

WILA



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No 1390199

June 1954

## BROADCASTING STATION LICENSE RECORD

3506

Date first licensed 10-16-57Call letters WILAWILA, INC. (AL 12-31-69, Eff: 1-14-70) Station location Danville, Virginia

x BARON BROADCASTING CORPORATION, (APL 7-20-60; EFF: 9-1-60)

x EASTERN BROADCASTING CORPORATION (AL-5-27-59 EFF: 7-1-59)

XWILA, INCORPORATED (AP 4-17-57; EFF: 4-22-57)

Name of licensee x S. L. GOODMAN

(CP 2-6-57)(BL-10-16-57)

x 0.3 mile W. of Dan River 0.6 mi. S. of city limits of Danville, Va.

Transmitter location x Whitmell St., 1.4 miles SE of city limits of Danville, Va. (CP 12-19-56)

865 Industrial Avenue, Danville, Virginia (RC-10-21-66)

x 560 Patton Street, Danville, Virginia (BRC-11-25-59)

R.C.

X705 Main St., Danville, Va. (BPC BMP 6-14-57)

Main studio location x To be determined, Danville, Virginia (CP 12-19-56) (BL-10-16-57)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BP-10693	12-19-56	1580kc	500w	Day	2-19-57 8-19-57
		CP for new standard broadcast station			
BP-10693	2-6-57	1580kc	500w	Day	4-6-57 10-6-57
		CP for new standard broadcast station			
BAP-333 EFF:	4-17-57 4-22-57	Vol. assignment of CP to W I L A, INCORPORATED.			
BRC-1153 BMP-7625	6-14-57	1580kc	500w	Day	
		Mod CP (BP-10693) to change type transmitter to Collins 20V; Studio location and RC as 705 Main Street, Danville.			
BL-6776	10-16-57	1580	500w	Day	10-16 10-1-60
		License to cover CP (BP-10693) as mod., which authorized a new standard broadcast station.			
BMP-7592	2-11-59	1580kc	1kw	Day	4-11 10-11-59
		<del>Mod. of CP (BP-10693) to change type transmitter, change applicant name, increase power, and delete requests to change frequency and increase hght. of ant.</del>			
BL-6776	10-16-57	1580kc	500w	Day	10-16 10-1-60
		Superseding license to correct type trans. and ground system & pick up remote control			
BL-7436 (U)	5-4-59	License to cover CP (BMP-7592) which authorized an increase in power to 1kw.			
BAL-3457 EFF:	5-27-59 7-1-59	Voluntary assignment of license to Eastern Broadcasting Corporation.			
	11-5-59	1580kc	1kw	Day	11-5-59 10-1-60
		License to change Studio location and Remote Control Unit: from 705 Main Street, Danville, Virginia to 400 Patton Street, Danville, Virginia.			
BP-13637	12-16-59	1580	250w	Aux.	2-16 8-16-60
		CP to install a new transmitter (COLLINS 300G) on Main trans. location, Danville, Virginia, to be used as an auxiliary transmitter on 1580kc, with power of 250w for auxiliary purposes only. Using remote control operation of the transmitter.			
BAPL-216 EFF:	7-20-60 9-1-60	Voluntary assignment of construction permit and license to Baron Broadcasting Corporation			
		Further consideration.			



Form BC 126 #2  
June 1954

## BROADCASTING STATION LICENSE RECORD

3506

Date first licensed 10-16-27

Call letters WILA

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
BR-3506	12-7-60	1580kc	250w	Day	12-7 10-1-63
BL-8036 <i>not renewed</i>	12-9-60	1580kc	250w	Aux	12-9 10-1-63
		Lic. to cover cp (BP-13,637) which auth. instl. of new trans. to be used as an aux. trans. for aux. purp. only using RC operation of trans.			
BTC-3922 EFF: Per Form 323	1-17-62 2-1-62	Voluntary transfer of control of licensee corporation from Ralph J. Baron to Ralph J. Baron, Individually and as Trustee.			
BTC-3995 EFF: Per Form 323	9-14-62 9-20-62	Voluntary relinquishment of positive control of licensee corporation by Ralph J. Baron, Individually and as trustee thru transfer of stock to Judith M. Baron.			
	10-30-63	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.			
BR-3506	11-15-63	Renewal of license			11-15 10-1-66
BTC-5123	6-30-66	Voluntary acquisition of negative control of lic. corp. by each, Ralph J. Baron and Judith J. Baron thru purchase of stock (and retirement thereof) by the lic. corp. from Edward B. Kenn			
BP-17387	10-12-66	1580kc	250w	Aux.	12-12 6-12-67
		CP to install auxiliary trans. (RCA 250K) at main trans. loc. to be operated on 1580kc, 250w for auxiliary purposes only (with remote control from 865 Industrial Ave., Danville, Va.)			
BZ-6236	3-23-67	RENEWAL OF LICENSE			3-29 10-1-69
BR-3506 BL-11,473	3-29-67	1580kc	250w	Aux.	3-29 10-1-69
		Lic to cover CP (BP-17,387) which auth install aux. trans at main trans loc with RC for aux. purposes only.			
BZ-6368 ARC-2980	4-11-67	Auth. to determine operating power by direct meas. of antenna power (Main)			
BZ-6369 (1)	4-11-67	Auth to determine operating power by direct mes. of antenna power (Aux.)			



Form BC 126  
June 1954

#3

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W I L A

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
BTC-5812	12-31-68	Vol. TC	EFF:	1-7-69	
BR-3506	9-25-69	Renewal of License (Main-S & Aux.-L)			10-1-72
BAL-6699	12-31-69	Vol. AL			
EBSA	6-12-72				
BR-3506(L)	10-27-72	RENEWAL Main & Aux.			10-1-75
BR-3506(S)	9-23-75	RENEWAL (MAIN & AUX.)			10-1-78
BR-3506					
BTC790124EC	2-28-79	INVOL. TC		EFF:	
BR-3506	10-18-78	REN. OF LIC. (MAIN & AUX.)			10-1-81
BZ-790702AG(L)	8-17-79	Direct Measurement			10-1-81
		<i>Over B/C</i>			



## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call  
Letters NEW- W I L AName S. L. GOODMAN  
(P.O. - Drawer 2-Y, 303 West Main Street, Richmond 5, Virginia)

File No.	Dated	Application for	Action	
			Nature	Date
BP-10,693 Rec'd Filed	7-7-56	Construction permit for a new standard broadcast station to be operated on: Frequency - <del>970kc</del> 1580kc Power - 500w Hours of operation - Daytime Transmitter location - 1.4 mi SE of city limits (redesc) Whitmell St. <del>NE of Atlantic Danville RR</del> Danville, Virginia Studio location - To be determined. Danville, Virginia  Atty. - D.F. Prince Engr. - Frank H. McIntosh & Assoc. AMENDED to change frequency to 1580kc.	GRANTED	<del>12-19-56</del>
	7-12-56		ON COMM. OWN MOTION GRANT SET ASIDE 1-17-57 MEMO OP. & ORDER ISSUED.	
	7-12-56		GRANTED	2-6-57
AMENDMENT	11-24-56	(SEE CARD NO. 2 FOR AMENDMENT)		
Rec'd	11-28-56			
Filed	11-28-56			
* PROTEST OF GRANT OF CONSTRUCTION PERMIT FILED 1-3-57 by Daly for Danville Broadcasting Corp.				
REPLY TO PROTEST OF GRANT OF CP filed 1-11-57 by Prince for WILA <span style="float: right;">BP-10914</span>				
ANSWER TO REPLY TO PROTEST OF GRANT OF CP filed 1-16-57 by Daly for P-10914				
* PROTEST of GRANT DISMISSED BY LETTER 1-28-57 AT REQUEST OF ATTY. HARRY J. DALY.				



GATES BC 500K



FORM BC-121 #2  
AUG. 1955

# APPLICATION RECORD - BROADCASTING

Call  
Letters W T I I

Name S. L. GOODMAN

File No.	Dated	Application for	Action	
			Nature	Date
BMP-7509	12-27-56	Modification of construction permit (BP-10,693, which authorized a new standard broadcast station) to change antenna-transmitter location from 1.4 miles southeast of city limits of Danville, Virginia to 0.6 mi. S. of city limits, 0.3 mi. W. of Dan River, Danville, Virginia, and make changes in antenna system (decrease height).	Application accepted on 1-29-57 as amendment to BP-10,693. Records pertaining to BMP-7509 close	
Rec'd	12-28-56		<del>XXXXXXXXXX</del>	
Filed	12-28-56		GRANTED 2-6-57	
AMENDMENT	1-14-57	D. F. Prince, Atty. Lohnes and Culver, Engrs. AMENDMENT to make changes in antenna system (decr. hght)		
Rec'd	1-15-57			
Filed	1-15-57			



## APPLICATION RECORD - BROADCASTING

AUG. 1955

WILA, INCORPORATED

Call

Letters W.I.L.A.Name X.S.L. GOODMAN

File No.	Dated	Application for	Action	
			Nature	Date
AMENDMENT BP-10,693 Rec'd Filed	1-24-57 1-29-57 1-29-57	AMENDED to change antenna-trans. location to 0.6 mi S of city limits, 0.3 mi W of Dan River Danville, Virginia and make changes in antenna system (decr. hght).	GRANTED	2-6-57
BMP-7592 Rec'd Filed	3-9-57 3-12-57 3-12-57	Modification of construction permit(BP-10,693) which auth. a new standard broadcast station) to change frequency from 1580kc to <del>990kc</del> <del>changes in antenna system (incr. hght)</del> and change type transmitter (COLLINS 20V).	GRANTED	2-11-59
AMENDMENT Rec'd Filed (SEE CARD #5 FOR AMENDMENT)	4-26-57 4-29-57 4-29-57	AMENDED to change appl. name to WILA, Incorporated. Atty. - D.F. Prince Engr. - Lohnes and Culver		
BAP-333 Rec'd Filed	4-10-57 4-11-57 4-11-57	Voluntary assignment of construction permit to WILA, Incorporated D. F. Prince, Atty.	GRANTED EFF:	4-17-57 4-22-57



## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call

Letters W I L A

WILA, INCORPORATED (AP 4-17-57; EFF:4-22-57)

Name  S. L. GOODMAN

File No.	Dated	Application for	Action	
			Nature	Date
BMP-7625	4-15-57	Modification of construction permit (BP-10,693, which authorized a new standard broadcast station) to change type transmitter (Collins 20-V).  D. F. Prince, Atty.	GRANTED	6-14-57
Rec'd	4-16-57			
Filed	4-16-57			
AMENDMENT	4-26-57	Amended to change applicant name to WILA, Incorporated.		
Rec'd	4-29-57			
Filed	4-29-57			



AUG. 1955

#5

## APPLICATION RECORD - BROADCASTING

Call  
Letters WILAName WILA, INCORPORATED

File No.	Dated	Application for	Action	
			Nature	Date
BRC-1153 Rec'd Filed	4-27-57 4-29-57 4-29-57	Modification of construction permit to operate transmitter by Remote Control from 705 Main Street, Manville, Virginia. Prince, Taylor & Crampton, Atty	GRANTED Issued with BMP-7625	6-14-57
BL-6776 Rec'd Filed	8-17-57 8-19-57 8-19-57	License to cover construction permit BP-10693 as modified, which authorized a new standard broadcast station.	GRANTED	10-16-57
BMP-7692 AMENDMENT REC'D FILED	10-30-57 11-1-57 11-1-57	AMENDED to increase power from 500w to 1kw and delete requests to change frequency & increase height of antenna. Per letter of 2-12-58, D. F. Prince no longer represents licensee. Per letter of 2-13-58, Benedict P. Cottone now represents licensee. Per letters of 3-19-59 station no longer represented by Scheiner. Now represented by Mallick and Bernton.	GRANTED as a construction permit.	2-11-59



## APPLICATION RECORD - BROADCASTING

Call  
Letters W I L AName WILA, INCORPORATED

File No.	Dated	Application for	Action	
			Nature	Date
BL-7436 R & F	2-14-59 2-16-59	License to cover C.P. (BMP-7592) which authorized an increase in power.	GRANTED	6-4-59
EAL-3457 Rec'd. Filed	4-30-59 5-1-59 5-1-59	Voluntary assignment of license to Eastern Broadcasting Corporation.  Norman E. Jorgensen, Atty.	GRANTED EFF:	5-27-59 7-1-59
BP-13,637 Rec'd Resub. R. & F.	11-10-59 11-16-59 11-24-59 11-25-59	Construction Permit to install a new transmitter (Collins 300-G) <del>on-site</del> <sup>Main trans. location</sup> Danville, Virginia, to be used as an auxiliary transmitter on 1580kc, with power of 250kw for auxiliary purposes only. using remote control operation of the trans. Atty's: Krieger & Jorgensen  Returned <del>11-19-59</del> Sect. I dated prior to Section II.	GRANTED	12-16-59



AUG. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters V I L AName BARON BROADCASTING CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
BR-1578 Rec'd Filed	11-24-59 11-24-59 11-24-59	Modification of license to change Studio location and Remote Control Point from 705 Main Street, Danville, Va., TO 560 Patton Street, Danville, Virginia	GRANTED	11-25-59
Norman E. Jorgensen, Atty.				
BR-3506 Rec'd Filed	6-21-60 6-22-60 6-22-60	Renewal of license Atty: Norman E. Jorgensen AMENDED 9-8-60 TO CHANGE APPLICANT NAME TO "BARON BROADCASTING CORPORATION" per BAPL-216 gr. 7-20-60.	GRANTED	12-7-60
BAPL-216 Rec'd Filed	6-28-60 6-29-60 6-29-60	Voluntary assignment of construction permit and license to Baron Broadcasting Corporation.  Norman E. Jorgensen, Atty. for Assignor E. Theodore Mallyck, Atty. for Assignee	GRANTED EFF:	7-20-60 9-1-60



## APPLICATION RECORD - BROADCASTING

Call

Letters W.I.L.A.

#8

Name x EASTERN BROADCASTING CORPORATION  
DANVILLE, VIRGINIA

File No.	Dated	Application for	Action	
			Nature	Date
BL-8036 Rec'd Filed	6-23-60 7-18-60 7-18-60	License to cover C.F. (BF-13637) which authorized installation of a new transmitter to be used as an aux. trans. for aux. purposes only using remote control operation of the transmitter. ATTY'S: Krieger & Jorgensen	GRANTED	12-9-60
AMENDMENT R & F	8-31-60 9-8-60	AMENDED to change applicant name to BARON BROADCASTING CORPORATION (BAPL-216 gr 7-20-60) Atty. - <u>Mallyck &amp; Bernson</u>		
BTC-3922 Rec'd Filed	12-8-61 12-12-61 12-12-61	Voluntary transfer of control of licensee corporation from Ralph J. Baron to Ralph J. Baron, individually and as trustee.  E. Theodore Mallyck, Atty.	GRANTED EFF: Per Form 323	1-17-62 2-1-62



## APPLICATION RECORD - BROADCASTING

Call  
Letters W I L AName BARON BROADCASTING CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
BTC-3995 Rec'd Filed	2-26-62 2-28-62 2-28-62	Voluntary relinquishment of positive control of licensee corporation by Ralph J. Baron, Individually and as trustee thru transfer of stock to Judith M. Baron.  E. Theodore Mallyck, Atty.	GRANTED EFF: Per Form 323	9-14-62 9-20-62
BR-3506 R & F	6-29-63 7-5-63	Renewal of license Atty. E. Theodore Mallyck	GRANTED	11-15-63
BTC-5123 R & F (Form 316)	6-3-66 6-17-66	Voluntary acquisition of negative control of lic. corp. by each, Ralph J. Baron and Judith J. Baron thru purchase of stock (and retirement thereof) by the lic. corp. from Edward B. Kenm  Atty - <u>Mallyck</u> & Bernton	GRANTED	6-30-66



FORM BC-121  
AUG. 1955

#10

# APPLICATION RECORD - BROADCASTING

Call  
Letters .....W.I.L.A.....

Name WILA, INC.  
 BARON BROADCASTING CORPORATION  
Danville, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BR-3506 R & F	6-30-66 7-1-66	Renewal of License  Atty.: E. Theodore Mallyck	GRANTED issue with BZ-6236	3-23-67
BP-17,387 R & F	9-9-66 9-15-66	Construction to install auxiliary trans (RCA-250K) at main trans. loc., to be operated on 1580kc, 250w for auxiliary purposes only. (with remote control from 865 Industrial Ave., Danville, Va.)	GRANTED	10-12-66
		Attys - Mallyck & Bernton		
BRC-2980 R & F	10-10-66 10-11-66	Modification of license to change studio location and remote control point to 865 Industrial Avenue, Danville, Virginia. (Main Transmitter) Atty.: E. Theodore Mallyck	GRANTED Not issued, to be issued with renewal.	10-21-66



FORM BC-121 #11  
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call  
Letters W I L A

Name BARON BROADCASTING CORPORATION  
Danville, Virginia 24540

File No.	Dated	Application for	Action	
			Nature	Date
BZ-6236 R & F	9/19/66 9/20/66	Auth. to determine operating power by direct meas. of antenna power. (Main) Atty: E. T. Mallyck Engr: R. H. Epperson, Ararat, Va.	GRANTED Issue with BR-3506	2-23-67
BL-11,473 R & F	10/15/66 10/18/66	Lic. to cover CP (BP-17,387) which auth. install Auxiliary trans. at main trans loc., with remote control for auxiliary purposes only. Atty: E. T. Mallyck	GRANTED	3-29-67
BZ-6368 R & F	2/10/67 2/14/67	Auth. to determine operating power by direct meas. of antenna power. (Main) E.T. Mallyck	GRANTED	4-11-67
BZ-6369 R & F	2/13/67 2/14/67	Auth. to determine operating power by direct meas. of antenna power. (Aux.) Atty: E. T. Mallyck	GRANTED	4-11-67



FORM BC-121 #12  
AUG. 1955

APPLICATION RECORD - BROADCASTING

1580kc

Call W I L A  
Letters .....

Name BARON BROADCASTING CORPORATION  
Danville, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BTC-5812 Rec'd Filed Fee: \$30 #477239 <b>DEC 17 1968</b>	12-2-68 12-9-68 12-9-68	Voluntary relinquishment of negative control of licensee corporation (by each) Ralph J. Baron and Judith M. Baron, thru purchase of stock by Neill McMillan and George J. Lund from the licensee corporation. Atty: E. Theo. Mallyck	GRANTED EFF:	12-31-68 1-7-69
BR-3506 R & F #519233 \$75. BR-3506 R & F #519234 \$30 PRESS JUL 2 1969	6-1-69 6-3-69 6-3-69 6-1-69 6-3-69 6-3-69	Renewal of license (Main)  Renewal of license (Aux.) Atty- <u>Mallyck &amp; Bernton</u>	GRANTED	9-25-69
BAL-6699 R & F FEE PD: \$75 #524938  Pub.notice filed 7-23-69	6-23-69 6-25-69 #524938	Vol. assignment of lic. to W I L A, INC.  Atty - Mallyck & Bernton	GRANTED Eff:	12-31-69 1-14-70



APPLICATION RECORD - BROADCASTING

Call  
Letters W I L A

Name WILA, INC.

DANVILLE, VIRGINIA

File No.	Dated	Application for	Action	
			Nature	Date
BR-3506 R & F PN Recd. PRESS JUN 21 1972	6-12-72 6-15-72 " 8 2-72	RENEWAL OF LICENSE (MAIN & AUXILIARY) Mallyck & Bernton, Atty.	GRANTED	10-27-72
BR-3506 R & F PN Recd. PRESS MAY 30 1975	5-1-75 5-21-75 "	RENEWAL OF LICENSE (MAIN & AUXILIARY) Mallyck & Bernton, Atty. AMENDED 9-3-75 re: EEO	GRANTED	9-23-75
BR-3506 R & F PRESS JUN 2 1978	5-15-78 5-22-78	RENEWAL OF LICENSE (MAIN & AUXILIARY) E.T. Mallyck, Atty.	GRANTED	10-18-78



Form BC-121  
May 1976

## APPLICATION RECORD - BROADCASTING

Call  
Letters W I L AName WILA, INC.  
Danville, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BTC790124EC Form 316 PRESS	1-15-79 2-9-79	Invol. TC of lic corp from Neill K. McMillan and Frances R. McMillan (50% Each) to Frances R. McMillan, Individually and as Executor of the Estate of Neill K. McMillan (deceased)  Atty - E. Theodore Mallyck (Smith & Pepper)	GRANTED EFF:	2-28-79
BZ-790702AG R & F DM PRESS	7-2-79 7-16-79	Direct Measurement Att: E. Theodore Mallyck	GRANTED	8-17-79
BR-810527UM Press <b>AUG</b>	<b>5 1981</b>	Renewal of License Atty: E. Theodore Mallyck	GRANTED	10-22-81



## 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.

