

W H E P



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 2,290,109

## BROADCASTING STATION LICENSE RECORD

Date first licensed 8-3-53 Call letters W.H.E.P.  
 STEWART BROADCASTING COMPANY, INC. (AL 7-21-80, Station Location: Foley, Alabama  
 EFF: \_\_\_\_\_  
 xx JAMES E. STEWART tr/as STEWART BROADCASTING CO., (AL 4-19-61; EFF: 5-12-61)  
 x SOUTHWEST ALABAMA BROADCASTING CO., INC. (AL-11-12-58 EFF: 12-15-58  
 ALABAMA-GULF RADIO, INC. (AP 7-15-53 EFF: 7-15-53)  
 Name of licensee x HOWARD E. PILL tr/as ALABAMA-GULF RADIO

At inters. of Hwy. #59 and the Lane Rd., 2.5 mi. N. of Foley, Ala (BS 2-28-63)

Transmitter location At intersection of Highway #3 and the Lane Road, 2.5 miles  
north of Foley, Alabama (AP 5-1-53) (L 8-3-53)

Same as transmitter

XX At intersection of Highway #3 and the Lane Road, 2.5 miles north  
of Foley, Alabama (Ltr. 11-10-59)  
 Main studio location On Highway #3, 1.6 miles north of Foley, Alabama (AP 5-1-53) (L 8-3-53)

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-8012 (Order Issued)	3-20-53	1310kc	1kw	Daytime	CP for new station granted subject filing MP for approval antenna & T. Site. (CONDITIONAL CLAUSE)
BP-8012 BP-6189	5-1-53	1310kc	1kw	Day	7-1-53 1-1-54 CP for new station & MP for approval antenna, trans. & studio loca and change type trans.
RAP-214 EFF:	7-15-53 7-15-53	Vol. assignment of CP to RADIO, INC.			ALABAMA-GULF
BL-5031 Lic. cover CP (BP-8012, as mod.) for new station	8-3-53	1310	1kw	Day	8-3 4-1-55
BR-2845	3-9-55	Renewal of license			4-1 4-1-58
BRC-724 (1)	5-16-55	Modification of license to operate trans. by remote control from Highway 3, north of Foley, Alabama.			1.6 miles
BS-2845 (2)	2-12-57	Mod. of license (BL-5031) to correct times computed for October sunrise and December sunset. (Memo)			
BR-2845	3-19-58	1310kc	1kw	Day	4-1 4-1-61
BAL-3207 EFF:	11-12-58 12-15-58	Voluntary assignment of license to Southwest Alabama Broadcasting Co., Inc.			
BH-2845	3-8-61	1310kc	1kw	Day	4-1 4-1-64
BAL-4171 EFF:	4-19-61 5-12-61	Voluntary assignment of license to James E. Stewart tr/as Stewart Broadcasting Co.			
BS-2845	2-28-63	1310kc	1kw	Day	2-28 4-1-64 Mod. of license to show redescribed transmitter and studio location.
BR-2845	1-17-64	Renewal of license			4-1 4-1-67
BR-2845	3-29-67	Renewal of License			4-1 4-1-70
TELEGRAM	10-17-67	15A	500w		
BR-2845 (S)	4-1-70	Renewal			4-1-73
EBSA	6-12-72				
BR-2845(L)	3-30-73	RENEWAL			4-1-76

CARD 2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WHEP

Station location Foley, Alabama

Name of licensee <sup>x</sup>JAMES E. STEWART TR/AS STEWART BROADCASTING CO.

Transmitter location SEE CARD 1

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BR-2845(S)	9-14-76	Renewal of License			4-1-79
Ltr. 5-6-77		New Trans. installed		RCA BTA-1S	
BZ-9527	12-21-77	Direct Measurement			4-1-79
BR781130UC(S)	3-22-79	RENEWAL OF LICENSE			4-1-79
BAL800630HD	7-21-80	VOL AL.		EFF:	

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters ..... New .....Name HOWARD W. BILL, Jr./as ALABAMA-GULF RADIO .....(P.O. Box 1031, Montgomery, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BP-3012	2-20-51	Construction permit for a new standard broad- cast station to be operated on: Frequency: 1310kc Power: 1kw Hours of Operation: Daytime Trans. Location: To be determined Foley, Alabama Studio Location: To be determined Foley, Alabama  C. I. Shelkofsky, Engr. Montgomery, Alabama	GRANTED Dec. 10019 Cond'l re filing MP for approval site and submit spec. to show transmitter complies with Sec. 3.46.	3-20-53
Rec'd	2-26-51			
Filed	2-26-51			

Collins 207

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters W H E PName HOWARD E. PILL tr/as ALABAMA-GULF RADIO

File No.	Dated	Application for	Action	
			Nature	Date
BMP-6189 Rec'd Filed	4-9-53 4-13-53 4-13-53	Modification of construction permit (BP-8012 which auth. a new standard broadcast station) for approval of antenna, transmitter location as 2.5 mi. north of Foley at the intersection of Highway No. 3 and the Lane Road, nr. Foley, Alabama; and specify studio location as On Highway No. 3 (PO Box 1556) 1.6 mi. north of Foley, Alabama and change type of transmitter. (Collins 20-V).  John O. Spearman, Atty. G. I. Shelkofsky, Engr.	GRANTED	5-1-53
BL-5031 Rec'd Filed	5-25-53 5-27-53 5-27-53	License to cover construction permit (BP-8012 as mod.,) which auth. a new standard broadcast station.  John O. Spearman, Atty. G. I. Shelkofsky, Engr.	GRANTED	8-3-53
AMENDED Rec'd Filed	7-21-53 7-22-53 7-22-53	AMENDED to change name to Alabama-Gulf Radio, Inc.		



## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters W H E PName HOWARD E. PILL tr/as ALABAMA-GULF RADIO

File No.	Dated	Application for	Action	
			Nature	Date
BAP-214 Rec'd Filed	6-23-53 6-24-53 6-24-53	Vol. assignment of construction permit to Alabama-Gulf Radio, Inc.  John C. Spearman, Atty.	GRANTED EFF:	7-15-53 7-15-53
BR-2845 Rec'd. Filed	12-18-54 12-20-54 12-20-54	Renewal of License	GRANTED	3-9-55
BRC-724 Rec'd Filed	5-10-55 5-11-55 5-11-55	Modification of license to operate transmitter by remote control from Highway 3, 1.6 miles north of Foley, Alabama. John C. Spearman, Atty.	GRANTED	5-16-55
BR-2845 Rec'd & Filed	12-26-57 12-30-57	Renewal of license.	GRANTED	3-19-58

## APPLICATION RECORD - BROADCASTING

AUG. 1955 #4  
 JAMES E. STEWART tr/as STEWART BROADCASTING CO.  
 X SOUTHWEST ALABAMA BROADCASTING COMPANY, INC.

Call  
 Letters W H Z F

Name X ALABAMA-GULF RADIO, INC.

FOLEY, ALABAMA

File No.	Dated	Application for	Action	
			Nature	Date
BAL-3207 Rec'd. Filed	10-2-58 10-15-58 10-15-58	Voluntary assignment of license to COMPANY Southwest Alabama Broadcasting Co., Inc.  Frank U. Fletcher, Atty.	GRANTED EFF:	11-12-58 12-15-58
BR-2845 Rec'd Filed	12-26-60 1-3-61 1-3-61	Renewal of license  Represented by Spearman and Roberson ltr. 2-1-61	GRANTED	3-8-61
BAL-4171 Rec'd Filed	2-1-61 3-3-61 3-3-61	Voluntary assignment of license to James E. Stewart tr/as Stewart Broadcasting Co.  Edward F. Kenehan, Atty.	GRANTED EFF:	4-19-61 5-12-61
* * * * * BR-2845 R & F	12-12-63 12-16-63	Renewal of License	GRANTED	3-17-64
BR-2845 R & F	12/29/66 1/3/67	Renewal of license	GRANTED	3-29-67

APPLICATION RECORD - BROADCASTING

Call Letters W H E P

Name JAMES E. STEWART tr/as STEWART BROADCASTING CO.  
Foley, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BR-2845 R & F #565925\$75. PN12-31-69 PRESS	12-15-69 12-31-69 12-31-69	Renewal of license AMENDED 3-12-70 re: Programming	GRANTED	4-1-70
BR-2845 R & F PN Recd. PRESS JAN 8 1973	12-17-72 1-2-73 "	RENEWAL OF LICENSE AMENDED 2-26-73 re: programming	GRANTED	3-30-73
BR-2845 R & F PN Re c'd PRESS	11-20-75 12-1-75 " " JAN 26 1976	Renewal of License	GRANTED	9-14-76

APPLICATION RECORD - BROADCASTING

1310khz

#6 STEWART BROADCASTING COMPANY, INC.

Call  
Letters W.H.E.P.

Name ~~xxx~~ JAMES E. STEWART tr/as STEWART BROADCASTING CO.  
Foley, Alabama

File No.	Dated	Application for	ACTION	
			Nature	Date
BZ-9527 R & F DM PRES: NOV 2	5-30-77 6-2-77 10-7-77 1977	Direct Measurement	GRANTED	12-21-77
BR781130UC PRESS: JAN 22 1979		RENEWAL OF LICENSE	GRANTED	3-22-79
BAL800630HD Form 316 PRESS JUL 16 1980		Voluntary assignment of license to Stewart Broadcasting Company, Inc.  Atty M. Scott Johnson	GRANTED  EFF:	7-21-80

RECORD OF APPLICATIONS REQUESTING FACILITIES OF BROADCASTING STATION W H E PLicensee <sup>^</sup> HOWARD E. PILL tr/as ALABAMA-GULF RADIO

File No.	Date	Call Letters	Name and Location of Applicant	Remarks	Disposition
7					

Renewal Requested	Date Received	Designated for Hearing	Reason	Remarks

## 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.

