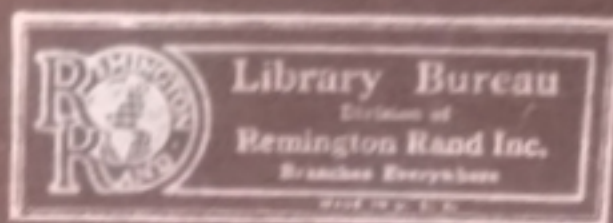


WGSV



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1399199

BROADCASTING STATION LICENSE RECORD

Date first licensed 6-16-50

Call letters W G S V
Station Location: Guntersville, Ala.Name of licensee GUNTERSVILLE BROADCASTING CO., INC. (AL 9-20-50 Eff: 12-31-50)
H. E. MOORE tr/as THE GUNTERSVILLE BROADCASTING COMPANY(Lic 10-19-56) Alabama. (CP 4-9-56)
On U.S. Hwy. 431, 2.7 mi. south of Guntersville, Guntersville, Alabama
x On Brown's Valley Rd. at junction of U.S. Hwy. 241 (Lic 3-23-50) (Lic 6-16-50)
Transmitter location x On U.S. Highway 241 between Brown's Valley Road and U. S. Highway 241,
Guntersville, Alabama (MP 7-7-49)Browns Valley Rd., Guntersville, Alabama (Ltr. 2-26-69)
x 1468 Dunlap Ave., Guntersville, Alabama (ltr. 7-22-68; EFF: 7-24-68)
x Brown's Valley Rd (redescribed L 10-19-56)
Main studio location x On U. S. Highway 241 between Brown's Valley Road and U. S. Highway 241,
Guntersville, Alabama (MP 7-7-49) (Lic. 6-16-50)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BP-6931	3-10-49	1270	1kw	Daytime	
Ltr. 3-15-49. CP for a new station granted subj. filing MP for approval T site and antenna.					
BP-6931	7-7-49	1270	1kw	Daytime	9-7 3-7-50
BMP-4612	Mod. CP (6931) for approval of antenna, T and studio site. (COND. CLAUSE)				
BTP-5001	2-28-50	1270	1kw	Daytime	9-7 9-7-50
Mod. of CP(6931 as mod) for ext. of completion date. (COND. CLAUSE)					
BMP-5033	3-23-50	1270	1kw	Daytime	9-7 9-7-50
Mod. of CP (6931 as mod) to change T location and type of T. (COND. CLAUSE)					
BL-4030	6-16-50	1270	1kw	Day	6-16 11-1-51
Lic. to cover CP(6931 as mod) for a new station. (COND. CLAUSE)					
BAL-1065	9-20-50	Voluntary assignment of license to			
Eff: 12-31-50		Guntersville B/cing Co., Inc.			
BR-2472	10-10-51	1270	1kw	Day	11-1 4-1-52
BR-2472	2-22-52	1270	1kw	Daytime	4-1 4-1-55
Telegram	3-30-55	Action on renewal deferred 3-30-55 & continued operation augh.until final determination on renewal			
Telegram	4-4-55	Sign-off 6 pm period ending Sept. 1,1955			
Subj. without prejudice action the Comm. may take on appl. for renewal of license					
BR-2472	4-19-55	Renewal of license			4-19 4-1-58
BP-10,458	4-9-56	1270	1kw	Daytime	6-9-56 12-9-56
CP to change antenna-transmitter location and operate transmitter by remote control.					
BL-6368	10-19-56	lic to cover BP-10458 to change ant-transm_loc.&_oper._transm by RC.			
BR-2472	3-12-58	Renewal of license			4-1 4-1-61 S
	3-29-61	Commission deferred action on renewal pending further consideration.			
BR-2472	5-3-61	Renewal of license			5-3 4-1-64 S
BR-2472	3-17-64	Renewal of License			4-1 4-1-67 S

Form BC 126

June 1954

CARD#2

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W G S V

Station location GUNTERSVILLE, ALABAMA

Name of licensee GUNTERSVILLE BROADCASTING CO., INC.

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
Ltr. dated 8-30-65 & rec'd 9-1-65 giving notification per Sect. 73.48(a)(5) Rules that a Gates Vanguard I trans. is now installed & in oper.					
BR-6368	8-29-67	1270	1kw	Daytime	4-1-4-1-70
TELEGRAM	10-17-67	PSA	500w		
Ltr.	7-22-68	To chg. studio loc. & remote control point to 1468 Dunlap Ave., Guntersville, Ala.			
ENF:	7-24-68				
Ltr.	2-26-69	Studio & RC: Browns Valley Rd., Guntersville, Alabama			
BR-6368(S)	8-19-70	Renewal			
EBSA	6-12-72				
BR-2472(S)	5-11-73	RENEWAL			
BZ-8921(L)	9-15-75	Direct Measurement			
BR-2472(S)	3-9-76	RENEWAL			
BR781124UL (S)	3-27-79	RENEWAL OF LICENSE			

APPLICATION RECORD - BROADCASTING

Call W G S V
 Letters New

Name H. E. MOORE, tr/as THE GUNTERSVILLE BROADCASTING COMPANY....
 (PO Box 32, Gunterville, Alabama)

File No.	Dated	Application for	Action	
			Nature	Date
EP-6931	9-10-48	Construction Permit for a new standard	Granted	3-10-49
Rec'd	9-13-48	broadcast station to be operated on:	subj. filing MP for	approval T site and
Filed	9-13-48	Frequency: 1270kc	antenna	
		Power: 1 kilowatt	Ltr. 3-15-49	
		Hours of operation: Daytime		
		Trans. location: To be determined-		
		Gunterville, Alabama		
		Studio location: To be determined-		
		Gunterville, Alabama		
				Issued with MP 4612

Transmitter - Gates BC-1-E

APPLICATION RECORD - BROADCASTING

#2

Call

Letters W G S VName H. R. MOORE, tr/as THE GUNTERSVILLE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-4612 Rec'd Filed	5-10-49 5-16-49 5-16-49	Mod. of C.P. (BP-6931, which authorized a new standard broadcast station) for approval of antenna, transmitter and studio locations as Between Brown's Valley Road and U.S. Highway 241 on U.S. Highway 241, Guntersville, Alabama.	GRANTED re blanketing clause	7-7-49
BMP-5001 Rec'd Filed	2-11-50 2-14-50 2-14-50	Mod. of C.P. (BP-6931, as mod., which authorized a new standard broadcast station) for extension of completion date from: 3-7-50 to: 4-15-50.	GRANTED re Blanketing clause	2-28-50

APPLICATION RECORD - BROADCASTING

Call

Letters W G S VName H. E. MOORE, tr/as THE GUNTERVILLE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-5033	3-1-50	Mod. of C.P. (BP-6931, as mod., which authorized a new standard broadcast station) to change transmitter location from: On U.S. Highway 241 between Brown's Valley Road and U. S. Highway 241, Guntersville, Alabama to: On Brown's Valley Road at junction of U. S. Highway 241, Guntersville, Alabama and change type of transmitter (Raytheon RA-1000A).	GRANTED	3-23-50
Rec'd	3-3-50		re blanketing clause	
Filed	3-3-50			
		Engr. - J. C. Vessels Chattanooga, Tenn.		

APPLICATION RECORD - BROADCASTING

GUNTERVILLE BROADCASTING CO., INC. (BAL 9-20-50 Eff:

Call

Letters W C S V

Name. X H. E. Moore, tr/as The Gunterville Broadcasting Company

File No.	Dated	Application for	Action	
			Nature	Date
BL-4030 Rec'd Filed	4-12-50 4-13-50 4-13-50	License to cover construction permit (BP-6931, as modified) which authorized a new standard broadcast station. Claude M. Gray, Engr. Birmingham, Alabama	GRANTED re blanketing clause	6-16-50
BAL-1065 Rec'd Filed	7-14-50 7-28-50 7-28-50	Voluntary assignment of license from H. E. Moore, tr/as The Gunterville Broadcasting Company to Gunterville Broadcasting Co., Inc.	GRANTED Eff:	9-20-50 12-31-50
BR-2472 Rec'd	8-14-51 8-15-51	Renewal of license	Granted	10-10-51

APPLICATION RECORD - BROADCASTING

Call
 Letters W G S V

Name GUNTERVILLE BROADCASTING CO., INC.

File No.	Dated	Application for	Action	
			Nature	Date
BR-2472 Rec'd Filed	3-10-52 3-12-52 3-12-52	Renewal of License (Informal Request)	GRANTED	3-28-52
BR-2472 Rec'd Filed	12-27-54 12-29-54 12-29-54	Renewal of License	GRANTED	4-19-55
BP-10,456 Rec'd Filed	3-12-56 3-23-56 3-23-56	Construction permit to change antenna-trans. location from On Brown's Valley Rd. at junction of U.S. Hwy. 241, Guntersville, Ala. to 2.7 miles south of Guntersville (On US Hwy. 431) Alabama; and operate transmitter by remote control from On US Hwy. 241 between Brown's Valley Road & US Hwy. 241, Guntersville, Ala. (studio location). D.L. Jackson, Albertville, Ala.	GRANTED	4-9-56

Form BC-121 #6
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W G S V

Name GUNTERVILLE BROADCASTING CO., INC.
GUNTERVILLE, ALABAMA

File No.	Dated	Application for	Action	
			Nature	Date
BL-6368 Rec'd Filed	10-1-56 10-2-56 10-2-56	License to cover Construction Permit BP-10,458 which authorized to change antenna transmitter location and operate transmitter by remote control.	GRANTED	10-19-56
BR-2472 Rec'd Filed	12-30-57 1-2-58 1-2-58	Renewal of license.	GRANTED	3-12-58
BR-2472 Rec'd & Filed	12-31-60 1-4-61	Renewal of License	GRANTED	5-3-61
BR-2472 Rec'd Filed	12-31-63 1-6-64 1-6-64	Renewal of license	GRANTED	3-17-64
BR-2472 R & F	12-29-66 1-3-67	Renewal of License	GRANTED	3-29-67

APPLICATION RECORD - BROADCASTING

Call
Letters H.G.S.V.

Name GUNTERVILLE BROADCASTING CO., INC.
Guntersville, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BR-2472 R & F \$568143 \$75 P.N.	12-30-69 1-5-70 1-5-70 FEB 25 1970 1-5-70	Renewal of License AMENDED 4-2-70 re: commercial matter AMENDED 5-4-70 re: commercial policy AMENDED 6-24-70 re: commercial policy	GRANTED	8-19-70
BR-2472 R & F PN Recd. PRESS FEB 15 1973	12-22-72 1-2-73	RENEWAL OF LICENSE AMENDED 4-25-73 re: employment program	GRANTED	5-11-73
BZ-8921 R & F DM PRESS AUG 19 1975	7-14-75 7-23-75 8-7-75	Direct Measurement	GRANTED	9-15-75
BR-2472 R & F PN Recd. PRESS JAN 13 1976	11-28-75 12-1-75	RENEWAL OF LICENSE AMENDED 2-12-76 re: commercial matter	GRANTED	3-9-76

Form BC-121

May 1976

APPLICATION RECORD - BROADCASTING

4-50

Call
Letters W G S VName GUNTERSVILLE BROADCASTING CO., INC.
GUNTERSVILLE, ALABAMA

File No.	Dated	Application for	Action	
			Nature	Date
BR 781124 UL PRESS	FEB 14 1979	RENEWAL OF LICENSE	GRANTED	3-27-79

W G S V - RECORD OF DENIAL OF INFORMAL APPLICATIONS

Tele. 5-2-50 STA not considered to broadcast election returns until 12 midnight, 5-2-50. Sect. 1.324.

Telegram 10-30-52 Denied authority remain on air 11-4-52 for election returns

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 a few sets of microfiche 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.

