

WLOX



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 139019a

PROFESSIONAL BROADCASTING STATION LICENSE RECORD

Date first licensed 8-2-48Call letters W L O XStation Location: Biloxi, MississippiName of licensee W L O X BROADCASTING COMPANY

DeBuys Road, Biloxi, Mississippi (Redescription)

x DeBuys Avenue and L & N RR, Biloxi, Mississippi (BP 10-20-71) L 3-23-72

x Buena Vista Hotel Building, Biloxi, Mississippi (CP 2-20-56)

Transmitter location x Beach Blvd., opposite Buena Vista Hotel, Biloxi, Miss. (CP & MP 9-23-47)
(LIC. 8-2-48)

/ at the Railroad (Redescription)

DeBuys Road, Biloxi, Miss. (Redescription)

x DeBuys Avenue and L&N RR, Biloxi, Mississippi (BP- 10-20-71) L 3-23-72

x Debuys Road, Biloxi, Mississippi (Ltr. 9-30-70)

x 700 West Jackson Street, Biloxi, Mississippi (BRC 11-3-69)

x Buena Vista Hotel Building, Biloxi, Mississippi (CP 2-20-56)

Main studio location x Beach Blvd., opposite Buena Vista Hotel, Biloxi, Miss. (CP & MP 9-23-47)
(LIC. 8-2-48)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-	
B2-P-4158	4-9-47	1490	250w	U		
C.P. for new station granted subject to filing MP for approval of T site and antenna - Order Issued						
B3-P-4158	9-23-47	1490	250w	U	11-23 5-23-48	
BMP-2965	Mod. CP (4158) to change type T, for approval of antenna and T site, change studio site. (Cond. Clause)					
BMP-3877	5-18-48	Mod. CP (4158 as mod) for ext. of completion date. (COND. CLAUSE)			11-23 6-23-48	
BL-3174	8-2-48	1490	250w	U	8-2 8-1-51	
Lic. to cover CP (4158 as mod) for a new station. (COND. CLAUSE)						
BL-3174	8-2-48	Superseding license issued as of same date to correct studio site, & T site.				8-2 8-1-51
BR-2033	7-11-51	1490	250w	U	8-1 6-1-52	
BR-2033	5-21-52	1490kc	250w	Un (CoC1)	6-1-52 6-1-55	
BZ-3604 (1)	8-11-54	Authority determine operating power by direct measurement and convert obstruction marking specifications				
BR-2033	5-11-55	1490	250w	U	6-1 6-1-58	
BP-10266	2-20-56	1490kc	250w	U	4-20-56 10-20-56	
CP to move antenna location & make changes in ground system						
BMP-7385 (1)	10-15-56	Mod. of CP (BP-10266) for extension of completion date to 2-20-57.				
BL-6541 (1)	3-12-57	License to cover BP-10266 as mod. to move antenna location and make changes in ground system.				
BR-2033	5-14-58	1490	250w	U	6-1 6-1-61	
BP-13438	10-14-59	1490	250w	U	12-14 6-14-60	
CP to install new transmitter (GATES BC-250T).						
BL-7804 (1)	5-16-60	Lic. to cover cp (BP-13,438) which auth. install new transmitter.				
BS-2033	8-3-60	Mod. of license to Antenna description. change				

Form BC 126

#2

June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W L O X

Station location

Name of licensee See Card #1

Transmitter location

Main studio location

COMMUNICATIONS BOARD RECORD

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period	
					From	To
BP-12462	10-20-60	1490kc	250w, 1kw-LS	U	12-20	6-20-61
			CP to increase daytime power to 1kw and install new transmitter (GATES BC-1T) (Cond'1)			
BL-8301	4-27-61	1490kc	250w-1kw	U	4-27	6-1-61
			Lic. to cover cp (BP-12,462) which auth. incr. in daytime power and instl. of a new trans.			
BR-2033	6-1-61	RENEWAL OF LICENSE			6-1	6-1-64
	6-3-64	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.				
BR-2033	6-22-64	Renewal of License			6-22	6-1-67
BR-2033	5-22-67	Renewal of License			6-1	6-1-70
Ltr.	10-16-69	Trans: RCA UTA-1R3				
BRC-3385(1)	11-3-69	Operate RC.				
Ltr.	9-30-70	Studio & RC: Dubuys Road, Biloxi, Miss.				
BR-2033	10-28-70	RENEWAL OF LICENSE (LONG)				NDEA 6-1-73
BP-19,100	10-20-71	1490kc	250w, 1kw	Unl.	10-20-72	Cond'1.
		CP to change TL and SL				
BL-13,173(L)	3-23-72	Lic.(BP-19,100) for changes				6-1-73
		1490kc	250w, 1kw-LS	U		
BRC	5-25-72					
BP-19,255	8-11-72	1490kc	250w 1kw	U	8-7-73	
		CP to increase tower height.				
BL-13,332(L)	11-17-72	Lic(BP-19,255) for changes				6-1-73
BR-2033(S)	6-12-73	RENEWAL			6-1-76	
BP-19,591	2-12-74	1490khz	250w 1kw	Aux.	2-12-75	
		CP to install a new aux. trans.				
BL-13707(L)	8-19-74	Lic. to cover BP-19591 for new aux. trans.				6-1-76
BRC-3742 (1)	10-29-74	ML to operate trans. by remote (Main & Aux.)				
BP-19,848	12-26-74	1490khz	250w, 1kw	U	12-26-75	
		CP to chg. from series to shunt feed folded unipole				

#3

BC-126
February 1974

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W L O X

Station location BILOXI, MISSISSIPPI

Name of licensee SEE CARD #1

Transmitter location SEE CARD #1

Main studio location SEE CARD #1

APPLICATION RECORD - BROADCASTING

Call W L O X
 Letters X New

Name WLOX BROADCASTING COMPANY
 (P.O. West Beach, c/o Hotel Buena Vista, Biloxi, Miss.)

File No.	Dated	Application for	Action	
			Nature	Date
B3-P-4158 Rec'd	10-4-45 10-8-45	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, Biloxi, Miss. Studio Location: Hotel Buena Vista, West Beach, Biloxi, Miss. (Call "WLOX" reserved) (Filed by Eliot C. Lovett, Atty.; Frank H. McIntosh, Engr.)	DOCKET NO. 6882 GRANTED AFTER HEARING Order No. B-273 Subject to filing MP for approval of T site and antenna Issued with MP 2965	4-9-47

RCA BTA-250-L Transmitter

APPLICATION RECORD - BROADCASTING

#2

Call
Letters W L O XName W L O X BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-2965 Rec'd Filed	7-15-47 7-16-47 7-16-47	Mod. of C.P. (B3-P-4158, which authorized a new standard broadcast station) to change type of transmitter (W.E. 451-A1), for approval of antenna and transmitter location at Beach Blvd., opposite Buena Vista Hotel, Biloxi, Mississippi, and to change studio location from Hotel Buena Vista, West Beach, Biloxi, Miss., <u>TO</u> Beach Blvd., opposite Buena Vista Hotel, Biloxi, Miss. (Filed by Eliot C. Lovett, Atty.; George T. Conrad, Jr., Engr.)	GRANTED blanketing clause and subject to condition that grant is not to be construed as an approval of this antenna for use by an FM station which will be determined upon the merits and after examination of an FM station. application	9-23-47

APPLICATION RECORD - BROADCASTING

Call
Letters W L O XName W L O X BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-3877 Rec'd Filed	5-8-48 5-11-48 5-11-48	Mod. of C.P. (B3-P-4158, as mod., which authorized a new standard broadcast station) for extension of completion date from: 5-23-48 to: 6-23-48. (Eliot C. Lovett, Atty.)	GRANTED same cond. as BMP-2965	5-18-48
BL-3174 Rec'd Filed	5-21-48 5-24-48 5-24-48	License to cover C.P. (B3-P-4158, as mod.,) which authorized a new standard broadcast station.	GRANTED re blanketing clause	8-2-48
EB-2033 Rec'd Filed	3-30-51 6-13-51 6-13-51	Renewal of License	Granted	7-11-51

APPLICATION RECORD - BROADCASTING

Call
Letters W L O X

Name W L O X BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-2033 Rec'd & Filed	2-26-52 3-3-52	Renewal of License	GRANTED	5-21-52
BZ-3604 Rec'd Filed	7-19-54 7-21-54 7-21-54	Authority to determine operating power by direct measurement of antenna power.	GRANTED	8-11-54
BR-2033 Rec'd Filed	2-26-55 3-2-55 3-2-55	Renewal of license	GRANTED	5-11-55
BP-10,266 Rec'd Filed	1-6-56 1-9-56 1-9-56	Construction permit to move antenna location 180 ft. South & 78 ft. West of present site and make changes in the ground system.	GRANTED	2-20-56
BMP-7385 Rec'd Filed	9-26-56 9-28-56 9-28-56	Modification of construction permit (BP-10266, which authorized moving antenna location and make changes in the ground system) for extension of completion date from 10-20-56 to 4-20-57. Eliot C. Lovett, Atty. F. C. C. - WASHINGTON, D. C.	GRANTED Extended to:	10-15-56 2-20-57

APPLICATION RECORD - BROADCASTING

AUG. 1955 #5

Call
Letters W.L.O.X.Name WLOX BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BL-6541 Rec'd Filed	2-16-57 2-19-57 2-19-57	License to cover Construction Permit (BP-10,266 as mod.,) which authorized moving antenna location and to make changes in ground ground system. Eliot C. Lovett, Atty.	GRANTED	3-12-57
BR-2033 Rec'd Filed	2-14-58 2-20-58 2-20-58	Renewal of license.	GRANTED	5-14-58
BP-12,462 Rec'd Filed	10-3-58 10-13-58 10-13-58	Construction permit to increase daytime power from 250w to 1kw and install new transmitter (GATES BC 1T) Atty. - Eliot C. Lovett Engr. - L.J.N. du Treil & Assoc., New Orleans, La.	GRANTED	10-20-60
AMENDED R.&F.	9-4-59 9-8-59	AMENDED to request waiver of Sect. 3.28(c) of	Cond'l res. Permitter shall accept such interf. as may be imposed by other existing Class IV Rules stations.	

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters W L O XName WLOX BROADCASTING COMPANY
BILOXI, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BP-13438 R & F	9-14-59 9-15-59	Construction Permit to install new transmitter (Gates BC-250T)	GRANTED	10-14-59
BL-7804 R&F	12-26-59 1-6-60	Lic. to cover cp(BP-13438) which authorized install new transmitter.	GRANTED	5-16-60
BR-2033 Rec'd&Filed	3-1-61 3-3-61	Renewal of License	GRANTED	6-1-61
BL-8301 Rec'd Filed	2-20-61 2-23-61 2-23-61	License to cover construction permit (BP-12462) which authorized increase in daytime power and installation of a new transmitter.	GRANTED	4-27-61
BR-2033 Red'd Filed	2-20-64 3-3-64 3-3-64	Renewal of license Lovett & Lovett, Attys.	GRANTED	6-22-64
BR-2033 R & F	3-1-67 3-3-67	Renewal of License Atty: John N. Papa John (Booth & Lovett)	GRANTED	5-22-67 Cond'l re. Class IV

FORM BC-121 #7
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W L O X

Name WLOX BROADCASTING COMPANY
Biloxi, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BRC-3385 R & F #552115 \$30.	10-16-69 10-27-69 10-27-69	Mod. of license to change studio location to 700 West Jackson Street, Biloxi, Mississippi and operate transmitter by remote control from studio location. Atty.: John N. Papaohn	GRANTED	11-3-69
BR-2033 R & F #581574 \$75 P. N.	2-20-70 3-2-70 3-2-70 3-2-70	Renewal of License AMENDED 6-22-70 re: commercial policy AMENDED 9-8-70 re: programming	GRANTED	10-28-70
BP-19,100 R & F #676506 \$50 ACC. 060 Press OCT 18 1971	3-12-71 3-30-71 3-30-71	Construction permit to change antenna-transmitter and main studio location to DeBuys Avenue and L & N RR, Biloxi, Mississippi. 30° 23' 38" - 88° 59' 58" Atty: John N. Papaohn	GRANTED	10-20-71 PIA may not be auth. until field intensity meas. be submitted to show structure "micro wave tower" is detuned to cause no distortion of the omni-directional operation.

Cover for amendments

Amendments for BP-19,100

Amended 4-22-71 re: ~~Overlapping~~

Amended 8-18-71 re: ~~No objection~~ to overlapping.

Amended 9-21-71 re: ~~Engineering~~ in antenna system

APPLICATION RECORD - BROADCASTING

Call
Letters W L O XName WLOX BROADCASTING COMPANY
Biloxi, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BL-13,173 R & F PTA PRESS	1-17-72 1-19-72 2-3-72 MAR 8 1972	Lic.(BP-19,100) for changes. Delete RC.	GRANTED	3-23-72
BP-19,255 Rec'd Filed \$50-084348 AC-060 PRESS:	6-6-72 6-19-72 6-19-72 6-19-72 JUL 24 1972	Construction permit to increase tower height to 140 feet. Atty. John N. Papajohn	GRANTED	8-11-72
BL-13,332 R & F W 120985-\$50 PTA PRESS	10-5-72 10-24-72 10-24-72 10-30-72 NOV 13 1972	Lic.(BP-19,255) for changes. AC-067 Atty: Pittman, Lovett, et al(John N. Papajohn)	GRANTED	11-17-72

APPLICATION RECORD - BROADCASTING

1490 kc

Call
Letters W L O X

Name WLOX BROADCASTING COMPANY
BILOXI, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BR-2033 R & F PN Recd. PRESS MAR 22 1973	2-28-73 3-5-73 "	RENEWAL OF LICENSE John N. Papajohn, Atty.	GRANTED	6-12-73
BP-19,591 R & F \$50-266282 AC-056	1-2-74 1-7-74 1-7-74	Construction permit to install a new auxiliary transmitter Gates BC-1T, with 250w, 1kw.	GRANTED	2-12-74
BL-13707 R & F \$50-305598 PTA PRESS 8 AUG 1974	4-30-74 5-16-74 5-17-74 5-23-74	Lic. to cover BP-19591 for New Auxiliary Transmitter, Gates BC-1T	GRANTED	8-19-74
BRC-3742 R & F \$50-356894 AC-056 OCT 30 1974	10-15-74 10-21-74 10-21-74	Modification of license to operate transmitter by remote control from DeBuys Road, Biloxi, Mississippi. (TV studios) (Main & Aux.)	GRANTED	10-29-74

Form BC-121
September 1969
6-48

APPLICATION RECORD - BROADCASTING

#10

Call Letters W L O X

Name WLOX BROADCASTING COMPANY
Biloxi, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BP-19,848 R & F \$50-367902 AC-056 DEC 1 1 1974	11-13-74 11-25-74	Construction permit to change from series to shunt feed folded unipole	GRANTED 4	12-26-74
BR-2033 R & F PN Recd. PRESS MAR 9 1976	1-9-76 2-2-76 "	RENEWAL OF LICENSE (MAIN & AUXILIARY) J.N.Papajohn, Atty. (See WRBC for petitions) OPPOSITION TO PETITION TO DENY AND TO INTERVENE, OR IN THE ALTERNATIVE, REVOCATION OF BROADCAST LICENSES FOR RACIALLY DISCRIMINATORY EMPLOYMENT PRACTICES AND PETITION TO PREVENT CONTINUING VIOLATIONS OF THE COMMUNICATIONS ACT AND OTHER COMMISSION POLICIES AND RULES filed 6-2-76, by John N. Papajohn, Counsel on behalf of WLOX B/Casting Company (See WRBC for petition filed 6-11-76) AMENDED 4-25-77 re: EEO complaint F.E.C. WASHINGTON, D.C.	GRANTED	9-14-76

APPLICATION RECORD - BROADCASTING

Call
Letters W L O X

#11

Name WLOX BROADCASTING COMPANY
Biloxi, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BL-13,994 R & F \$100#439504 Amend Amend: PTA PRESS SEP 20 1976	5-29-75 6-6-75 6-17-75 12-18-75 8-12-76 9-9-76	Lic. to cover BP-19,848 for changes Atty: John N. Papajohn(Pittman, Lovett, etc.) enrg. data additonal enrg. data	GRANTED	11-8-76
BTC -8596 R & F FCRM 315 (also see TV) MAR 1 1978 PN FILED 2-28-78	10-21-77 1-31-78	Voluntary transfer of control of lic corp from the Estate of J.S. Love, Jr., Mrs. J.S. Love, Jr., and James S. Love III (as a Family Group) to James S. Love III, Jo Love Little and Mary E. Love McMillan (as a Family Group) Atty - John N. Papajohn	GRANTED	5-24-78 EFF: 7-15-78
				Over

RE: BTC-8596 - Sec. II, pg. 3 not complete re: percentages

AMENDED 4-21-78 re: bal. sheet, EEOP data & program; census data; & community data (amended)

AMENDED 4-25-78 re: Charter; /By-laws; financial data & Sec. II Table I & II; finan. & B/c interest of stockholders

AMENDED 5-11-78 re: Sec II, pg. 3 completed (Table I & II show officers, drcts, stockholders)

AMENDED 5-22-78 - legal data re bank interests

#12

1490

Form BC-121

May 1976

6-48

APPLICATION RECORD - BROADCASTING

Call
Letters W L O XName WLOX BROADCASTING COMPANY
BILOXI, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BR 790201 XB PRESS MAR 14 1979		RENEWAL OF LICENSE (MAIN & AUX. TRANS.) John N. Papajohn, Atty.	GRANTED	6-25-79
BZ-800609AD R & F PRESS JUN 20 1980	6-9-80	DIRECT MEASUREMENT	GRANTED ISSUED WITH RENEWAL	6-27-80

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.

