

WHCO



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1339199

BROADCASTING STATION LICENSE RECORD

Date first licensed February 1, 1955Call letters W H G O
Station Location: Sparta, IllinoisName of licensee HIRSCH COMMUNICATION ENGINEERING CORPORATIONTransmitter location On Hwy. 154, About .7 mile W of city limits of Sparta, Illinois,
(MP 10-29-53)
Lic. 2-1-55Main studio location On Hwy. 154, About .7 mile W of city limits of Sparta, Illinois
(MP 10-29-53)
Lic. 2-1-55

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
EP-7803	6-17-53	1230	250w	U	
CP for a new standard broadcast station subj. filing MP approval ant. & trans. site.					
BP-7803	10-29-53	1230	250w	U	12-29 6-29-54
BMP-6331	MP (BP-7803) for approval ant., trans. & studio sites. (COND'L)				
BMP-6536 (1)	6-9-54	Mod. of CP (7803) as mod., for ext. of completion date to December 24, 1954			
BMP-6710 (2)	12-3-54	Mod. of CP(7803, as mod.) for ext. of completion date to June 24, 1955.			
BL-5608	2-1-55	1230	250w	U	2-1 12-1-55
Lic. cover CP (7803) as mod., for a new standard broadcast station					
BR-3085	11-9-55	RENEWAL OF LICENSE			12-1 12-1-58
BR-3085	11-19-58	renewal of license			12-1 12-1-61
	11-29-61	Action on Renewal of License Deferred.			
BR-3085	2-28-62	RENEWAL OF LICENSE			2-28 12-1-64
BP-15697	9-24-62	1230kc	250w	U	11-24 5-24-63
CP to install new trans. (COLLINS 300-G1).					
BL-10,114 (1)	8-19-63	Lic. to cover CP (BP-15,692) which auth. instl. new trans. (Collins 300-G)			
BL-10,270	3-31-64	1230kc	250w	Aux.	3-31 12-1-64
Lic. to use old main trans. GATES S-251) as an aux. (at main trans. loc.) for aux. purposes only.					
BR-3085	11-20-64	1230kc	250w	U	12-1 12-1-67
BR-3085	11-24-67	Renewal of License NDEA			12-1 12-1-70
BR-3085(B)	11-25-70	Renewal and NDEA			12-1-73
BP-18,881	9-1-71	1230kc	250w 1kw	U	9-1-72
CP to increase daytime power to 250w 1kw-LS U and install new trans. Gates Vanguard II.					
EBSA	5-25-72				
BL-13,325(L)	11-24-72	Lic. to use former main trans. for aux. only 1230kc 250w Aux.			
					12-1-73

BROADCASTING STATION LICENSE RECORD

Card # 2

Date first licensed

Call letters W.H.G.O.....

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
BL-13,296	(L) 9-24-73	Lic(BP-18,881)			for changes 12-1-73
BR-30854	11-28-73	RENEWAL	MAIN & AUX.		12-1-76
BR-3085	(S) 11-15-76	Renewal	Main & Aux.		12-1-79
BR790727VD	11-30-79	(S) RENEWAL			12-1-82

APPLICATION RECORD - BROADCASTING

 Call **W H C C**
 Letters **x New**

 Name HIRSCH COMMUNICATION ENGINEERING CORPORATION
(P.O. c/o Oscar C. Hirsch, 324 Broadway, Cape Girardeau, Mo.)

File No.	Dated	Application for	Action	
			Nature	Date
HP-7303	8-3-50	Construction permit for a new standard broad-	GRANTED	6-17-53
Rec'd	8-22-50	cast station to be operated on:	subj. filing MP approval	
Filed	8-22-50	Frequency: 1230kc	ant. & trans. site.	
		Power: 250w	DOCKET NO. 9814	
		Hours of Operation: Unlimited	Granted after hearing.	
		Trans. Location: To be determined In or near	ORDER ISSUED	
		Sparta, Illinois	Issued with BMP-6331	
		Studio Location: To be determined		
		Sparta, Illinois		

Gates S-251

FORM A-170

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters W H C OName HIRSCH COMMUNICATION ENGINEERING CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
BMP-6331 Rec'd Filed	9-23-53 10-2-53 10-2-53	Modification of construction permit (BP-7803 which auth. a new standard broadcast station) for approval of antenna, transmitter and studio location as On Hwy. #154, About .7 mile West of the west city limits of Sparta, Illinois. William Thomson, Atty.	GRANTED Cond'l re before prog. test. permittee submit data re proposed trans.	10-29-53
BMP-6536 Rec'd Filed	5-21-54 5-24-54 5-24-54	Modification of construction permit (BP-7803 as mod., which auth. a new standard broadcast station) for extension of completion date from 6-29-54 to 12-24-54. Geo. O. Sutton, Atty.	GRANTED	6-9-54

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters WHCOName HIRSCH COMMUNICATION ENGINEERING CORPORATION
SPARTA, ILLINOIS

File No.	Dated	Application for	Action	
			Nature	Date
BMP-6710 Rec'd Filed	11-23-54 11-26-54 11-26-54	Modification of construction permit (EP-7803 as mod., which auth. a new standard broadcast station) for extension of completion date from 12-24-54 to 6-24-55.	GRANTED	12-3-54
BL-608 Rec'd Filed	1-15-55 1-18-55 1-18-55	License to cover construction permit (EP-7803 as modified) which authorized a new standard broadcast station.	GRANTED	2-1-55
BR-3085 Rec'd Filed	8-22-55 9-6-55 9-6-55	Renewal of license Geo O. Sutton, Atty.	GRANTED	11-9-55
BR-3085 Rec'd Filed	8-26-58 9-2-58 9-2-58	Renewal of License	GRANTED	11-19-58
BR-3085 R.&F.	8-23-61 9-5-61	Renewal of license	GRANTED	2-28-62
BP-15,692 R.&F.	8-17-62 8-22-62	CP to install new transmitter (COLLINS 300 G-1)	GRANTED	9-24-62

Cond'l re: Before prep:
tests may be auth. R&F:
data shall be submitted
in accordance with Section
3.48 and 2.524.

APPLICATION RECORD - BROADCASTING

Call **WHCO**
 Letters

Name **HIRSCH COMMUNICATION ENGINEERING CORPORATION**
Sparta, Illinois

File No.	Dated	Application for	Action	
			Nature	Date
BL-10,114 R. & F.	5-20-63 5-22-63	Lic to cover CP(BP-15,692) which auth installing a new transmitter.	GRANTED	8-19-63
BL-10,270 R. & F.	8-15-63 8-19-63	Lic to use old main trans(Gates S-251) at present loc of main trans, to be operated on 1230kc, 250w, for Auxiliary Purposes ONLY.	GRANTED	3-31-64
BR-3085 Rec'd Filed	8-10-64 8-13-64 8-17-64	Renewal of license (MAIN)	GRANTED	11-20-64
BR-3085 R & F SEP 25 1967	8-31-67 9-5-67	Renewal of license	GRANTED	11-24-67

APPLICATION RECORD - BROADCASTING

Call
Letters WHCO

Name HIRSCH COMMUNICATION ENGINEERING CORPORATION
Sparta, Illinois

File No.	Dated	Application for	Action	
			Nature	Date
BR-3085 R & F P.N. PRESS SEP 28 1970	8-28-70 8-31-70 8-31-70	Renewal of License	GRANTED	11-25-70
BP-18,881 Rec'd Filed \$75-629029 \$25-631163 AC-045 PN filed PRESS: Grant fee requested \$900.00	8-31-70 9-4-70 9-21-70 9-4-70 9-21-70 9-18-70 OCT 12 1970	Construction permit to increase daytime power from 250w, U. to 250w, Lkw-LS, Unl. and install new transmitter Gates, Vanguard II. Atty. George O. Sutton Eng. James C. McNary	GRANTED	9-1-71 Cond'l re: interference by other Class IV re: Section 73.54 of Comm. Rules. and without prejudice action of WKRO. renewal. Grant Fee Paid. \$900.00 046, 10-7471 W-512387

Contact: Oscar C. Hirsch
324 Broadway
Cape Girardeau, Mo.

Telephone: Area Code 314 Local No. 335-5511

APPLICATION RECORD - BROADCASTING

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Letters WHCO

Name HIRSCH COMMUNICATION ENGINEERING CORPORATION
Sparta, Illinois

File No.	Dated	Application for	Action	
			Nature	Date
BL-13,296 Rec'd W 106834-\$50. Filed PTA PRESS	8-22-72 8-28-72 9-5-72-AC-067 9-5-72 9-12-72 OCT 4 1972	Lic.(BP-18,881) for changes. OVER	GRANTED	9-24-73
BL-13,325 R & F W 117497-\$50. PTA PRESS	10-6-72 10-10-72 10-10-72-AC-067 10-18-72 NOV 14 1972	License to use former Maintransmitter(COLLINS 300G) 250w for Auxiliary Purposes Only.	GRANTED	11-24-72
BR-3085 R & F PN Recd. PRESS	8-29-73 9-4-73 " 19 SEP 1973	RENEWAL OF LICENSE (Main) AMENDED 9-24-73 re: balance sheet; business interests	GRANTED	11-28-73
BR-3085 R & F Ltr.	9-19-73 9-24-73 3-29-76	Renewal of Auxiliary Jonathan D. Blake Covington and Boring now represents station WHCO		

BL-13296 - Ltr Amending type trans, should be: GATES, BC-1H.- 5-7-73

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

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Letters W H C OName HIRSCH COMMUNICATION ENGINEERING CORPORATION
SPARTA, ILLINOIS

File No.	Dated	Application for	Action	
			Nature	Date
BR-3085 R & F PN Recd. PRESS	7-26-76 7-30-76 " SEP 1 1976	RENEWAL OF LICENSE (MAIN & AUXILIARY TRANS.) AMENDED 10-12-76 re: commercial matter	GRANTED	11-15-76
BR790727VD PRESS:	SEP 18 1979	RENEWAL OF LICENSE	GRANTED	11-30-79

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.

