

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

Form\_BC-126 Official No. 3673 June 1954

### BROADCASTING STATION LICENSE RECORD

Date first licensed 9-9-58

Call letters .. WGUS

Station Location: North Augusta, S. C.

PROADCASTING ASSOCIATES OF AMERICA, INC. (BAL-9-9-59)EFF: 9-15-59 Name of licensee

Carolina Springs Road, North Augusta, S.C. (BL-7-26-60)
Transmitter location x3400' north on US #1 from Savannah River, North Augusta, S.C. (CP 2-20-58)

29841

SAME AS TRANSMITTER (BL-7-26-60)

XX611 Georgia Avenue, North Augusta, South Carolina (PRC-1304)
X 3400' north on US #1 from Savannah River, North Augusta, S.C. (CP 2-20-58)

## CONSTRUCTION PERMIT AND LICENSE RECORD

Appl.	Date				Period
		Free		Div.	From- To-
BP-11112	2-20-58			Day	4-20 10-20-58
AND DESCRIPTION OF	C.F. for	new star	dard ord	adcast st	stion.
SRC-1304			tion f	COLETT	
(1)		máko los			
		man Ris		h Augusto	
1000000		gio Ave		A A	
A CONTRACTOR	ordinate .	TO SOUTH	9E-37 E	and Gent	ol fro case
BL-7176	9-9-58	1600kc	500w	Day	9-9- 12-1-60
The State of the S	License t	o cover	CP (BP-1)	(,112) as	mod., which
				Broadcast	
PAL-3602				ment of li	
SET:	9-15-19	Broadcas	ting as	uciates of	America, Inc.
The second name of the local division in which the local division is not to extend the local division in the l	1-14-60	Voluntar	y acquisi	ition of pe	ositive control
EFF:					Henderson Belk
The second second	CONTRACTOR PROPERTY.	AND DESCRIPTION OF REAL PROPERTY.	encombata de la combata de	y by Hal	
BP-12361				1380kc and	13 12-13-60
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THE RESERVE AND ADDRESS OF THE PERSON NAMED IN			-		Increase
OT	power to	1kw.			
BL-7946	7-2 - 0	1kw.	1 v	by :	26 12-1-0
BL-792.6	7-2 - 0	13 Ckc	1 w (EP1236	bay as and	26 12-1-10 which sutb.
BL-792.6	power to	13 Ckc over C.	1 W (BP1236) 3 Ckg and	as med a	26 12-1-0
nL-792.6	power to	1kw. 13 Cke over C. roq. to	1 W (BP1236) 3 Oke and on deferr	as med a	hich suth.
	7-2-0 14c. to c ghg. of 1 11-30-60	1kw.  13 Ckc  over C.  over C.  comiss  pending	1 W (BP1236) 3 Oke and on deferr	bay salad salad salading.	hich suth.
BTC-3673	power <u>to</u> 7-2-0 14c. to c ghgqf 1 11-30-60 2-1-61 3-29-61	1kw.  13 Ckc  over C.  rog. to  Commissi  pending  Renewal	1 w (BP1236) 3 Ckc and on deferr further c of Licens transfer	ns mod. : ingr. or consider ti e 2-	on renesed
BR-3673 BTC-3685 EFF:	power to 7-2 - 0 Me. to e ghg. of 1 11-3 - 60 2-1-61 3-29-61 4-11-61	1kw.  13 Ckc  over C.  comission  comission	1 w (BP1236) 2 Ckc and on deferr further c of Licens transfer	as mod a lingra consideration consideration controlleration from the controlleration is a controlleration of controlleration is a controlleration in the controlleration in the controlleration is a controlleration in the controlleration in the controlleration is a controlleration in the controlleration in the controlleration is a controlleration in the controlleration in the controlleration is a controlleration in the controlleration in the controlleration is a controlleration in the controlleration in the controlleration is a controlleration in the controlleration in the controlleration is a controlleration in the controlleration in the controlleration is a controlleration in the controlleration in the controlleration is a controlleration in the controlleration in the controlleration is a controlleration in the controlleration in the controlleration is a controlleration in the controlleration in the controlleration is a controlleration in the controlleration in the controlleration is a controlleration in the controlleration	on renewal on.  1 12-1-63 ol of licensee Selk to Martha
BR-3673 BTC-3685 EFF: White Mi	power <u>to</u> 7-2 - 0 Me. to e hg. of 1 11-3 - 60  2-1-61 4-11-61 11s, Inc.,	1kw.  13 Ckc  over C.  comiss  pending  nenewal  Voluntary  corporati  H.C.Your	1 w (BP1236) 2 Ckc and on deferr further c of Licens of Licens on from ing, Jr. and	as mod a section consideration consideration for controller in Jerome Gi	on renewal on.  1 12-1-63 ol of licensee selk to Martha
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BR-3673 BTC-3685 EFF: White Mi	2-1-61 3-29-61 4-11-61 11s, Inc.,	1kw.  13 Okc  over C.  rog. to  Commission  pending  Renewal  Voluntary  corporati  H.C.Your  Voluntary  control  Martha  stock	1 w (SP1236) 2 Ckc and on deferr further c of Licens of Licens on from h ng, Jr. and y relings of licens White Mil	as med a section consider to controller of controller of increase of controller of increase of controller of increase corpor	on renemal on.  1 12-1-63 ol of licensee selk to Martha laser positive ration by thru sale of
BIL-3673 BTC-3685 EFF: White_Mi	2-1-61 3-29-61 4-11-61 11s, Inc., 8-2-62	1kw.  13 Ckc  over C.  rog. to  Commission  pending  Renewal  Voluntary  corporati  H.C.Your  Voluntar  control  Martha  stock  Glaser	OF Licens of Licens of Licens of Licens of From I on fro	ingr. of ingr. of controller of controller of controller of ingr. Inc. to cong, Jr. a	on renemal on.  1 12-1-63 ol of licensee selk to Martha laser positive ration by thru sale of and Jerome
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BR-3673 BTC-3685 EFF: White_Mi HTC-4088	2-1-61 3-29-61 4-11-61 11s, Inc., 8-2-62 8-9-62	1kw.  13 Ckc  over C.  rog. to  Commiss  pending  Renewal  Voluntary  corporati  H.C.Your  Voluntar  control  Martha  stock t  Glaser  COMMISSIC  IENDING	OF Licens of Lic	ingr. of ingr. of controller of controller of controller of jerome Gluishment of isee corpor ils, Inc. to oung, Jr. a	on renemal on.  1 12-1-63 ol of licensee selk to Martha laser positive ration by thru sale of and Jerome  N RENEWAL
BR-3673 BTC-3685 EFF: White Mi BTC-4088	2-1-61 3-29-61 4-11-61 11s, Inc., 8-2-62	1kw.  13 Ckc  over C.  rog. to  Commission  nenewal  Voluntary  corporati  H.C.Your  Voluntar  control  Martha  stock to  Glaser  COMMISSIO	OF Licens of Lic	ingr. of ingr. of controller of controller of controller of jerome Gluishment of isee corpor ils, Inc. to oung, Jr. a	on renemal on.  1 12-1-63 ol of licensee selk to Martha laser positive ration by thru sale of and Jerome  N KENEWAL
BR-3673 BTC-3685 EFF: White_Mi HTC-4088	2-1-61 3-29-61 4-11-61 11s, Inc., 8-2-62 8-9-62	1kw.  13 Ckc  over C.  rog. to  Commiss  pending  Renewal  Voluntary  corporati  H.C.Your  Voluntar  control  Martha  stock t  Glaser  COMMISSIC  IENDING	OF Licens of Lic	ingr. of ingr. of controller of controller of controller of jerome Gluishment of isee corpor ils, Inc. to oung, Jr. a	on renemal on.  1 12-1-63 ol of licensee selk to Martha laser positive ration by thru sale of and Jerome  N RENEWAL

## BROADCASTING STATION LICENSE RECORD

Date first licensed	Call letters WGUS
	Station location N. Augusta, S. C.
Name of licensee	
Transmitter location	

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl.   Date   Freq.   Power   Div.   From T    BTC-4756   2-11-65   Voluntary relinquishment of positive control of Martha White Mills, Inc.   stockholder of licensee corporation
BTC-4756 2-11-65 Voluntary relinquishment of positive control of Martha White Mills, Inc.
control of Martha White Mills, Inc.
ktockholder of licensee corporation
the "Williams Family" thru sale of
common stock to the general public.
BZ-5485 4-20-65 Authority to determine operating por
(1) by direct measurement of antenna por
BTC-4932 11-9-65 Voluntary acquisition of positive con
EFF: 12-18-65 of lic.corp. by H.C. Young, Jr. (87.57)
thru purchase of stock from Martha Wi Mills, Inc.
THE RESIDENCE OF THE PARTY OF T
10-3673 3-21-47 1380kg 1kw Day _3-21 12-1-
BP-17802 8-11-67 1380kc 1kw Day 10-11 4-11-6
CP to make changes in ant. system (increase height) Cond'l.
TELEGRAM 10-17-67 PSA 500W
BL-11,840 2-14-68 1380kc 1kw Day 2-14 12-1-
BR-3673 10-19-70 RENEWAL OF LICENSE
EBSA 6-12-72 RENEWAL OF LICENSE
ER-3673(\$)11-14-73RENEWAL (COND'L) 12-1-7
BR-3673(L) 1-15-76 RENEWAL 12-1-78
BR780727UD 11-14-78 Renewal of Lidense 12-1-81
BZ-790710AC(L) 10-4-79
BZ-790710AC10-4-79 Superseded to correct July sunrise
time 12-1-81
BP-800911AF 2-10-81 1380khz 5kw DAYTIME 2-10-82
(L) CP to mke chgs. in ant. sys. & increase daytime power.

### APPLICATION RECORD - BROADCASTING

Call

Letters - NEW-- W G U S

Name HOWARD C. CILREATH, tr/as DIXIE BROADCASTING SYSTEM (P.O. - Box 391, Vidalia, Georgia)

File No.	Dated	Application for	Act Nature	10D Date
BP-11,112 Rec'd Filed	2-22-57 2-25-57 2-25-57	Construction permit for a new standard broadcast station to be operated on: Frequency - 1380kc 1600kc Power - 1km 500w Hours of operation - Daytime Transmitter location - 3400' north on U.S.#1	GRANTED	2-20-58
		from Savannah Hiver, North Augusta, South Carolina Studio location - To-be determined: Augusta, Georgia  STATION LOCATION - AUGUSTA, GEORGIA NORTH AUGUSTA, SOUTH CAROLIN Engr John H. Mullaney Atty - John H. Midlen, (Let. 5-2-57)		
R & F	11-12-57 11-20-57	AMENDED to change studio loc. to Same as trans. North Augusta, South Car., change station loc. to North Augusta, South Carolina.		
AMENDMENT R & F	12-5-57 12-9-57	AMENDED to change frequency to 1600kc and		

Aug. 1955

## FORM BC-121 #2 APPLICATION RECORD - BROADCASTING

Call WGUS Letters

HOMARD C. GILREATH, tr/me DIXIE PROADCASTING SYSTEM

Pile W-				1on
File No.	Dated	Application for	Nature	Date
RC-1304 Rec'd Filed	6-7-58 6-10-58 6-10-58	Modification of construction ermit to change studio location from 3400' north on US #1 from Savannah River, North Augusta, S. C., TO 6111 Georgia Avenue, North Augusta, South Carolina - and operate transmitter by Remote Control from same.	GRANTED	
		John H. Midlen, Atty.		
BL- 7176 Recd Filed	7-24-58 7-25-58 7-25-58	License to cover C.P (BP-11, 112) which authorized a new Standard Broadcast Station.	RANTED	9-9-58
100000000000000000000000000000000000000				
100000				
		F.C.C WASHINGTON, D. C.		

FORM BC-121 #3 Aug. 1955

## APPLICATION RECORD - BROADCASTING

Call Letters W G U S

Name HOWARD C. GILREATH, tr/as DIXIE BROADCASTING SYSTEM

BP-12,361 Rec'd 9-9-58 Filed 9-9-58  AMEND - SEE BELOW  BAL-3602 7-30-59 Rec'd. 8-13-59 Filed 8-13-59  BP-12,361 AMENDMENT 9-30-59 R & F AMENDMENT 9-30-59 10-9-59 3-14-60 3-14-60	Construction permit to change frequency from 1600kc to 1380kc; increase power from 500w to 1kw.	GRANTED	Date
Rec'd. 8-13-59 Filed 8-13-59 BP-12,361 AMENDMENT 9-30-59 R & F 10-9-59 AMENDMENT 3-14-60	Atty John H. Millaney (amend.10-9-5		4-13-60
R & F 10-9-59 AMENDMENT 3-14-60	Voluntary assignment of license to Broad- casting Associates of America, Inc. Cohn & Marks, Attys.	GRANTED EFF:	9-9-59 9-15-59
	AMENDED to change name to Broadcasting Associates of America, Inc. per BAL-3602 gr. 9-15-59.  AMENDED 3-14-60 to reflect BTC-3330 gr 1-14-60 (filed by atty. per Sec. 1.303)	GRANTED	4-13-60

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## APPLICATION RECORD - BROADCASTING

Aug 1955

Call Letters

GUS

Name

BROADCASTING ASSOCIATES OF AMERICA, INC.

File No. BTC-3330 Rec'd Filed	Dated 12-11-59 12-22-59 12-22-59	Application for  Voluntary acquisition of positive control of licensee corporation by Henderson Belk thru retirement of stock to treasury by Hal Edward	Nature GRANTED	
		Marcus Cohn, Atty.		
BL-7946 R & F	5-18-60 5-29-60	License to cover C.P. (BP 12,361) as modified which authorized the change of frequency from 1600kc to 1300kc and increase the power from 500w to 1kw. Atty's: Cohn and Marks.	GRANT.D	7-26-60
BR-3673 R & F	9-28-60 10-4-60	Renewal of license.	GHANTED	2-1-61

FORM BC-121 45 Aug. 1955

#### APPLICATION RECORD - BROADCASTING

Call Letters

WGUS

BROADCASTING ASSOCIATES OF AMERICA, INC. Name

7/1- Wa				1on
BTC-3685 Rec'd Filed	2-2-61 2-14-61 2-14-61	Voluntary transfer of control of licensee corporation from Henderson Belk to Martha White Mills, Inc., H. C. Young, Jr. and Jerome Glaser.	ORANTED EFF:	3-29-61 4-11-61
BTC_4088	5-30-62 6-4-62	Cohn & Marks, Attys. for Transferor Joseph M. Kittner, Atty. for Transferee Voluntary relinquishment of positive control of licensee corporation by Martha White Mills,	Towns 1	<del>Z.Z.Z</del> 2= -
Resub. Rec'd Filed	6-22-62 7-3-62 7-3-62	Inc. thru sale of stock to H. C. Young, Jr. and Jerome Glaser.	GRANTED 8-	
		P.C.C. WASHINGTON D.C.		

### APPLICATION RECORD - BROADCASTING

Call Letters W G U S

Name BROADCASTING ASSOCIATES OF AMERICA, INC.

The state of the s	NORTH AUGU	STA. 3. C.		
File No.	Dated	Application for	Nature	tion Date
BR-3673 Rec'd Filed	8-22-63 8-26-63 8-26-63	Renewal of license12-1-63 Atty. James A. McKenna, Jr.	GRANTED	8-6-64 VITH PZ-5149
EZ=5149 R. & F.	10 <b>-2</b> 7 <b>-</b> 63 12-11-63	Authority to determine operating power by direct measurement of antenna power.		8-6-64 ITH RENEWAL
ETC-11756 Rec'd Filed	1-27-65 1-26-65 1-28-65	Voluntary relinquishment of positive control of Martha White Mills, Inc. (50% stockholder of lic. corp.) of licensee corporation by the "Milliams Family" thru sale of common stock to the general public.  Atty McKenna & Wilkinson		2-11-65
		F.C.C WASHINGTON. D. C.		

#### FORM BC-121 Aug. 1955 #7

Name

### APPLICATION RECORD - BROADCASTING

Call Letters WGU:

PROADCASTING ASSOCIATES OF AMERICA, INC.

North	Augus	ta.	Sout	h Caro	lina
Managing Street, Square,					

File No.	Dated	Application for	Aot: Nature	lon Date
R2-5485 R. & F.	12-31-64 1-5-65	Authority to determine operating power by direct measurement of antenna power.  Atty- McKenna & Wilkinson	GRANTED	4-20-65
BTC-4932 R & F (Form 316)	10-19-65 10-22-65	Woluntary acquisition of positive control of licensee corporation by M. C. Young, Jr. (87.5%) thru purchase of stock from Martha White Mills, Inc.  Atty. McKenna & Wilkinson	GRANTED EFF	11-9-65 12-18-65
Eh-3673 h & F	8-19-66 9-1-66		3	21-37
BP-17,802 Received Resubmited Filed	3-24-67 3-22-67 6-30-67 7-7-67	CP to make changes in ant. system(Increase height) Att. McKenna & Wilinson (D. S. Stevens) Cont	ANTED 8	nec:pre-

FORM BC-121 #8 Aug. 1955

## APPLICATION RECORD - BROADCASTING

Call Letters WGUS

Name No.	OADCASTING orth Augusta Dated	ASSOCIATES OF AMERICA, INC. South Carolina Application for		otion e Date
BL-11,840 R & F PTA-11/8/67 DEC 141 PTA expired: PTA reinstated	11/27/67	Lic. to cover CP (SP-17,802) which auth. chng. ant-system. Atty: John L. Tierney Engr: Edward Graham, Jr., Athens, Ga.	GRANTEL	
	8 <b>-15-69</b> 1 0 1969	Renewal of license  Atty-McKenna & Wilkinson (David S. Stevens)  AMENDED 12-18-69 re: Programming  AMENDED 2-10-70 re: Programming  AMENDED 4-27-70 re: commercial policy	GRANTED	10-19-70
ER-3673 R & F PN PRESS	7-31-72 9-5-72 9-8-72	Renewal of License  Atty: John L. Tierney  AMENDED 1-23-73 re: ascert. of comm. needs; employment program  AMENDED 1-26-73 re: equal maployment program	GRANTED (Cond'1	11-14-73 e: EEO REPORT)

## APPLICATION RECORD - BROADCASTING

1380 kc

Call Letters WGUS

Name BROADCASTING ASSOCIATES OF AMERICA, INC.
NORTH AUGUSTA, SOUTH CAROLINA

				Action	
File No.	Dated	Application for	Nature	Date	
BR-3673	9-25-75	PENEWAL OF LICENSE	GRANTE	D 1-15-76	
R & F	10-1-75	Jas. R. Cooke, Atty.			
PN Recd. PRESS	DCT 3 1975				
BR780727UD	7-21-78	RENEWAL OF LICENSE	T		
R&F	7-27-78		CRANTED	11-14-78	
PRESS	SEP 1 1978	Jas.R.Cooke, Atty.			
BZ-790710AC	2000000	Direct Measurement	GRANTED	10-4-79	
R & F DM	7-10-79 7-18-79	Atty: R. Michael Senkowski (McKenna, Wilkinson	& Kittner	)	
PRESS SEP 28	1979				
BP-800911AF (C) ACCEPTED cut off date	12-28-80		GRANTED Con'd	2-10-81	
		F.C.C WASHINGTON, D. C.			

800911AF

#### **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 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.

