

W H B L



Remington Rand Inc.

BRANCHES EVERYWHERE

MADE IN U. S. A.

**REMOVABLE LABEL GUIDE**

Cat. No. 4550L

Patent No. 1390199

Date First

Licensed 3-5-25

Call

Letters WHBL

SHEBOYGAN COUNTY BROADCASTING CO. PTY, INC

Station Location Sheboygan, Wisc.

X WHBL, INC. (AL 7-10-47 Eff: 5-1-47)

X Press Publishing Company (7-25-30)

X Press Publishing Company &amp; C. L. Carrell (Lic. 3-13-28)

Name of

Licensee:

X C. L. Carrell

2100 Washington Ave., Sheboygan, Wash. (Redescription)

X N. side Washington St., 0.15 mi. E. of US Hwy 141, near Sheboygan, Wisconsin (Lic. 2-4-55)

X Near Sheboygan, Wisconsin (C.P. 3-10-36) (Lic. 7-17-36) See License for 7-20-51

Transmitter

X 626-636 Center Ave., Sheboygan, Wisconsin (Lic 3-13-28) further description.

Location:

X Portable

2100 Washington Avenue, Sheboygan, Wisconsin (BS 7-8-76)

xxx 920 North 8th Street, Sheboygan, Wisconsin (Lic 4-1-61)

(Ltr. 10-26-60)

X N. side Washington St., 0.15 mi. east of U.S. Hwy 141, near Sheboygan, Wisconsin/

X Foeste Hotel, North 8th St., Sheboygan, Wisconsin (CP 9-20-54) (2-4-55)

X SW of Sheboygan, in the SW of SE of SE of Sec. 33, Twp. 15 N, Range 23W

(Lic. 10-29-51 Eff. 11-1-51)

Main Studio

Location:

X 626-636 Center Ave., Sheboygan, Wisconsin (Lic. 3-13-28)



## CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD		
					From	To	
4-S-B-571	Letter 4-26-27	1470	100	-	not stated		
"	6-1-27	1470	100	unlimited	6-1	7-31-27	
Effec. date of previous lic. deferred by G.O. 13					6-15	8-15-27	
4-R-B-571	8-8-27	Letter of extension			8-15	10-15-27	
Extended by G. O. 18					10-15	11-1-27	
4-R-B-571	10-24-27	Letter of extension			11-1	1-1-28	
Extended by G.O. 21					1-1	2-1-28	
"	" " 22				2-1	3-1-28	
4-P-B	2-27-28	1470	250 night	500 day-	not determined		
chg. ownership. Permanent Lic. of Portable Station							
Extended by G.O. 23					3-1	4-1-28	
4-L-B	3-13-28	Covers C.P. issued 2-27			3-13	4-1-28	
Extended by G.O. 25					4-1	5-1-28	
"	" " 27				5-1	6-1-28	
"	" " 33				6-1	8-1-28	
"	" " 35				8-1	9-1-28	
"	" " 38				9-1	10-1-28	
"	" " 44				10-1	11-11-28	
4-R-B-571	10-31-28	1410	500	WDGY, KFLV, WHDI			
Location					11-11	1-31-29	
4-R-B-571	1-31-29	1410	500	KFLV	1-31	4-30-29	
4-R-B-571	4-6-29	1410	500	KFLV	4-30	7-31-29	
4-R-B-571	License	extended by G.O. #69			7-31	10-31-29	
4-R-B-571	10-5-29	1410	500	KFLV	10-31	1-31-30	
4-R-B-571	1-11-30	1410	500	KFLV	1-31	4-30-30	
4-R-B-571	4-5-30	1410	500	KFLV	4-30	7-31-30	
4-B-250	7-25-30	Vol. Assign. to Press Publishing Co.					
4-B-571	7-25-30	1410	500	KFLV	7-31	10-31-30	
4-B-1589	8-26-30	Install new transmitter			12-9-30		
4-L-B-400	9-30-30	1410	500	KFLV	9-30	10-31-30	
4-B-571	10-8-30	1410	500	KFLV	10-30	1-31-31	
G.O. 103	1-20-31	Extension of License			1-31	4-30-31	
4-R-B-571	4-20-31	1410	500	KFLV	4-30	11-1-31	
4-R-B-571	10-16-31	1410	500	KFLV	11-1	5-1-32	
4-B-571	4-8-32	1410	500	KFLV	5-1	11-1-32	
Per Min.	8-9-32	Postpone install. app. monitor to 9-1-32					
4-R-B-571	10-18-32	1410	500	KFLV	11-1	5-1-33	
4-R-B-571	4-11-33	1410	500	KFLV	5-1	11-1-33	
4-R-B-571	10-13-33	1410	500	KFLV	11-1	5-1-34	

4-S-B-571

BROADCASTING STATION LICENSE RECORD

Date First

Card No. 2.

Licensed.....\*

Call  
Letters WHBL

Name of

Licensee:

PRESS PUBLISHING COMPANY

Transmitter

Location: \_\_\_\_\_

Main Studio

Location: \_\_\_\_\_

FRC-65



## CONSTRUCTION PERMIT AND LICENSE RECORD

1410 kc

Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD	
					From	To
P-B-3082	1-30-34	Changes	in equipment		3-2	6-2-34
R-B-571	4-13-34	1410	500	S-WROK	5-1	11-1-34
L-B-1060	4-24-34	1410	500	S-Wrok	4-24	5-1-34
Superseding renewal of license issued on basis on C.P.						
R-B-571	4-24-34	1410	500	S-WROK	5-1	11-1-34
FEDERAL COMMUNICATIONS COMMISSION						
B4-R-571	10-16-34	1410	500w	Sharea WROK	11-1	5-1-35
P-296	1-29-35	Install	new equipment		3-29	9-29-35
B4-L-139	4-30-35	1410	500w	S-WROK	4-30	5-1-35
License to cover CP for new equipment						
B4-R-571	4-30-35	1410	500w	S-WROK	5-1	11-1-35
B4-R-571	10-8-35	1410	500w	S-WROK	11-1	5-1-36
B4-P-945	3-10-36	Move trans.	new equip.		5-10	11-10-36
B4-R-571	4-7-36	1410	500w	S-WROK	5-1	11-1-36
B4-S-571	6-12-36	oper.	without a/f/m		6-12	5-17-36
B4-S-571	6-20-36	Ext. oper.	without a.f.m		6-18	6-30-36
Eff.	6-18-36					
B4-L-353)	7-17-36	1300	250w	U	7-17	11-1-36
B4-ML-62)	Covers P-945 for move and new equipment					
B4-F-571	10-20-36	1300	250w	U	11-1	5-1-37
B4-R-571	4-9-37	1300	250w	U	5-1	11-1-37
B4-R-571	10-12-37	1300	250w	U	11-1	5-1-38
B4-R-571	4-13-38	1300	250w	U	5-1	11-1-38
B4-P-1320	10-25-38	1300	250w, 1kw	LS U	12-31	7-1-39
C.P. to incr. power; install new transmitter.						
B4-R-571	10-25-38	1300	250w	U	11-1	5-1-39
B4-MP-737	1-24-39	Mod. C.P. 1320	to change equipment		12-31	7-1-39
B4-L-913	3-6-39	1300	250w, 1kw	LS U	3-6	5-1-39
Lic. to cover C.P. to incr. power; new equip.						
B4-R-571	4-3-39	1300	250w, 1kw	LS U	5-1	11-1-39
B4-R-571	10-24-39	1300	250w, 1kw	LS U	11-1	8-1-40
B4-S-571	4-13-40	1300	250w 1kw	LS U	4-13	8-1-40
Mod. Lic. to add sunrise						
Order	6/12/40	Extension of license			7/1	10/1/40
Order	9-10-40	Extension of license			10-1	3-29-41

# BROADCASTING STATION LICENSE RECORD

B -8-

Date first licensed .....

Call letters ..... W H B L .....

Card #3

Name of licensee ..... FRESS PUBLISHING COMPANY .....

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

APPL. No.	DATE ISSUED	FREQ.	POWER	TIME Div.	PERIOD	
					From—	To—
NARBA REALLOCATION						
B4-R-571	3-24-41	1330	250w, 1kw-LS	U	3-29	8-1-41
B4-R-8972	4-29-41	1330 kc	1kw*1kw-LS,	U	6-29-	12-19-41
C.P. increase power, install D.A. for night use.						
B4-Z-945	6-19-41	1330	250w, 1kw-LS	U	6-19	8-1-41
Determine operating power by direct measurement						
B4-R-571	7-22-41	1330	250w 1kw-LS	U	8-1	8-1-42
B4-S-571	7-21-42	Extension of license			8-1	9-1-42
B4-R-571	8-4-42	1330	250w 1kw-LS	U	8-4	10-1-44
B4-S-571	11-6-42	1330	250w, 1kw-LS	U	12-1	10-1-44
Mod. license accordance Order No. 107						
B4-S-571	11-6-42	1330	250w, 1kw-LS	U	12-1	10-1-44
Mod. license accordance Order No. 107						
This license supersedes above license of same date and corrects antenna current and resistance						
B4-S-571	9-26-44	Extension of license			10-1	12-1-44
B4-R-571	10-23-44	1330	250w, 1kw-LS	U	10-23	11-1-45
B4-S-571	9-25-45	1330	250 w, 1kw-LS	U	10-1	11-1-45
Mod. Lic. Order 107A						
B4-S-571	10-24-45	Extension of license			11-1	1-1-46
B4-S-571	12-19-45	Extension of license			1-1	3-1-46
B4-S-571	2-20-46	Extension of license			3-1	5-1-46
B4-S-571	4-26-46	Extension of license			5-1	7-1-46
B4-S-571	5-3-46	to operate with 1kw instead of 250w from 7:15 to 7:30 pm on Saturdays during the month of May, 1946				
B4-R-571	6-13-46	1330	250w, 1kw-LS	U	6-13	11-1-46
B4-S-571	11-22-46	to oper. with power of 1kw instead of 250w from 4:15 pm to 4:30 pm, CST, 12-1, 8, 15, 22 & 29, 1946 to 3/c church service & from 4:15 pm to 4:45 pm, CST, 12-7, 14, 21 & 28, 1946 to 3/c program of Metropolitan Opera				

Active; to closed files as app. B4-UP-1424 dismissed without prejudice 1-17-42

B.S. Card #4

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ..... **W H B L** .....

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-	
BAL-603 Eff:	7-10-47 5-1-47	Voluntary assignment of license to WHBL, Inc.				
BR-571	10-20-48	1330	250w, 1kw-LS	U	11-1 11-1-51	
BZ-3019	3-15-49	1330	250w, 1kw-LS	U	3-15 11-1-51	
Tele.	12-5-49	Determine opr. power by direct method. auth to change to nighttime power at last station break prior to local sunset, however request to change after normal change over time denied.				
BR-571	10-17-51	1330	250w, 1kw-LS	U	11-1 12-1-52	
BR-571	11-5-52	1330kc	250w, 1kw-LS	Unl.	12-1 12-1-55	
BRC-524 (1)	9-30-54	Modification of construction permit to operate transmitter by remote control from Foeste Hotel, North 8th Street, Sheboygan, Wisconsin				
BP-9455 C.P.	9-20-54	1330	250w, 1kw-LS	U	11-20 5-20-55	
BTP-6688 (1)	11-29-54	change T&S locations Mod. of CP(BP-9455) to side mount FM antenna on A1 tower.				
BL-5615	2-4-55	1330kc	250w, 1kw-LS	Un	2-4-55 12-1-55	
		Lic. cover CP(9455, as mod.) for change trans. and studio location.				
BZ-3704 (1)	9-9-55	Auth. to determine oper. power by direct measurement of antenna power.				
BR-571	11-8-55	1330	250w, 1kw-LS	U	12-1 12-1-58	
BP-10106	10-11-55	1330	250w, 1kw-LS	U	12-11-55 6-11-56	
		CP to install a new transmitter.				
BL-5973 (1)	1-6-56	Lic to cover CP(BP-10106) to install new transmitter				
BTC-2309 EFF:	9-19-56 9-22-56	Vol. acquisition of positive control of licensee corporation by Paul F. Skinner thru purchase of stock from Charles E. Broughton and Robert A. Saltzstein.				

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ..... ~~W H B L~~ .....

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
BZ-3970 (2)	3-7-58	Authority to determine operating power by direct measurement of antenna power.			
BR-571	11-12-58	1330kc	250w, 1kw-LS U	12-1	12-1-51
<del>BR-571</del>	<del>11-22-61</del>	<del>1330kc</del>	<del>250w, 1kw-LS U</del>	<del>12-1</del>	<del>12-1-64</del>
BR-571	11-22-61	1330kc	250w, 1kw-LS U	12-1	12-1-64
BRC-1951 (1)	12-11-61	Mod. of lic. to chg. Studio location to 230 N. 8th St., Sheboygan, Wisc., and operate transmitter by Remote Control from Studio			
BZ-4604 (1)	3-12-62	Authority to determine operating power by direct measurement of antenna power.			
BP-15069	3-13-63	1330kc	1kw, 5kw-LS U DA-2	5-13	11-13-63
		CP to increase power to 1kw, 5kw-LS, install DA-2, make changes in ground system, and install a new transmitter (COLLINS 21-E) (Cond'1).			
BP-15069	3-13-63	Superseding auth. to delete remote control operation of the transmitter.			
BMP-11058 (1)	12-9-63	Mod. of CP(BP-15,069) for extension of completion date to 5-1-64.			
BL-10506	7-9-64	1330kc	1kw, 5kw-LS U DA-2	7-9	12-1-64
		Lic. to cover CP(BP-15,069 as mod.) which auth. incr. power; install DA-2; make chgs. in gr-system, and install new transmitter (daytime) (2 main transmitters) Cond'1.			
BL-10507	7-9-64	1330kc	1kw-DA-2	Alt. M-N Aux.-D	7-9 12-1-64
		Lic. to use main daytime trans (Collins 21-E) as an Alt. Main-Night and to use main night trans. (RCA BTA-1M) as an Aux.-Day, to be operated on: 1330kc, 1kw, DA-2.			
BS-571 (1)	8-28-64	Mod. of license to change operating specifications (Memo). (Main)			
BS-571 (1)	8-28-64	Mod. of license to change operating specifications (Memo) (Aux. & Alt. M)			
BR-571	11-9-64	1330kc.	1kw, 5kw, Uni	DA2	12-1 12-1-67
		Alt Main & Aux	1kw	to	12-1-67

Form BC 126

June 1954

#6

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W H B L

Station location .....

Name of licensee .....

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To	
BRC-3083 (1)	6-29-67	Mod. of license to operate Main transmitter by remote control from 930 N. 8th Street, Sheboygan, Wisconsin.				
BR-571	11-24-67	1330kc	1kw, 5kw DA-2	45 U	12-1 12-1-70	
		Renewal of NDEA				
BR-571	11-24-67	Renewal of License (Alt. Main & Auxiliary)			12-1	12-1-70
BR-571	1-18-71	RENEWAL OF LICENSES MAIN & AUX. ALT. MAIN & NDEA				12-1-73
EBSA	5-25-72					
BTC-6805	5-31-72	Vol TC	EFF: 7-1-72			
BS-571(L)	9-11-72	ML to show new description of 228 monitoring point 1330kc lic, 5kw-LS DA-2 U lic DA-2 Alt-Aux				12-1-73
BS-571(L)	10-16-72	ML to change field measured at 228 to not exceed 24.2 mv/m.				12-1-73
BAL-7748	12-26-72	VOL AL	EFF: 12-27-72			
BR-571(L)	12-19-73	RENEWAL OF MAIN & AUX ALT.				12-1-76
BS-571	7-8-76	ML to chg. studio loc. and remot control.				
BR-571(L)	3-21-77	Renewal of License (Main & Alter. Main - Aux.)				12-1-79
BTC780720EB	9-11-78	VOL. TC	EFF: 9-15-78			
BR 790801	B9 1-31-80	(L)	RENEWAL (MAIN, AUX, ALT.)			12-1-82

## STATION APPLICATION RECORD

No.1.

APPLICANT: C. L. Carrell CALL LETTERS: WHBL

ADDRESS: Portable

Present Assignment: 1470 Kc. 100 watts

Requested: 1390 Kc. 100 watts

FILE NO: 4-S-B-571 DATED: 4-18-27

T.P. - G. O. # 6. also letter 4-26-27, 1470 Kc. 100 W.

ACTION: Lic. 6-1-27, 1470 Kc. 100 watts, unlimited. Period 6-1 to 7-31-27.

APPLICANT: C. L. Carrell CALL LETTERS: WHBL

ADDRESS: Portable

Present Assignment: 1470 Kc. 100 watts, unlimited

Requested: Renewal

FILE NO: 4-R-B-571 DATED: 8-4-27

ACTION: 8-8-27, letter of extension. Period 8-15-27 to 10-15-27.

APPLICANT: C. L. Carrell CALL LETTERS: WHBL

ADDRESS: Portable

Present Assignment: 1470 Kc. 100 watts, unlimited

Requested: Renewal

FILE NO: 4-R-B-571 DATED: 9-29-27

ACTION: 10-24-27, letter of extension. Period 11-1-27 to 1-1-28.



## STATION APPLICATION RECORD

No. 2.

APPLICANT: C. L. Carrell

CALL LETTERS: WHBL

ADDRESS: Portable

FILE NO: 4-R-B-571 DATED: 1-14-28  
new

Present Assignment: 1470 Kc. 100 watts, unlimited

License was issued to/ownership-  
ACTION Lic. 10-31-28, for 1410 Kc.  
500 watts, † WDCY-KFLV-WHDI.  
Period. 11-11-28 to 1-31-29.

Requested: Renewal

APPLICANT: Press Publishing Company &  
C. L. Carrell

CALL LETTERS: WHBL

ADDRESS: 626-636 Center Ave., Sheboygan, Wis.

FILE NO: 4-P-B- DATED: 2-24-28

Present Assignment: 1470 Kc. 100 watts, unlimited  
Change of Ownership - To anchor portable &  
increase power.Issued 2-27-28, for 1470 Kc. 250  
w. night, 500 daytime, change of  
ACTION ownership, permanent loc.  
of portable station. Completion  
date not determined.

Requested:

APPLICANT: Press Publishing Co. &amp; C. L. Carrell

CALL LETTERS: WHBL

ADDRESS: 626-636 Center Ave., Sheboygan, Wis.

FILE NO: 2-L-B DATED: 3-6-28  
Lic. 3-13-28 for 1470 Kc. 250 w.  
after 6 pm- 500 w. 6 to 6pm,

Present Assignment: 1470 Kc. 100 watts, unlimited

ACTION Chg. of ownership. Anchored  
portable station. Period 3-13-28  
to 4-1-28.

Requested: To Cover G.P. issued 2-27-28.

## STATION APPLICATION RECORD

No. 3.

APPLICANT: Press Publishing Co. &amp; C. L. Carrell

CALL LETTERS: WHBL

ADDRESS: 626-636 Center Ave., Sheboygan, Wis.

FILE NO: 4-R-B-571 DATED: 12-11-28

Present Assignment: 1410 Kc. 500 watts, † WDGY, KFLV, WHDI

ACTION: Lic. 1-31-29 for 1410 Kc.  
500 watts, † KFLV. Period 1-31-29  
to 4-30-29.

Requested: Renewal

APPLICANT: Press Publishing Co. &amp; C. L. Carrell

CALL LETTERS: WHBL

ADDRESS: 626-636 Center Ave., Sheboygan, Wis.

FILE NO: 4-R-B-571 DATED: 3-25-29

Present Assignment: 1410 Kc. 500 watts, † KFLV

ACTION: Lic. 4-6-29, 1410 Kc.  
500 watts, † KFLV. Period 4-30-29  
to 7-31-29.

Requested: Renewal

APPLICANT: Press Publishing Co. &amp; C. L. Carrell

CALL LETTERS: WHBL

ADDRESS: 626-636 Center Ave., Sheboygan, Wis.

FILE NO: 4-R-B-571 DATED: 6-22-29

Present Assignment: 1410 Kc. 500 watts, † KFLV

ACTION: G.O. #69, Period 7-31-29  
to 10-31-29.

Requested: Renewal



APPLICANT: Press Publishing Co. &amp; C. L. Carrell

CALL LETTERS: WHBL

ADDRESS: 626-636 Center Ave., Sheboygan, Wis.

FILE NO: 4-R-B-571 DATED: 9-28-29

Present Assignment: 1410 Kc. 500 watts, † KFLV

ACTION: Lic. 10-5-29, 1410 Kc.  
500 watts, † KFLV. Period 10-31-29  
to 1-31-30.

Requested: Renewal

APPLICANT: Press Publishing Co. &amp; C. L. Carrell

CALL LETTERS: WHBL

ADDRESS: 626-636 Center Ave., Sheboygan, Wis.

FILE NO: 4-R-B-571 DATED: 12-30-29

Present Assignment: 1410 Kc. 500 watts, † KFLV

ACTION: Lic. 1-11-30, 1410 Kc.  
500 watts, † KFLV. Period 1-31-30  
to 4-30-30.

Requested: Renewal

APPLICANT: Press Publishing Co. &amp; C. L. Carrell

CALL LETTERS: WHBL

ADDRESS: 626-636 Center Ave., Sheboygan, Wis.

FILE NO: 4-R-B-571 DATED: 3-29-30

Present Assignment: 1410, Kc. 500 watts, † KFLV

ACTION: Lic. 4-5-30, 1410 Kc.  
500 watts, † KFLV. Period 4-30-30,  
to 7-31-30.

Requested: Renewal

No. 5.

STATION APPLICATION RECORD

APPLICANT: **Press Publishing Company & C. L. Carrell**

CALL LETTERS: **WHBL**

ADDRESS: **636 Center Ave., Sheboygan, Wis.**

FILE NO: **4-R-B-571**, DATED **6-25-30**

Present  
Assignment: **1410 Kc. 500 watts, † KFLV**

Renewal Lic. 7-25-30  
ACTION: Period 7-31-30 to 10-31-30  
Issued to PRESS PUBLISHING CO.

Requested: **Renewal**

APPLICANT:

CALL LETTERS:

ADDRESS:

FILE NO: DATED:

Present  
Assignment:

ACTION:

Requested:

APPLICANT:

CALL LETTERS:

ADDRESS:

FILE NO: DATED:

Present  
Assignment:

ACTION:

Requested:



## STATION APPLICATION RECORD

APPLICANT: ..... CALL LETTERS: .....

ADDRESS: ..... FILE NO: ..... DATED: .....

Present  
Assignment: ..... ACTION: .....

Requested: .....

APPLICANT: ..... CALL LETTERS: .....

ADDRESS: ..... FILE NO: ..... DATED: .....

Present  
Assignment: ..... ACTION: .....

Requested: .....

APPLICANT: ..... CALL LETTERS: .....

ADDRESS: ..... FILE NO: ..... DATED: .....

Present  
Assignment: ..... ACTION: .....

Requested: .....

## APPLICATION RECORD - BROADCASTING

Call

Letters WHBL

PRESS PUBLISHING COMPANY

Name

PRESS PUBLISHING COMPANY &amp; C. L. CARRELL (X)

File No.	Dated <del>RECORDED</del>	Application for	Action	
			Nature	Date
4-A-B-250	7/3/30	Voluntary Assingent to PRESS PUBLISHING CO.	Granted	7-25-30
4-P-B-1589	8/4/30	Install a new transmitter.	Granted	8-26-30
4-M-B-642	8/9/30	Change frequency from 1410 kc. to 620 kc. and hours from (8 to 10 hours daily) to (12 to 14 hours daily) with 500 W.	Dismissed	5-8-31
4-L-B-400	9/14/30	License to cover 4-P-B-1589, issued 8/26/30.	Granted	9-30-30
4-R-B-571	9-29-30	Renewal of license	Granted	10-21-30
4-R-B-571	12-17-30	Renewal of license	E.O.103 Granted	1-20-31 4-24-31



## APPLICATION RECORD - BROADCASTING

Call  
Letters WHBLName PRESS PUBLISHING COMPANY

File No.	Dated <del>Received</del>	Application for	Action	
			Nature	Date
4-ML-B-798	3-5-31	change hours of operation from sharing with KFLV to simultaneous daytime operation with KFLV, share with KFLV at night.	Ret. Req. of Appl.	10-30-31.
4-R-B-571	8-24-31	Renewal of license.	Granted	10-16-31
4-R-B-571	2-26-32	Renewal of license.	Granted	4-8-32
4-R-B-571	8-24-32	Renewal of license	<del>Ret.</del>	<del>4-8-32</del>
resubmitted 9-14-32			<del>(T-S Agreement)</del> Granted	10-18-32
4-R-B-571	2-23-33	Renewal of license	Granted	4-11-33
4-R-B-571	8-30-33	Renewal of License	Granted	10-13-33
4-P-B-3082	12-22-33	Construction Permit to make changes in equipment.	<del>Ret.</del>	<del>1-7-34</del>
Resubmitted 1-6-34			<del>Sign-ret in-prop form</del> Granted	1-30-34

Call W H B L  
Letters \_\_\_\_\_Name PRESS PUBLISHING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
4-R-B-571	2-26-34	Renewal of License	Granted	4-13-34
4-L-B-1060	4-5-34	License to cover construction permit granted 1-30-34 to make equipment changes.	Granted	4-24-34
B4-R-571	8-10-34	FEDERAL COMMUNICATIONS RECORDS: Renewal of license	Granted	10-16-34
B4-ML-62	10-15-34	Mod. of License (R-B-571) to change freq. from 1410kc to 1300 kc, night power <del>from 500w to</del>	Granted	11-26-35
amended	4-5-35	250w hrs. of oper. from S-WROK to Unlimited. amended to change op. power from 250w-500w to 250w	effective 1-21-36, subj. Rule 131. Eff. date postponed to 3-27-36. Issued with L-353	7-17-36
B4-P-296	12-15-34	C.P. to install new equipment.	Granted	1-29-35
B4-R-571	2-25-35	Renewal of license	Granted	4-16-35
B4-L-139	3-27-35	License to cover C.P.(B4-P-296) to install new equip.	Superseded by renewal	4-30-35
			Granted	4-30-35



#9

Call

Letters W H B IName PRESS PUBLISHING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B4-R-571	8-22-35	Renewal of license Sec. 10(c) & 12	<del>Ret'd</del>	<del>9-10-35</del>
Resubmitted	9-14-35	" " "	Granted	10-8-35
B4-P-945	1-8-36	Construction permit to install new transmitting equipment, erect a new vertical antenna and move transmitter from 636 Center Avenue, Sheboygan, Wisconsin to <del>Site to be determined</del> , near Sheboygan, Wisconsin.	Granted	3-10-36
Amended	2-3-36	Giving exact transmitter site as Near Sheboygan, Wisconsin and to make changes in antenna.		
B4-R-571	2-21-36	Renewal of License	Granted	4-7-36

## APPLICATION RECORD—BROADCASTING

#10

Call letters WHBL

Name PRESS PUBLISHING CO.

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B4-L-353	6-25-36	License to cover construction permit (B4-P-945) for new equip. and move of trans.	Granted	7-17-36
B4-P-1320	8-14-36	C.P. to install new trans. and change power from 250w to 250w-1kw-LS.	Ex. Rept. I-667 Doc. 4145 GRANTED Effective	Min. 10-25-38 10-31-38
E4-R-571	8-26-36	Renewal of license	Granted	10-20-36
B4-R-571	2-22-37	Renewal of license	Granted	4-9-37
B4-R-571	8-26-37	Renewal of license	Granted	10-12-37
B4-R-571	2-23-38	Renewal of license	Granted	4-13-38



#11

Call

Letters W H B LName PRESS PUBLISHING CO.,

File No.	Dated	Application for	Action	
			Nature	Date
B4-R-571	8-19-38	Renewal of license	Granted	10-25-38
B4-MP-737	12-6-38	Mod. of C.P. (B4-P-1320) for changes in transmitter.	<del>Returned - 10-10-38</del> <del>incomplete</del>	
Resubmitted	12-19-38		Granted	1-24-39
B4-L-913	2-4-39	License to cover C.P. (B4-P-1320) as modified, for new equipment and increase in power.	<del>Returned - 10-10-39</del> <del>Sec. 10(c)</del>	
Resubmitted	2-14-39		Granted	3-5-39
B4-R-571	2-12-39	Renewal of license	Granted	4-3-39
B4-R-571	8-22-39	Renewal of license (See 13b)	<del>Returned</del>	<del>9-2-38</del>
Resubmitted	"		Granted	10-24-39
B4-R-571	5/28/40	Renewal of license	Granted	3-24-41
			1330kc, 250w, 1kw-LS, U	

## APPLICATION RECORD—BROADCASTING

Call letters W H B LName PRESS PUBLISHING COMPANY

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B4-P-2972 Rec'd	8-14-40 9-6-40	C.P. to increase power from 250w, 1kw-LS to 1kw day and night, and install directional antenna for night use. Class III-A (Filed by E.D. Johnston) RE: changes in D.A. system.	Granted	4-29-41
Amended rec'd Amended rec'd filed	1-22-41 2-7-41 3-24-41 3-25-41 3-25-41	RE: Frequency 1330 kc under NARBA. and changes in D.A.	Retired to closed files as App. B4-MP-1444 dismissed without prejudice.	
B4-L-945 Rec'd	5-17-41 5-19-41	Authority to determine operating power by direct measurement.	Granted	6-19-41
B4-R-571	5-27-41	Renewal of license Form 335 filed 6-7-41	Granted	7-22-41



## APPLICATION RECORD - BROADCASTING

Call  
Letters W H B LName PRESS PUBLISHING COMPANY.

File No.	Dated	Application for	Action	
			Nature	Date
B4-MP-1444 rec'd	10-27-41 10-28-41	Mod of C.P. (B4-P-2972) for extension of C & C dates from 6-29-41 and 12-29-41 to 6-29-42 and 12-29-42, respectively.	1-19-42	Dismissed without prejudice & retired to closed files (request Attorney)
B4-R-571 Resub.	5-28-42 "	Renewal of license and Forms 335 " " (666611(d) & 12b)	Ret'd	6-12-42
B4-R-571 Rec'd	7-31-44 8-2-44	Renewal of license (Par. 10e, d, & 12b & 303-A, 1(k), 2(b)(e) & 3(f))	Ret'd	8-18-44
Resub. rec'd	8-21-44		Granted	10-23-44
B4-R-571 Rec'd	8-29-45 8-31-45	Renewal of license (Par. 5(a), 17(b) & Photos)	Ret'd	9-19-45
Resub.	10-8-45		Granted	6-13-46

## APPLICATION RECORD - BROADCASTING

‡ 14

Call

Letters W H B L

W H B L, INC. (AL 7-10-47 Eff:

Name X PRESS PUBLISHING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BAL-603 Rec'd Filed AMENDED Rec'd Filed	4-25-47 4-28-47 4-28-47 6-16-47 6-20-47 6-20-47	Voluntary Assignment of License to WHBL, Inc.  AMENDED to include FM conditional grant.	GRANTED Eff: 5-1-47 per 323	7-10-47
BR-571 Rec'd	8-27-48 8-30-48	Renewal of License	GRANTED	10-20-48
BZ-3019 Rec'd Filed	2-11-49 2-14-49 2-14-49	Authority to determine operating power by direct measurement of antenna power.	GRANTED	3-15-49



FORM A-170  
FORMERLY FCC FORM 94

## APPLICATION RECORD - BROADCASTING

Call  
Letters W H B L

Name W H B L, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BR-571 Rec'd Filed	7-25-51 7-27-51 7-27-51	Renewal of license	Granted	10-17-51
BR-571 Rec'd Filed	8-28-52 9-2-52 9-2-52	Renewal of License	GRANTED	11-5-52
HP-9455 Rec'd Filed	9-7-54 9-8-54 9-8-54	Construction permit to change transmitter location from SSW of Sheboygan, Wisconsin to N. side of Washington St., 0.15 mi. E. of US Hwy. 141, Nr. Sheboygan, Wisconsin and change studio location from 636 Center Ave., Sheboygan Wisconsin to Foeste Hotel nr. 8th St., Sheboygan, Wisconsin.  Seymour Krieger, (Krieger & Jorgensen) John A. Moffet, Engr.	GRANTED	9-20-54

APPLICATION RECORD - BROADCASTING

Call  
Letters W H B L

Name W. H. B. L. INC.  
Sheboygan, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BRC-524 Rec'd Filed	9-7-54 9-8-54 9-8-54	Modification of construction permit (HP-9455) to operate transmitter by remote control from Foeste Hotel, North 8th Street, Sheboygan Wisconsin  Seymour Krieger, Atty.	GRANTED	9-30-54
BMP-6088 Rec'd Filed	11-4-54 11-8-54 11-8-54	Modification of construction permit (HP-9455) which auth. change in transmitter and studio locations) to side mount FM antenna on AM tower. (Contingent on grant of applic. for WHBL-FM) Krieger & Jorgensen, Attys. Robert M. Silliman and Associates, Engrs.	GRANTED	11-29-54
EL-5615 Rec'd Filed	1-19-55 1-20-55 1-20-55	License to cover construction permit (HP-9455, as modified) which authorized change transmitter and studio location. Seymour Krieger, Atty.	GRANTED	2-4-55



## APPLICATION RECORD - BROADCASTING

Call  
Letters W H B LName W H B L, INC.  
Sheboygan, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BZ-3704 Rec'd Filed	8-20-55 8-26-55 8-26-55	Authority to determine operating power by direct measurement of antenna power. Seymour Krieger, Atty.	GRANTED	9-9-55
BR-571 Rec'd Filed	9-6-55 9-7-55 9-7-55	Renewal of license Seymour Krieger, Atty.	GRANTED	11-9-55
BP-10,106 Rec'd Filed	9-30-55 9-30-55 9-30-55	Construction permit to install a new trans- mitter (RCA BTA-1M).  Krieger & Jorgensen, Attys. Robert M. Silliman, Engrs.	GRANTED	10-11-55
BL-5973 Rec'd Filed	10-17-55 10-21-55 10-21-55	License to cover construction permit (BP-10,106) which authorized the install- ation of a new transmitter. Seymour Krieger, Atty.	GRANTED	1-6-56

APPLICATION RECORD - BROADCASTING

Call  
 Letters W H B L

Name W H B L, INC.  
Sheboygan, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BTC-2309 Rec'd Filed	8-20-56	Voluntary acquisition of positive control of licenses corporation by Paul F. Skinner through purchase of stock from Charles E. Broughton and Robert A. Saltzstein  Seymour Krieger, Atty.	GRANTED EFF:	9-19-56
	8-23-56			9-22-56
	8-23-56			
BZ-3970 Rec'd Filed	2-7-58	Authority to determine operating power by direct measurement of antenna power.  Seymour Krieger, Atty.	GRANTED	3-7-58
	2-10-58			
	2-10-58			
BR-571 Rec'd Filed	8-15-58	Renewal of license Seymour Krieger, attorney	GRANTED	11-12-58
	8-18-58			
	8-18-58			



## APPLICATION RECORD - BROADCASTING

#19

Call  
Letters W H B LName W H B L, INC.  
SHEBOYGAN, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BR-571 R & F	8-9-61 8-23-61	Renewal of License	GRANTED	11-22-61
BP-15,069 Rec'd Filed	8-21-61 8-28-61 8-28-61	Construction Permit to increase power from 250w, lkw to lkw, 5kwLS; install DA-2; make changes in ground system; and install a new transmitter (COLLINS 21-E). Atty: Norman E. Jorgensen Engr: Carl L. Kowalski	GRANTED	3-13-63 Cond'l re: Phase Mon., Field meas. equip. DA & complete non-DA proof. Pre-sunrise operation.
BZ-4604 R.&F.	11-20-61 11-28-61	Authority to determine operating power by direct measurement of antenna power. Atty: Norman E. Jorgensen	GRANTED	3-12-62

APPLICATION RECORD - BROADCASTING

Call  
Letters ..... W.H.R.L. ....

Name ..... W H B L, INC.  
SHEBOYGAN, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BRC-1951 Rec'd Filed	12-1-61 12-4-61 12-4-61	Mod. of lic. to change studio location to 930 North 8th St., Sheboygan, Wisconsin and operate transmitter by remote control from studio location.  Norman E. Jorgensen, Atty.	GRANTED  Move eff:	12-11-61  2-9-62.
BMP-11,058 R & F	10-10-63 10-14-63	Mod. of CP (BP-15,069 which auth chgs in power, ground sys & install DA-2 & new trans for ext. of completion date from 11-13-63 to 5-1-64. Atty: Krieger & Jorgensen	GRANTED  to	12-9-63  5-1-64
BL-10,508 R. & F.	1-29-64 1-31-64	License to cover CP(BP-15,069 as mod) which incr power; install DA-2; make chgs in gr-system, and install new transmitter(Daytime) (2 Main Transmitters) Atty- Krieger & Jorgensen Engr-Silliman, Moffett & Kowalski	GRANTED  Cond'l re:	7-9-64  Pre-sunrise operation.



## APPLICATION RECORD - BROADCASTING

Call  
Letters W H B LName W H B L, Inc.  
Sheboygan, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BL-10,507 R. & F.	1-29-64 1-31-64	Lic to use Main Daytime trans(Collins 21-E) as an Alt.M-Night and to use Main Night trans (RCA BTA-1M) as an Aux-Day, to be operated on: 1330kc, 1kw, DA-2. Atty- Krieger & Jorgensen Engr- Silliman, Moffett & Kowalski	GRANTED	7-9-64
BR-571 R&F	8-18-64 8-25-64	Renewal of license.(Main) Atty: Krieger & Jorgensen	GRANTED	11-9-64
BR-571 R&F	8-21-64 8-25-64	Renewal of license (auxiliary-alternate main) Atty: Krieger & Jorgensen	GRANTED	11-9-64
BRC-3083 R & F	3-14-67 4-6-67	Modification of license to operate Main transmitter by remote control from 930 N. 8th Street, Sheboygan, Wisconsin.	GRANTED	6-29-67
BR-571 R & F SEP 3 1967	8-3-67 8-22-67	Renewal of License (Main & Aux.-Mlt. Main) Atty. Robert A Woods (Krieger & Jorgensen)	GRANTED	11-24-67

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters W H B LCOMPANY  
SHEBOYGAN COUNTY BROADCASTING / , INC.Name XW H B L, INC.  
Sheboygan, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BR-571 R & F P.N. PRESS SEP 16 1970	8-28-70 9-2-70 9-2-70	Renewal of License (Main & Aux.-Alt. Main)  Atty: Louis Schwartz AMENDED 10-19-70 re: engineering (skel.proof) AMENDED 12-28-70 re: commercial matter; foreign language prog.	GRANTED	1-18-71
LETTER 9-18-70 TO CHANGE		COUNSEL TO: LOUIS SCHWARTZ (SCHWARTZ & WOODS)		
BTC-6805 R & F FEE PD: \$1000 #042136 CODE 047 (ALSO SEE FM) MAR 9 1972 Pub. notice filed 3-9-72	2-7-72 2-16-72	Voluntary transfer of control of lic corp from Paul F. Skinner, Sylva J. Skinner and Christ Bauer to Sheboygan County Broadcasting Company, Inc. Atty - Leibman, Williams etc (Lee M. Mitchell) AMENDED 4-27-72 re proposed financing AMENDED 5-23-72 legal, financial & prog data	GRANTED Req. grant fee \$12,000 (Includes FM) Eff: 7-1-72. Grant Fee Paid: 063, 7-6-72, W 088614	5-31-72
BAL-7748 R & F FEE PD: \$250 #130417 CODE 053 (Form 316) ALSO SEE FM	11-17-72 11-21-72	Voluntary assignment of license to SHEBOYGAN COUNTY BROADCASTING COMPANY, INC.  Atty - Lee M. Mitchell (833-8606) P. O. C. - WASHINGTON, D. C.	GRANTED	12-26-72 EFF: 12-27-72



## APPLICATION RECORD - BROADCASTING

Call  
Letters W H B L

COMPANY  
Name SHEBOYGAN COUNTY BROADCASTING, INC.  
SHEBOYGAN, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BR-571 R & F PN Recd. PRESS	7-15-73 8-15-73 " 24 AUG 1973	RENEWAL OF LICENSE (MAIN & AUX.-ALT.MAIN) Louis Schwartz, Atty. AMENDED 11-19-73 re: financial data; comm. policy AMENDED 3-18-75 re: personnel	GRANTED	12-19-73
BR-571 R & F PN Recd. PRESS	7-16-76 7-21-76 " OCT 8 1976	RENEWAL of LICENSE (MAIN & ALTER. & AUX. TRANS.) <u>Schwartz &amp; Woods, Atty.</u>	GRANTED	3-21-77
BTC780720EB Form 316 (Also see WWJR (FM) AUG 4 1978		Voluntary acquisition of positive control of lic corp by Michael R. Walton thru purchase of stock from Robert J. Walton  Atty - Russell Arkin (Schwartz & Woods)	GRANTED EFF:	9-11-78 9-15-78
BR-790801 B PRESS	9 OCT 15 1979	RENEWAL OF LICENSE (MAIN & AUX.-ALT.MAIN) Louis Schwartz, Atty.	GRANTED	1-31-80

BTC780720EB NOTE: E. Blake Blair III is selling his  
1/3% of stock back to the licnese corp.



RECORD OF APPLICATIONS REQUESTING FACILITIES OF BROADCASTING STATION WHBLLicensee  Press Publishing Company

File No.	Date	Call Letters	Name and Location of Applicant	Remarks	Disposition
B4-MI-89	11-20-34	WMBD	Peoria Broadcasting Co. 114 North Madison Peoria, Illinois	Request facilities of WHBL and WROK	Returned 1-26-35 Re. of applicant

## 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.

