call
Letters W B C

Name BENNETTVILLE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-1633 rec'd	7-12-50 7-17-50	Renewal of license	GRANTED	11-22-50
BMP-5552 Rec'd, Filed	4-27-51 4-30-51 4-30-51	Modification of construction permit (BP-7518, which authorized change in frequency, increase in power, installation of a new transmitter and DA-M and change transmitter and studio locations) for extension of completion date from 5-30-51 to 8-31-51.	GRANTED	5-17-51 re blanketting clause; re properly designed phase monitor; re field meas. equip.; re complete non-DA proof to be submitted in addition to required proof of performance.
BMP-5580 Rec'd Filed	5-17-51 5-18-51 5-18-51	Modification of construction permit (BP7518, as modified, which authorized change in frequency, increase in power, installation of a new transmitter and DA-M and change transmitter and studio locations) to change studio location from E. Main St., Bennettsville, South Carolina to approx. 0.4 mile West of Hamlet Highway and approx. 4.6 miles from Ctr. of Bennettsville, South Carolina and to change type of transmitter (Class BC-10B). Willies E. Benns, Jr., Engr.	GRANTED Conditional	6-13-51 - See CP

Name **BENNETTSVILLE BROADCASTING COMPANY**

File No.	Dated	Application for	Action	
			Nature	Date
BMP-5651 Rec'd Filed	7-27-51 7-30-51 7-30-51	Modification of construction permit (BP-7518, as mod., which authorized change in frequency, increase in power, installation of a new transmitter and DA-11 and change transmitter and studio locations) for extension of completion date from 8-30-51 to 2-20-52 .	GRANTED Cond'l re blanket- Installation phase moni- tor; availability of blanketing; and complete DA-non-DA proof	8-9-51
BL-4555 Rec'd Filed	9-21-51 9-27-51 9-27-51	License to cover construction permit (BP-7518, as mod.) which author. chg. in freq., increase in power, installation of DA for night use, chg. in trans. and studio locations and installation of a new transmitter.	GRANTED Cond'l re	1-2-52 blanketing

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters

WBSC

Name BENNETTSVILLE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-1633 Rec'd Filed	8-11-54 8-17-54 8-17-54	Renewal of License Filed by A. L. Stein, Atty.	GRANTED	11-3-54
BAL-1939 Rec'd Filed	12-20-54 12-30-54 12-30-54	Voluntary assignment of license to Atlantic Coast Life Insurance Company. A. L. Stein, Atty.	GRANTED EFF:	2-23-55 2-28-55
BR-1633 Rec'd Filed	11-7-57 11-12-57 11-12-57	Renewal of license.	GRANTED	9-10-58

Aug. 1955

Call
Letters W B S CName ATLANTIC COAST LIFE INSURANCE COMPANY
Bennettsville, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BTC-2865 Rec'd. Filed	8-1-58 8-5-58 8-5-58	Involuntary transfer of control of licensee corporation from Y.W. Scarborough to Y.W. Scarborough, Jr., Executor of the Estate of Y.W. Scarborough.	GRANTED EFF	9-4-58 10- -
BTC-2877 Rec'd. Filed	8-14-58 8-15-58 8-15-58	Voluntary transfer of control of licensee corporation from Y.W. Scarborough Jr., Executor of the Estate of Y.W. Scarborough, to Y.W. Scarborough, Jr., R.B. Scarborough, S.T. Scarborough and F.S. Webb.	GRANTED EFF:	9-10-58 - -
BR-1633 Rec'd&Filed	9-16-60 9-19-60	Renewal of license.	GRANTED	6-21-61
BAL-4579 Rec'd Filed	7-23-62 7-24-62 7-24-62	Voluntary assignment of license to The Big Bend Broadcasting Corporation. Harry G. Sells, Atty.	GRANTED EFF:	8-31-62 9-24-62

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters W B S CName THE BIG BEND BROADCASTING CORPORATION
Bennettsville, S.C.

File No.	Dated	Application for	Action	
			Nature	Date
BR-1633 Rec'd Filed	8-17-63 9-3-63 9-3-63	Renewal of license---12-1-63 Atty. Harry G. Sells	GRANTED	10-28-64
PTC-4593 Rec'd Filed	6-18-64 6-19-64 7-1-64	Voluntary transfer of control of licensee corp. from William S. Dodson and Dorothy C. Dodson, Joint Tenants with rights of survivorship, to William S. Dodson and Dorothy C. Dodson, as a Family Group	GRANTED	7-10-64 EFF: 11-9-64
EZ-451 Rec'd Filed	9-25-64 9-28-64 10-16-64	Authority to determine operating power by direct measurement of antenna power.	GRANTED	3-31-65
BR-1633 R & F	8-26-66 8-29-66	Renewal of license	GRANTED	11-30-66

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WBSC

Name THE BIG BEND BROADCASTING CORPORATION
Bennettsville, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BR-1633 R & F #53859075 P.N. filed PRESS SEP 9 1969	8-26-69 8-28-69 8-28-69 8-11-69	Renewal of license AMENDED 10-24-69 re: Programming	GRANTED	1-15-70
BR-1633 R & F PN PRESS SEP 2 1972	8-25-72 8-28-72 8-28-72	Renewal of License AMENDED 10-13-72 re: programming & commercial matter	GRANTED	6-21-74 Issued with BZ-8566
BZ-8566 R & F DM PRESS JUN 8 1974	10-1-73 10-1-73 6-23-74	Direct Measurement	GRANTED	6-21-74 issued with renewal
BR-1633 R & F P. N. Rec'd Press SEP 22 1975	7-28-75 8-4-75 8-4-75	Renewal of License.	GRANTED	12-24-75

#11

1550

APPLICATION RECORD - BROADCASTING

Form BCS-121

Nov 1976

12-47

Call
Letters W B S CName THE BIG BEND BROADCASTING CORPORATION
BENNETTSVILLE, SOUTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR780727UU	7-21-78	RENEWAL OF LICENSE		
PRESSE	SEP 22 1978		GRANTED	11-20-78

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.

