

WMLS



**REMOVABLE LABEL GUIDE**

● **Cat. No. 4550L**

**Patent No. 1390199**

B.S. 1978

BROADCASTING STATION LICENSE RECORD

Date first licensed 6-29-48

Call letters W.M.L.S.

LOCATION: SYLACAUGA, ALABAMA

SUMMIT BROADCASTING, INC. (AL 7-29-80 EFF: 9-1-80)

Name of licensee MARBLE CITY BROADCASTING COMPANY, INCORPORATED

(Redescribed, Ltr. 4-23-56)

2 miles north of Sylacauga on Highway 231-A, Sylacauga, Alabama

Transmitter location X Sylacauga, Alabama (CP 12-23-47) (Lic. 6-29-48)

(Ltr. 4-23-56)

2 miles north of Sylacauga on Highway 231-A, Sylacauga, Alabama

X 1 1/2 W. 2nd St., Sylacauga, -Alabama (Lic. 6-29-48)  
X Second St., Sylacauga, Ala. (CP 12-23-47) (Lic. 6-29-48)

Main studio location

# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No.         | Date Issued   | Freq.  | Power  | Time Div. | Period |         |  |
|-------------------|---|--|--------|-----------|--------|---------|--|
|                   |   |  |        |           | From   | To      |  |
| BP-6371           | 12-23-47<br>CP for a new station                      | 1290   | 1kw    | Daytime   | 2-23   | 8-23-48 |  |
| BL-3155           | 6-29-48<br>Lic. to cover CP (6371) for a new station. | 1290   | 1kw    | Daytime   | 6-29   | 11-1-48 |  |
| BR-1978           | 10-27-48  | 1290   | 1 kw   | Daytime   | 11-1   | 11-1-51 |  |
| BR-1978           | 10-25-51  | 1290   | 1 kilo | Daytime   | 11-1   | 4-1-52  |  |
| BR-1978           | 3-26-52   | 1290   | 1kw    | Daytime   | 4-1    | 4-1-55  |  |
| BTC-1550<br>EFF:  | 9-9-53<br>9-18-53                                     | Vol. transfer of control to Curtis O. Liles.                         |        |           |        |         |  |
| BR-1978           | 3-9-55  | Renewal of license   |        |           | 4-1    | 4-1-58  |  |
| BR-1978           | 3-12-58   | 1290kc   | 1kw    | Daytime   | 4-1    | 4-1-61  |  |
|                   | 3-29-61   | Commission deferred action on renewal pending further consideration. |        |           |        |         |  |
| BR-1978           | 7-30-62   | Renewal of license   |        |           | 7-30   | 4-1-64  |  |
| BZ-4437<br>(1)    | 8-14-62   | Auth. to determine operating power by direct meas. of antenna power. |        |           |        |         |  |
|                   | 3-25-64   | COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION. |        |           |        |         |  |
| BR-1987           | 6-30-64   | 1290kc   | 1kw    | Day       | 6-30   | 4-1-67  |  |
| BR-1978           | 3-29-67   | Renewal of license   |        |           | 4-1    | 4-1-70  |  |
| TELEGRAM          | 10-17-67  | PSA  | 500w   |           |        |         |  |
| EBSA              | 6-12-72   |  |        |           |        |         |  |
| BR-1978           | 5-20-74   | Renewal of license   |        |           | 4-1-76 |         |  |
| BR-1978(S)        | 5-24-76   | RENEWAL  |        |           | 4-1-79 |         |  |
| BR781201YC<br>(S) | 3-27-79   | RENEWAL OF LICENSE   |        |           | 4-1-82 |         |  |
| BAL800530EQ       | 7-29-80   | VOL AL EFF: 9-1-80   |        |           |        |         |  |

## APPLICATION RECORD - BROADCASTING

Call W M L S  
 Letters New

Name MARBLE CITY BROADCASTING COMPANY, INCORPORATED  
(PO 11 W. Second Street, Sylacauga, Alabama)

| File No. | Dated   | Application for   | Action  |          |
|----------|---------|---|---------|----------|
|          |         |   | Nature  | Date     |
| HP-6371  | 10-1-47 | Construction Permit for a new standard broadcast station to be operated on:<br>Frequency: 1290kc<br>Power: 1kw<br>Hours of operation: Daytime only<br>Trans. location: Sylacauga, Alabama<br>Studio location: Second Street, Sylacauga, Alabama | GRANTED | 12-23-47 |
| Rec'd    | 10-6-47 |   |         |          |
| Filed    | 10-6-47 |   |         |          |

Transmitter- Raytheon RA-1000

McKay, Atty  
Sylacauga, Alabama

J. W. Hillegas, Engr.  
Atlanta, Ga.

## APPLICATION RECORD - BROADCASTING

Call  
Letters W M L SName MARBLE CITY BROADCASTING COMPANY, INCORPORATED

| File No.                  | Dated                        | Application for  | Action  |          |
|---------------------------|------------------------------|--|---------|----------|
|                           |                              |  | Nature  | Date     |
| BL-3155<br>Rec'd<br>Filed | 5-7-48<br>5-11-48<br>5-11-48 | License to cover C.P. (BP-6371) which authorized a new standard broadcast station. | GRANTED | 6-29-48  |
| BR-1978<br>Rec'd          | 8-31-48<br>9-1-48            | Renewal of License   | GRANTED | 10-27-48 |
| BR-1978<br>Rec'd<br>Filed | 8-2-51<br>8-6-51<br>8-6-51   | Renewal of license   | GRANTED | 10-25-51 |
| BR-1978<br>Rec'd<br>Filed | 3-1-52<br>3-3-52<br>3-3-52   | Renewal of license (Informal request)  | GRANTED | 3-26-52  |

APPLICATION RECORD - BROADCASTING

Call Letters WMLS

Name MARBLE CITY BROADCASTING COMPANY, INCORPORATED  
SYLACAUGA, ALABAMA

| File No.                                      | Dated   | Application for   | Action  |   |
|---|---|---|---|---|
|   |   |   | Nature  | Date  |
| BTC-1550<br>Rec'd<br>Resub.<br>Rec'd<br>Filed | 6-25-53<br>6-29-53<br>7-24-53<br>7-27-53<br>7-27-53 | Voluntary transfer of control of licensee corporation from Edward J. Smith and Richard L. Scroggins to Curtis O. Liles. | <del>RETURNED</del><br><del>Name of transferor and transferee incorrect.</del><br>GRANTED<br>EFF: | <del>7-17-53</del><br><br>9-9-53<br>9-18-53 |
| BR-1978<br>Rec'd.<br>Filed                    | 12-31-54<br>1-3-55<br>1-3-55                        | Renewal of License  | GRANTED   | 3-9-55                                      |
| BR-1978<br>Rec'd & Filed                      | 12-31-57<br>1-6-58                                  | Renewal of license.   | GRANTED   | 3-12-58                                     |
| BR-1978<br>Red'd & Filed                      | 12-15-60<br>12-19-60                                | Renewal of license  | GRANTED   | 7-30-62                                     |
| BZ-4437<br>Rec'd<br>Resub.<br>R.&F.           | 3-19-60<br>12-19-60<br>3-16-61<br>3-20-61           | Auth. to determine operating power by direct measurement of antenna power<br><br>Claude M. Gray, Engr.                  | <del>RETURNED</del><br><del>Incomplete</del><br>GRANTED   | <del>2-27-61</del><br><br>8-14-62           |

FORM BC-121  
AUG. 1955 #4

# APPLICATION RECORD - BROADCASTING

Call Letters WMLS

Name MARBLE CITY BROADCASTING COMPANY, INCORPORATED  
Sylacauga, Alabama

| File No.   | Dated   | Application for   | Action  |         |
|--|---|---|---------|---------|
|  |   |   | Nature  | Date    |
| BR-1978<br>R. & F.   | 12-23-63<br>12-30-63  | Renewal of license. 4-1-64.   | GRANTED | 6-30-64 |
| BR-1978<br>R & F   | 12-31-66<br>1-3-67  | Renewal of license.   | GRANTED | 3-29-67 |
| BR-1978<br>R & F<br>#565937 \$75.<br>PN<br>PRESS<br>FEB 16 1970<br>FEB 28 1973 | 12-29-69<br>12-31-69<br>12-31-69<br>12-31-69<br>1 6 1970<br>28 1973 | Renewal of license<br>AMENDED 4-17-70 re: programming; commercial practices (am & fm)<br>AMENDED 7-6-70 re: engineering statement<br>AMENDED 1-4-71 re: engineering statement<br>SUPPLEMENTAL APPLICATION filed 1-4-73 as Amendment to Pending Renewal Application (PN 1-4-73)<br>AMENDED 4-19-74 re: commercial policy | GRANTED | 5-20-74 |
| BR-1978<br>R & F<br>PN Recd.<br>PRESS  | 11-24-75<br>12-1-75<br>"<br>JAN 29 1976                             | RENEWAL OF LICENSE  | GRANTED | 5-24-76 |

APPLICATION RECORD - BROADCASTING

Call W M L S  
Letters .....

SUMMIT BROADCASTING, INC.

Name  MARBLE CITY BROADCASTING CO., INC.  
SYLACAUGA, ALABAMA

| File No.   | Dated | Application for   | Action              |                       |
|--|-------|---|---------------------|-----------------------|
|  |       |   | Nature              | Date                  |
| BR781201YC<br>PRESS: FEB 7                                       | 1979  | RENEWAL OF LICENSE  | GRANTED             | 3-27-79               |
| BAL800530EQ<br>Form 314<br>PRESS JUN 25 1980<br>Also see WMLS-FM |       | Voluntary assignment of license to<br>Summit Broadcasting, Inc.<br><br>Atty Edward S. O'Neill | GRANTED<br><br>EFF: | 7-29-80<br><br>9-1-80 |

W M L S - RECORD OF DENIAL OF INFORMAL APPLICATIONS

Tele. - 9-20-48, informing licensee that request to broadcast add'l time 9-20-48 not considered in accordance Sec. 1.324 of the rules.

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4-29-58 Wire informing licensee req. in ltr. of 4-25-58 for operation of station beyond hours spec. for election returns denied.

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## 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.

