

WJMO



REMOVABLE LABEL

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/8

BROADCASTING STATION LICENSE RECORD

W J M O (1-30-59)

Date first licensed 2-10-48

Call letters X W S R S

Location: Cleveland Heights, Ohio

FRIENDLY BROADCASTING COMPANY (AL-1-14-59 EFF: 1-19-59)
X W S R S, INC. (AL-1-9-48) EFF: 5-8-48

Name of licensee X SAMUEL R. SAGUE

11821 Euclid Avenue, Cleveland 6, Ohio (Ltr. redescription 2-10-61) (BS 3-29-61)

X East 118th St. and Euclid Avenue, Cleveland Heights, Ohio

X 2156 Lee Road, Cleveland Heights, Ohio. (Lic. 2-10-48)

Transmitter location X Marshall Motors Bldg., SW cor. at intersection of Lee Road and Cedar
Road, Cleveland Heights, Ohio (CP & MP 10-30-47)44106 11821 Euclid Avenue, Cleveland Ohio (Ltr. 2-10-61) (BS 3-29-61)
Main studio location X 2156 Lee Road, Cleveland Heights, Ohio (CP & MP 10-30-47) (Lic. 2-10-48)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
2-P-4377	1-6-47	1490	250w	U	
Order issued - CP for new station granted subject to filing MP for approval of T site and antenna (Conditional Clause)					
B2-P-4377 BMP-2650)	10-30-47	1490	250w	U Cond'l	12-30 6-30-48
C.P. for a new station and MP Approval T&S sites and antenna					
L-2879	2-10-48	1490	250w	U	2-10 8-1-48
Lic. to cover CP (4379 as mod) for a new standard station. (COND. CLAUSE)					
BAL-698	4-9-48	Vol. assignment of Lic. from Samuel R. Sague to WSRS, Inc.			
EFF:	5-8-48				
BP-6783	6-23-48	1490	250w	U	8-23 2-23-49
CP to make changes in vertical antenna. (COND. CLAUSE)					
BR-1844	7-28-48	1490	250w	U	8-1 8-1-51
BL-3420	11-26-48	1490	250w	U	11-26 8-1-51
Lic. to cover CP (6783) to make changes in vertical antenna. (COND. CLAUSE)					
BZ-3059	7-13-49	1490	250w	Un	7-13 8-1-51
Determine opr power by direct method. (Cond. cl)					
BR-1844	7-25-51	1490	250w	U	8-1 10-1-52
BR-1844	9-3-52	1490	250w	U	10-1 10-1-55
BR-1844	9-28-55	Renewal of license			10-1 10-1-58
BR-1844	9-24-58	Renewal of License to			10-1-61
BAL-3286	1-14-59	Voluntary assignment of license to			
EFF:	1-19-59	Friendly Broadcasting Company.			
BP-12681	2-12-59	1490kc	250w	U (RC)	4-12 10-12-59
CP to change antenna-transmitter location and make changes in antenna system (decrease height) and operate transmitter by remote control from 2156 Lee Road, Cleveland Heights, Ohio. (Cond'l)					
BMP-8457	10-2-59	1490kc	250w	U (RC)	12-2 6-2-60
Mod. of CP (BP-12,681) to chg ant. location at same site; make chgs in ground system & antenna system (inc. hgt), chg type trans. (RCA BTA-1R)					

Form BC 126

June 1954

BROADCASTING STATION LICENSE RECORD

#2

Date first licensed

Call letters W J M 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-7680	11-21-60	1490kc	250w	U	11-21	10-1-61
	Lic. to cover cp (BP-12,681 as mod) which auth. chg. ant.=trans. loc., make chgs. in ant. sys., chg. type trans. and operate trans. by RC.					
BS-1844 (2)	3-29-61	Vol. License (11-26-60)	Deleted. (Delete Remote Control)			
BMP-8502	3-29-61	1490kc	250w-1kw-LS	U	5-29	11-29-61
	CP to increase daytime power to 1kw, install new trans. (RCA BTA-1R) operate trans. by remote control as authorized by (Cond' 1					
Br-1844	1-19-65	1490kc.	250w	U	1-19	2-1-66
BL-8950	2-4-65	1490kc	250w-1kw-LS	U	2-4	2-1-66
	Lic to cover CP(BMP-8502) which auth. the incr. in daytime power, change in type trans., operate trans by RC.					
BR-1844	6-2-66	1490kc	250w, 1kw-LS	U	6-2	10-1-67
BR-1844	6-2-66	This authorization supersedes authorization as of the same date.				
BS-1844 (1)	8-28-67	Mod. of Lic. to redesc. ant. (Memo)				
BR-1844	9-8-67	1490kc	250-1kw-LS	U	10-1	10-1-70
BR-0810(2)	11-27-68	Direct beas.				
BTC-9894	4-17-69	Vol. TC				
Comtel	3-23-71	Chg. marking to para. 1, 3, 12 & 21				
EBSA	5-22-72					

APPLICATION RECORD - BROADCASTING

Call WSRS
 Letters x New

Name SAMUEL R. SAGUE (P.O. 210 Heights-Rockefeller Bldg.
(P.O. Temp. 4 Victory Drive, Hamilton, Ohio) Cleveland Heights 18, Ohio)

File No.	Dated	Application for	Action	
			Nature	Date
B2-P-4377	11-28-45	Construction Permit for a new standard broadcast station to be operated on: Frequency - 1490 kc Power - 250w Hours of operation - Unlimited time Trans. location - To be determined, Cleveland Heights, Ohio Studio location - To be determined, Cleveland Heights, Ohio (Call "WSBR" reserved) (Filed by Harry J. Ockershausen, atty.)	Docket No. 7176	
Rec'd	11-29-45		GRANTED AFTER HEARING	
Filed	11-29-45		Decision B-311 1-6-47 subject filing MP for approval of T site and antenna and Conditional re waiver 3.55(b) and 3.60 - Order issued Issued with MP-2650	

RCA 250-K transmitter

Robert C. Higgy, Columbus, Ohio, Engr.

Form 94
#2

APPLICATION RECORD - BROADCASTING

Call
Letters W S R S

Name SAMUEL R. SAGUE

P. O. 210 Heights- Rockefeller Bldg., Cleveland Heights 18, Ohio

File No.	Dated	Application for	Action	
			Nature	Date
BMP-2650 Rec'd. Filed	3-21-47 4-4-47 4-4-47	Mod. of C. P. (B2-P-4377, which authorized a new standard broadcast station) for approval of antenna, for approval of transmitter location at Marshall Motors Building, SW corner at the intersection of Lee Road and Cedar Road, Cleveland Heights, Ohio and to specify studio location as 2156 Lee Road, Cleveland Heights, Ohio (Filed by Harry J. Ockershausen) (Worthington C. Lent, Engr.)	Docket No. 8498, Petition for reconsideration and application GRANTED 10-30-47 without hearing, subj. condition re blanketing Order Issued	

APPLICATION RECORD - BROADCASTING

Call
Letters W S R S
 #3
 Name x SAMUEL R. SAGUE
WSRS, INC. (4-9-48)

File No.	Dated	Application for	Action	
			Nature	Date
BL-2879 Rec'd Filed	12-4-47 12-5-47 12-5-47	License to cover C.P. (B2-P-4377, as mod.,) which authorized a new standard broadcast station. (New Forms) (Harry J. Ockershausen, Atty.)	GRANTED re blanketing clause	2-10-48
BAL-698 Rec'd Filed 6	1-28-48 2-3-48 2-3-48	Voluntary Assignment of License from Samuel R. Sague to WSRS, Inc. Harry J. Ockershausen, Atty.	GRANTED EPF:	4-9-48 5-8-48
RP-6783 Rec'd Filed	5-20-48 5-21-48 5-21-48	Construction Permit to make changes in vertical antenna. Harry J. Ockershausen, Atty.	GRANTED re blanketing clause	6-23-48

APPLICATION RECORD - BROADCASTING

Call
Letters W S R SName WSRS, INC.

File No.	Dated	Application for	Action	
			Nature	Date
MM-1844 Rec'd	5-28-48 6-1-48	Renewal of License Filed by Harry J. Ockershausen, Att'y.	GRANTED	7-28-48
BL-3420 Rec'd Filed	10-18-48 10-22-48 10-22-48	License to cover C.P. (BP-6783) which authorized to make changes in vertical antenna.	GRANTED	11-26-48 re blanketing clause
BZ-3059 Rec'd Filed	6-16-49 6-20-49 6-20-49	Authority to determine operating power by direct measurement of antenna power.	GRANTED	7-13-49 re blanketing clause

*Sup. re. by in program policies
filed 4-4-50 sent to the Bureau
same date*

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters W S R SName WSRS, Inc.

File No.	Dated	Application for	Action	
			Nature	Date
BR-1844 Rec'd Filed	5-1-51 6-1-51 6-1-51	Renewal of License (Filed by Harry J. Ockershausen, Atty.)	GRANTED	7-25-51
BR-1844 Rec'd Filed	6-13-52 6-26-52 6-26-52	Renewal of License Filed by Harry J. Ockershausen, Atty.	GRANTED	9-3-52
BR-1844 Rec'd Filed	6-30-55 8-1-55 8-1-55	Renewal of License Harry J. Ockershausen, Atty.	GRANTED	9-28-55
BR-1844 Rec'd Filed	6-23-58 7-3-58 7-3-58	Renewal of license Harry J. Ockershausen, Attorney	GRANTED	9-24-58

FORM BC-121
AUG. 1955

#6

APPLICATION RECORD - BROADCASTING

Call
Letters W S R S

Name W S R S, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BTC-2867 Rec'd. Filed	7-30-58 8-6-58 8-6-58	Voluntary transfer of control of licensee corporation from S.R. Sague and George P. Bickford to Shawn Broadcasting Corporation Leonard H. Marks, Atty.	DISMISSED applicant	12-19-58 per request.
BAL-3147 Rec'd Filed	8-25-58 8-26-58 8-26-58	Voluntary assignment of license to SHAWN BROADCASTING CORPORATION Cohn & Marks, Attys.	DISMISSED CONTINGENT ON GRANT OF (BTC-2867)	12-19-58 per applicant request.

APPLICATION RECORD - BROADCASTING

Call W J M O (1-30-59)
Letters: W.S.R.S.

NameW.S.R.S., INC.....

File No.	Dated	Application for	Action	
			Nature	Date
BAL-3286 Rec'd. Filed	12-16-58 12-18-58 12-18-58	Voluntary assignment of license to Friendly Broadcasting Company. Leonard H. Marks, Atty.	GRANTED EFF:	1-14-59 1-19-59
EP-12,681 Rec'd Filed	12-24-58 12-24-58 12-24-58	Construction permit to change antenna-transmitter location from 2156 Lee Road, Cleveland Heights, Ohio to East 118th Street and Euclid Avenue, Cleveland Heights, Ohio and make changes in antenna system (decrease height) and operate transmitter by remote control from 2156 Lee Road, Cleveland Heights Ohio. Contingent on grant of BAL-3286	GRANTED Cond'l re:	2-12-59 Before program tests authorized permittee shall submit complete non-directional proof of performance showing that radiation pattern is essentially circular.

AUG. 1955

Call
Letters WJMOName FRIENDLY BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-8457 Rec'd Filed	3-12-59 3-16-59 3-16-59	Modification of c.p. (BP-12,681 which authorized change antenna-trans. loc.; make changes in antenna system (decrease height) and operate transmitter by remote control) to change antenna location at same site; make changes in ground system and antenna system (increase height). AMENDED to inc. hgt of antenna (VGs filed) AMENDED to change type trans. (RCA BTA 1R) Leonard Marks, Atty.	GRANTED	10-2-59
Amended R. & F.	4-2-59 4-3-59			
Amended R. & F.	9-15-59 9-15-59			
BMP-8502 Rec'd Filed	4-13-59 4-13-59 4-13-59	Modification of Construction Permit (BP-12681 which auth. change antenna-trans. loc.; make changes in antenna system (decrease height) and operate trans. by remote control) to increase daytime power from 250w to 1kw, install directional antenna (DA-D), install new trans. (RCA-BTA-1M) and delete remote control. Atty.- Cohn and Marks Engr.- Carl E. Smith Consulting Radio Engr P.C.C. WASHINGTON, D.C. Brocksville, Ohio	GRANTED	3-29-61 Cond'l re: Prior to the commencement of prog. test sufficient data shall be submitted; Permittee shall accept such interf.; Permittee shall not commence prog. tests until 230 days after the effective date of grant. WITHOUT HEARING (ISSUED AS C.P.)

SEE CARD #9 FOR AMENDMENT

D-13059

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters WJHCName FRIENDLY BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
EL-7680 Rec'd Filed	10-5-59 10-5-59 10-5-59	License to cover construction permit (EP-12681, as modified) which authorized change antenna-transmitter location, make changes in antenna system, change type transmitter and operate transmitter by remote control. Cohn & Marks, Atty.	GRANTED	11-21-60
EMP-8502 (cont'd) AMENDMENT Rec'd Filed (ORDER)	11-29-60 11-29-60 12-13-60	AMENDED to change type trans. (RCA BTA 1R); operate trans. by remote control (as auth); delete request for DA-D. Engr. - Page, Creutz, Steel & Waldschmitt	GRANTED (Issued as new CP)	3-29-61
BR-1844 Rec'd & Filed	7-5-61 7-6-61	Renewal of License Cohn & Marks, attys.	GRANTED	1-19-65

FORM BC-121 #10
Aug. 1955

APPLICATION RECORD - BROADCASTING

1490kc

Call
Letters WJMO

Name FRIENDLY BROADCASTING COMPANY
Cleveland Heights, Ohio

File No.	Dated	Application for	Action	
			Nature	Date
BL-8950 R. & F.	11-24-61 11-24-61	Lic to cover CP(BMP-8502) which auth. incr. in daytime power, change in type trans, operate trans. by remote control. atty- Cohns & Marks	GRANTED	2-4-65
BR-1844 R & F	12-7-65 12-8-65	Renewal of license Atty: Roy F. Perkins, Jr.(Short Term)	GRANTED	6-2-66
BR-1844 R & F	6-24-67 7-3-67	Renewal of license. Atty: Marcus Cohn	GRANTED	9-8-67
JUL 18 1967			Con'd 250w Class IV stations	
BZ-6810 R & F DM	2/28/68 2/29/68 3/19/68	Direct Meas. Atty: Roy F. Perkins, Jr. Engr: Carl E. Smith, Cleveland, Ohio	GRANTED	4-19-68
APR 17 1968 BTC-5894 Rec'd Filed FEE PD: \$30 -501302 (Form 316)	3-7-69 3-18-69 3-24-69	Vol. transfer of control of lic. corp. from Richard Eaton to United Broadcasting Company, Inc. Atty - Cohn & Marks	GRANTED	4-17-69 Eff: 4-21-69

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call
Letters W J M OName FRIENDLY BROADCASTING COMPANY
CLEVELAND HEIGHTS, OHIO

File No.	Dated	Application for	Action	
			Nature	Date
BR-1844 R & F \$75 #613829 PN Recd. PRESS	7-6-70 " " " JUL 15 1970	RENEWAL OF LICENSE Roy F. Perkins, Jr. Atty. AMENDED 9-30-70 re: station personnel AMENDED 1-12-71 re: ltr. re: business interest	DESIGNATED FOR HEARING 1-26-72	19412
2-16-71 Annual filing fee 1971.		\$140.00 deducted from \$140.00 Renewal fee &	\$65. Extra. NO CREDIT TO	
BZ-8051 R & F DM PRESS Amended	12-3-71 12-3-71 12-8-71 MAY 26 1972 10-25-72	Direct Measurement. Atty: Cohn & Marks (Roy F. Perkins, Jr.) Engr. data		
		FCC FORM 316 rec'd 3-15-72 re Trust Agreement (SEE BOOK)	RET'D 8-15-72 UNNECESSARY	
302-2	12-16-72			

APPLICATION RECORD - BROADCASTING

1490kc.

Card #12

Call
Letters W J M O

Name FRIENDLY BROADCASTING COMPANY
Cleveland Heights, Ohio

File No.	Dated	Application for	Action	
			Nature	Date
BZ-8233 ✓	12-5-72	Direct Measurement.		
R & F	12-6-72	Atty: Cohn and Marks(Roy F. Perkins, Jr.)		
DM	12-11-72			
PRESS	DEC 21 1972			
LETTER RECEIVED 3-6-73		STATING THAT STATION IS NOW REPRESENTED BY SMITH & PEPPER		
LETTER 1-3-77		Stating that station is no longer represented by Smith & Pepper, Arent, Fox, Kintner, Plotkin & Kahn has been retained as communications counsel		
BAL-791012GA		Vol AL to BRUNSON BROADCASTING CO. OF OHIO, INC.		
FCRM 31h rec	10-3-79	Atty for assignor - H.Cole(Arent,Fox etc)		
FILED	10-12-79	for assignee - Lauren A. Colby		
	OCT 28 1979	CERTIFIED Art of Inc. - filed 10-12-79		
PN FILED	12-7-79	Correction re station loc.(assignee) filed 10-5-79		
		(over)		

BAL791012GA Amended 12-21-79 re: ascertainment data;
bank ltr. and sales agreement

AMENDED 5-28-80 re: Asset Purchase Agreement.

Amended 10-20-80 re: (assignor) Exhibit 1 updated other
broadcast interests

APPLICATION RECORD-BROADCASTING

Call Letters: WJMO

Name: FRIENDLY BROADCASTING COMPANY

Station Location: Cleveland Heights, Ohio

File No.	Date	Description	Action and Date
BTC810518EL Form 316 PRESS Also see WLPL	JUN 5 1981	Involuntary transfer of control from Richard Eaton to Suburban Trust Company Guardian	
BTC810701EM Form 316 PRESS Also see WOOK et al	JUL 16 1981	Invol TC from Suburban Trust Company (Guardian) to Suburban Trust Company and Dennison L. Mitchell (Personal Representatives) Atty	

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.

