WMC-AM



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

ate First

Licensed SCRIPPS-HOWARD BROADCASTING COMPANY (BML 2-8-62) X SCRIPPS-HOWARD RADIO, INC. (BAL 12-21-61 EFF: 12-31-61)

Call Letters LOCATION: MEMPHIS, TENN.

XWMC BROADCASTING COMPANY, (AL 12-29-59; EFF: 1-1-60)

* MIMPHIS PUBLISHING COMPANY (AL 11-26-40, Effective 12-9-40)

x Memphis Commercial Appeal, Incorporated (Vol. Assign Lic. 3-16-37)

x W M C, INCORPORATED (Vol. Assign, Lic. 10-17-33) Name of

x MEMPHIS COMMERCIAL APPEAL, INC. Licensee:

5317 Crestview Drive, N.E. of Memphis, Term, (BZ 12-29-66)

Macon Road) (MP-B 6-12-36.) Lic.10-13-36 I Near Memphis, Tenn (3/4 mile N.W. of 5 Points - Intersec. U.S. Highway #70 and Transmitter

x 2 miles East of Bartlett, Tennessee.

38104

Location:

1960 Union Avenue, Memphis, Tennessee (Ltr. 12-31-58)

Hotel Gayoso, 139 S. Main St.', Memphis, Tenn. (Renewal' 12-28-31) Main Studio x 50 North Second Street, Memphis, Tennessee ocation:

Date Issued Freq. Power Div. From To	No. of Concession, Name of Street, or other party of the Concession, Name of Street, or other pa			Spiners Harry	The second second	
Real Freq. Power Div. From To Real	ppl.	Date			Time	PERIOD
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P-621 11-19-35 780 1kw, 5kw-LS; chg. equip.1-19 7-195	3-AI-17 ME PHI 33-S-47 33-S-47 Auxilian 34-2-18 ME - MI-1	8-7-34 8-14-34 12-11-34 5 COMMERCI 7 2-26-35 Extension 3-12-35 using 0 3-19-35 7 3-19-35 7 3-19-35 82 5-14-35 Mod.L. power	S.A.Exp 1 kw-LS Volunt Extensi of auxil 780 rection Ext. of 780 rection Ext. of 780 rection Ext. of	operate Direction ary assi , INCORF on of lice iary lkw.2kk l antend SA-97 500,1kw 500w easu. for lkw-2kk al antend er Spec	Auxiliar additional nal Antennal CRATED cense	500w-night 9-1 3-1-35 icense to 3-1 4-1-35 3-1 4-1-35 3-19 9-1-35 3-19 9-1-35 4-16 9-1-35 5-14 9-1-35 or incr. in
477 2-8-36 700 111, 27	35-8-47 35-8-47 35-8-47 35-8-47 35-8-47 35-8-47 35-8-47 35-8-47 35-8-47 35-8-47 35-8-47	8-7-34 8-14-34 12-11-34 5 CONSTERCI 7 2-26-35 Extension 3-12-35 using 0 3-19-35 7 3-19-35 7 3-19-35 82 5-14-38 Mod.L. power 7 8-27-35	S.A.Exp S.A.Exp Laku-LS Volunt Extensi of auxil 780 rection Ext. of 780 direct 780 direct 780 direct 780 direct 780 direct 780 direct 780	operate Direction ary assi INCORF on of lice iary lkw.2kk l antend SA-97 500,1kw 500w easu. for lkw.2kk al antend er Spec	Auxiliar additional nal Antenna of 1 ORATED cense	500m-night 9-1 3-1-35 1cense to 3-1 4-1-35 3-1 4-1-35 3-19 9-1-35 3-19 9-1-35 3-19 9-1-35 5-14 9-1-35 or incr. in
	3-AI-17 ME PHI 33-S-47 33-S-47 AUXILIAN 33-K-47 AUXILIAN 33-K-47 AUXILIAN 33-K-47 AUXILIAN 33-K-47 AUXILIAN	8-7-34 8-14-34 12-11-34 12-11-34 12-26-35 Extension 3-12-35 using 0 3-19-35 7 3-19-35 7 3-19-35 7 3-19-35 7 8-27-35 y 8-27-35	S.A.Exp S.A.Exp Laku-LS Volunt Extensi of auxil 780 rection Ext. of 780 direct 780 direct 780 direct 780 direct 780 direct 780 direct 780	operate Direction ary assi INCORF on of lice iary lkw.2kk l antend SA-97 500,1kw 500w easu. for lkw.2kk al antend er Spec	Auxiliar additional nal Antenna of 1 ORATED cense	500m-night 9-1 3-1-35 1cense to 3-1 4-1-35 3-1 4-1-35 3-19 9-1-35 3-19 9-1-35 3-19 9-1-35 5-14 9-1-35 or incr. in

BROADCASTING STATION LICENSE RECORD

Card #2

Date first licensed

Call letters W M C

XMEMPHIS COMMERCIAL APPEAL COMPANY (Vol. Assign. Lic. 3-16-37) *MEMPHIS COMMERCIAL APPEAL, INCORPORATED

Transmitter location See Card #1

Main studio location See Card #1.

APPL. No.	DATE ISSUED	Funq.	Power	TIME Div.	Peniod From— To—
B3-MP-31 B3-MP-318			nal ante		and extend 6-12 1-19-37
B3-R-477	C. A.	780	1kw*,22k	w-LS U	9-1 3-1-37
1000000	8-15-36		ional ar		
Auxiliary			500w	Aux.	9-1 3-1-37
The Real Property lies and the Personal Property lies and the	10-13-36	780	1kw*5kw-		10-12 3-1-37
Aux.			500w		
Aux.	*Directi	onal ante		t.	
Tic.to	cover C.P.				trans.
	in equip				
P3-P-156	2 1-12-37	Move au	. transm	itter	3-12 9-12-37
THE RESERVE OF THE PERSON NAMED IN	2-23-37				3-1 9-1-37
B3-R-477	2-23-31			enna nigh	
Auxilian	. "	Direct	500w		3-1 9-1-37
P3-AI-16	3 3-16-37	Vol. Ass	THE RESERVE OF THE PERSON NAMED IN		
BO-AL-IC	0-10-0.	COMMERI	CAL APPEA	L COMPANY	
B3-AL-16	3 3-16-37		ignment I	ic. for a	ux.trans.
BC 122 -					Com. Appeal Co.
B3-R-47	7 CAB-27-	37 780	lkw*5kw-	LS U	9-1 3-1-38
		*Direct	ional ant	enna nigh	t
B3-S-47	7 CAB-27-3	7 Extens			9-1 10-1-37
B3-L-68	5 9-21-37	780	lkw*5kw-	LS U	9-21 3-1-37
Aux.			500w		
	740 +0 0	Direct	ional ant	enna night	ransmitter
72 7-19	1 10-12-37	Auth-de	t. oper.	power by	lirect measure-
B3-4-12	10-13-07	ment			0-12 3-1-38
B3-R-47	7 2-26-38	-	lkw*5kw-	LS U	3-1 9-1-38
Aux.			500w		
	*D1	rectional			
B3-R-47	77 8-23-38	780	1kw**5kw	-LS U	9-1 3-1-39
Aux.	-		500w	ntolet	
	and the second	irectiona	tion WMC	with 5kw p	ower.
B3-9-4	0/22/00	from 7:	30 pm to	8 pm, CST.	8-22-38,
		brdest.	speech by	Congress	an J.E.Rankin.
	20/02/2		THE RESERVE THE PERSON NAMED IN		38 to Jan4,79
83-S-47	12/23/31	to over	interi	erence fro	m Cuban Stat
	THE OTHER	A CASTO	-		

BROADCASTING STATION LICENSE RECORD

Name of licensee

Transmitter location

Main studio location

U. S. GOVERNMENT PRINTING OFFICE

Appt.	DATE	Farq.	Power	TIME	Pento	D
No.	Issued			Div.	From-	То—
B3-S-477	1/3/39	Ex opr	kw night	in order Feb 3, 19	to overo	ome
B3-S-477	1/31/39	EX opr 5 interfer	kw night	in order eb 28,193	to overce	me
B3-9-477	1/31/39	interfer	okw night	arnsords	to over	ome
B3-R-477	2-6-39	780	1kw**5kw 500w	-LS U	3-1 9-1	-39
Mun.	-					
	Charles and the Control of the Contr		tenna ni			
B3-S-477	3/28/39	interfere	nce to A	in order or 4,1939		
B3-S-477	3/28/39	Ex opr	kw night	in order	to overco	me
			nce to M			
B3-S-477	4/24/39	Ex opr	5kw night	in order une 3,193	to overco	ome
B3-S-477	6/2/39	Ex opr 5	kw night ence to	in order	to overco	me _
B3-S-47	7:16/14/39	ODT 5KW	night in	order to 6/14 to 7	QVercome	
The second of th	1:	ASSESSMENT AND PARTY.				
B3_S_47	7 6/29/39	interfe	rence fra	7/14 to 8	0Vercome 0/12/39	
		interfe	rence frm	7/14 to 8	0vercome 9/12/39 3-13 9-1-	39
B3-S-477	8-3-39	Ext.S.A.	rence frm 5kw nigh	7/14 to 8	/12/39	
B3-S-477	8-3-39 8-3-39 8-8-39	Ext.S.A. Ext.S.A.	rence frm 5kw nigh 5kw nigh 1kw**5kw-1	7/14 to 8 t 8 t 9	9/12/39 3-13 9-1-	-39
B3-S-47'	8-3-39 8-3-39 8-8-39	Ext.S.A. Ext.S.A. 780	5kw night 5kw night 5kw night 1kw**5kw-1	7/14 to 8 t 8 LS U 9 a night	9/12/39 3-13 9-1- 9-1 9-11 -1 4-1-40	-39
B3-S-477 B3-R-477	8-3-39 8-3-39 8-8-39 500w *1	Ext.S.A. Ext.S.A. 780 irection rebr. 3 of Amateu	5kw night 5kw night 5kw night 1kw**5kw-1 al antenna 30 to 3:4 ar Station	7/14 to 8 t 8 t 9 a night spmCST 9/	3/39(Drill	-39
B3-S-477 B3-R-477 Aux. B3-S-477	8-3-39 8-3-39 8-8-39 500w *1 9/1/39 Session)	Ext.S.A. Ext.S.A. 780 irection rebr. 3 of Amster EXT S.A.	5kw night 5kw night 1kw**5kw-1 al antenna 30 to 3:4 ar Station 5kw nigh	7/14 to 8 t 8 t 9 a night spmCST 9/	9/12/39 3-13 9-1- 9-1 9-11 -1 4-1-40	-39
B3-S-477 B3-R-477 Aux.	8-3-39 8-3-39 8-8-39 500w *1 9/1/39 Session) 7 9/13/39	Ext.S.A. Ext.S.A. 780 irection rebr. 3 of Amates EXT S.A.	5kw night skw-land antenna 30 to 3:4 ar Station 5kw night skw night	7/14 to 8 t 8 t 9 a night t 9/ t	3/39(Drill	-39
B3-S-477 B3-R-477 Aux. B3-S-477	8-3-39 8-3-39 8-8-39 500w *1 9/1/39 Session) 7 9/13/39	Ext.S.A. Ext.S.A. 780 irection rebr. 3 of Amates EXT S.A.	5kw night skw-land antenna 30 to 3:4 ar Station 5kw night skw night	7/14 to 8 t 8 t 9 a night t 9/ t	3/39(Drill	-39
B3-S-477 B3-S-477 Aux. B3-S-477	8-3-39 8-3-39 8-8-39 500w *1 9/1/39 Session/ 9/13/39 10/10/39	Ext.S.A. Ext.S.A. 780 irection rebr. 3 of Amates EXT S.A.	5kw night 5kw night 1kw**5kw-1 al antenna 30 to 3:4 ar Station 5kw nigh	7/14 to 8 t 8 t 9 a night t 9/ t	3/39(Drill	-39
B3-S-477 B3-S-477 Aux. B3-S-477 B3-S-477 B3-S-477	8-3-39 8-3-39 8-8-39 500w *1 9/1/39 Session/ 9/13/39 10/10/39 10/10/39	Ext.S.A. Ext.S.A. 780 irection rebr. 3 of Amates EXT S.A.	5kw night skw-land antenna 30 to 3:4 ar Station 5kw night skw night	7/14 to 8 t 8 a night 5pmCST 9/ t 9/ t 10	3/39(Drill	-39
B3-S-477 B3-S-477 Aux. B3-S-477 B3-S-477	8-3-39 8-3-39 8-8-39 500w *1 9/1/39 Session/ 9/13/39 10/10/39 10/10/39 11/9/39 11/9/39 11/9/39 11/9/39 11/9/39 11/9/39 11/9/39 11/9/39	Ext.S.A. 780 irection rebr. 3 of Amates Ext.S.A. Ext.S.A. Ext.S.A. Ext.S.A. Ext.S.A. Ext.S.A. Ext.S.A. Ext.S.A.	5kw night 5kw night 1kw**5kw-1 al antenne 30 to 3:4 ar Station 5kw night 5kw night 6 kw night 6 kw night	7/14 to 8 t 8 t 9 a night b 10 t 9/ t 10 t 10 nse 1 - Aug	7/12/39 3-13 9-1- 9-11 9-1 4-1-40 3/39(Drill 7/12 10/11/ 7/12 11/10/ 7/12 11/10/ 7/12 11/10/	-39 /39 /39 11 te
B3-S-477 B3-S-477 Aux. B3-S-477 B3-S-477 B3-S-477 B3-S-477	8-3-39 8-3-39 8-8-39 500w *1 9/1/39 Session/ 9/13/39 10/10/39 10/10/39 11/9/39 11/9/39 11/9/39 11/9/39 11/9/39 11/9/39 11/9/39 11/9/39	Ext.S.A. 780 irection rebr. 3 of Amates Extension Extension Auxili	5kw night 5kw night 1kw**5kw-1 al antenna 30 to 3:4 ar Station 5kw night 5kw night 6kw night	7/14 to 8 t 9 a night 5pmCST 9/ t 9/ t 10 nse 1 - Aug	7/12/39 3-13 9-1- 9-11 -1 4-1-40 3/39(Drill) 7/12 10/11 7/12 10/11 7/12 10/10 7/12 10/10 7/12 10/10 7/12 10/10 7/13 10/10 1 5-1-40 -1 6-1-40	-39 /39 /39 111 te
B3-S-477 B3-S-477 Aux. B3-S-477 B3-S-477 B3-S-477 B3-S-477	8-3-39 8-3-39 8-8-39 500w *1 9/1/39 5ession/ 9/13/39 10/10/39	Ext.S.A. 780 irection rebr. 3 of Ameter Ext S.A. Extension Auxili	5kw night 5kw night 1kw**5kw-1 al antenne 30 to 3:4 br Station 5kw night 5kw night 6kw night	7/14 to 8 t 9 a night 5pmCST 9/ t 9/ t 10 nse 1 - Aug	7/12/39 3-13 9-1- 9-1 9-11 -1 4-1-40 3/39(Drill 7/12 10/11/ 7/12 11/10/ 7/12 11/10/ 7/12 11/10/ 7/13 12/10/ 7/13 15-1-40	-39 /39 /39 111 te
B3-S-477 B3-S-477 B3-S-477 B3-S-477 B3-S-477 B3-S-477 B3-S-477 B3-S-477 B3-S-477	8-3-39 8-3-39 8-8-39 500w *I 9/1/39 5ession/ 9/13/39 10/10/39	Ext.S.A. 780 irection rebr. 3 of Amates Extension Auxili Extension Auxili	skw night skw ni	7/14 to 8 t	7/12/39 3-13 9-1- 9-11 -1 4-1-40 3/39(Drill) 7/12 10/11 7/12 10/11 7/12 10/10 7/12 10/10 7/12 10/10 7/12 10/10 7/13 10/10 1 5-1-40 -1 6-1-40	/39 /39 /39 111 te
B3-S-477 B3-S-477 B3-S-477 B3-S-477 B3-S-477 B3-S-477 B3-S-477 B3-S-477 B3-S-477	8-3-39 8-3-39 8-8-39 500w *1 9/1/39 500w *1 9/1/39 10/10/39	Ext.S.A. 780 irection rebr. 3 of Ameter Extension Auxili Extension Auxili Extension Auxili Extension Auxili Extension	5kw night 5kw night 1kw**5kw- al antenna 30 to 3:4 ar Station 5kw night 5kw night 6kw	7/14 to 8 t	7/12/39 3-13 9-1- 9-11 -1 4-1-40 3/39(Drill) 7/12 10/11/ 7/12 11/10/ 7/12 11/10/ 7/13 12/10/ 1 5-1-40 -1 6-1-40 -1 7-1-40	/39 /39 /39 111 te
B3-S-477 B3-S-477 B3-S-477 B3-S-477 B3-S-477 B3-S-477 B3-S-477 B3-S-477 B3-S-477	8-3-39 8-3-39 8-8-39 500w *1 9/1/39 500w *1 9/13/39 10/10/3	Ext.S.A. 780 irection rebr. 3 of Ameter Extension Auxili Extension Auxili Extension Auxili Extension Auxili Extension	skw night 5kw night 1kw**5kw-1 1 antenne 30 to 3:4 1 skw night 5kw night 5kw night 6 kw night 1 cery 1 of lice 1 ary 1 of lice 1 ary 1 of lice	7/14 to 8 t	7/12/39 3-13 9-1- 9-11 -1 4-1-40 3/39(Drill) 7/12 10/11/ 7/12 11/10/ 7/12 11/10/ 7/13 12/10/ 1 5-1-40 -1 6-1-40 -1 7-1-40	/39 /39 /39 111 te
B3-S-477 B3-S-477 B3-S-477 B3-S-477 B3-S-477 B3-S-477 B3-S-477 B3-S-477 B3-S-477	8-3-39 8-3-39 8-8-39 500w *1 9/1/39 500w *1 9/1/39 10/10/39	Extension Auxili	5kw night 5kw night 1kw**5kw- al antenna 30 to 3:4 ar Station 5kw night 5kw night 6kw	t s U 9 a night spmCST	7/12/39 3-13 9-1- 9-11 -1 4-1-40 3/39(Drill) 7/12 10/11/ 7/12 11/10/ 7/12 11/10/ 7/13 12/10/ 1 5-1-40 -1 6-1-40 -1 7-1-40	-39 /39 /39 111 te

R -8-

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WMC

Name of licensee MEMPHIS FUBLISHING COMPANY

Transmitter location

Main studio location

			and the second		
APPL. No.	DATE ISSUED	FREQ.	Power	TIME DIV.	PERIOD From— To—
-AL-294	11-26-40	Assignm	ent of li	cense to	NEMPHIS
9 5 755	PUBLISHI	NG CO.	Errective	11:25am,	2/11 to 3/1
3-0-4//	41 to ove	rcome in	terferen	ce frm Cu	an etation C
3-8-477	3/13/41	opr 5kg	night f	rm 3/13 to	3/28/41, pend: e caused to W
	earrocat	011 00 0	6100 6 1	by CNBC	
-F-191	3-19-41	Install	automat1	c frequen	ey control
	equipmen	t on 790	ke under	NARBA	
Charles County State Charles	ALLOCATIO				
83-R-477	3-24-41	790	1kw*5kw-	LS U *DA-N	3-29-41 4-1-42
Aux.			500w	Aux.	
Commence of the last	8-5-41	790	5kw#5kw-	is v	
Letter		C.P. to			er and make
					ted subject to
	The second second second	p rules.	and con	iitionel u	pon multiple
3-4-477	3-17-42	790	1kw*5kw-	LS U	4-1 6-1-44
Aux11f	1.	-	*DA-N 500w		
- Contract of the Contract of	and the same of the same of	790	5kw*5kw-I	S II	5-17 11-17-42
83-P-274	3) 3-17-	130			d'1 Clause)
	C.P.iner	.night po	wer and m	ake change	s in DA for
night	t use; als				
Contract of the last	8 4-22-42	790	1kw*5kw-L	Aux.	4-22 6-1-44
mxiria	MILLU		*DA-Nig	nt	
	Determine	perating	power by	direct mes	asurement
	58 4-22-42	790	1kw*5kw-1 500w	S U 4	-22 6-1-44
Auxilia			*DA-Nis	ht	4-1-
This li	conse supe	rsedes at	ove licer	se of same	0-14 6-1-44
82-7-1	MAN FO		500m	Aux A	-Might
UNI	いいときっち	od AGE CB	745 as m	d., for an	cr.in power,
and on	by direct	a sure	E. " (d	OL CLA	

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters

Name of licensee

SEE: Card #1

Transmitter location

Main studio location

APPL. No.	DATE ISSUED	FREQ.	Power	Time Div.		PERIOD rom— To—
3-8-477	11-6-42	790	5kw 5km	LS U	12	-1 6-1-
IA A Tent	CELLE		500w	*D4-N	(Cond	1 Clause
CAN	ULLLL	od. Lic	THE PARTY OF THE P	ance Ord		
-L-1716 -Z-1450	10-14-42	790	5kw+ 500w	Aux.		14 6-1-
in DA for	r night us easurement ase supers des requir	e; also edes lic	determine	incr.in operat	ing po	t chang wer by
er Engr.	's Memo of	9-9-43	ac die 11		шовоч	ou monui.
B3-S-477	11-6-42	790	5kw+	U	12-1	6-1-44
			500w	Aux.	12 02-	
his lice	Mod.lic.	accordan	*DA-Night ce Order ve licens	107 e of sam	ne date	and in-
his lice ludes re mgr's Me	Mod.lic.	accordanted about that fie	ve licens	107 e of san sured mo	ne date	and in-
his lice ludes re mgr's Me	Mod.lic. mse supers quirement mo of 9-9-	accordancedes abouthat fields	ove licens ld be mea	107 e of san sured mo	ne date	e and in-
his lice ludes re mgr's Me B3-S-477 Aux.	Mod.lic. mse supers quirement mo of 9-9- 5-30-44	accordancedes abouthat fields 790 Pending I	ove licens ld be mea	of san sured mo	ne date	per 5-1-46
his lice ludes re mgr's Me B3-S-477 Aux.	Mod.lic. mse supers quirement mo of 9-9- 5-30-44	accordancedes abouthat fields	ove licens ld be mea 5kw* 500w *I Hearing 5kw* 500w	107 e of san sured mo	ne date	per 5-1-46
his lice ludes re mgr's Me B3-S-477 Aux.	Mod.lic. mse supers quirement mo of 9-9- 5-30-44	accordancedes abouthat fields 790 Pending I	ove licens ld be mea 5kw* 500w *I Hearing 5kw* 500w +DA-N	of san sured mo	date onthly	and in- per 5-1-46
his lice ludes re mgr's Me B3-S-477 Aux.	Mod.lic. mse supers quirement mo of 9-9- 5-30-44	accordancedes abouthat fields 790 Pending I	5kw* 500w *I Hearing 5kw* 500w *DA-N	of san sured mo	date onthly	per 5-1-46
his lice ludes re mgr's Me B3-S-477 Aux. B3-R-477	Mod.lic. mse supers quirement mo of 9-9- 5-30-44	accordancedes abouthat field 43 790 Pending I	ove licens ld be mea 5kw* 500w *I Hearing 5kw* 500w +DA-N	of san sured mo	date onthly	and in- per 5-1-46
his lice ludes re mgr's Me B3-S-477 Aux. B3-R-477 Auxilian	Mod.lic. mse supers quirement mo of 9-9- 5-30-44	accordanted about that field 43 790 Pending I 790	tee Order ve licens ld be mea 5kw* 500w *DA-N 5kw* 500w *DA-N	of san sured mo	6-26	and in- per 5-1-46
his lice ludes re mgr's Me B3-S-477 Aux. B3-R-477 Auxilian	Mod.lic. mse supers quirement mo of 9-9- 5-30-44	accordanted about that field 43 790 Pending I 790	tee Order ve licens ld be mea 5kw* 500w *DA-N 5kw* 500w *DA-N	of san sured mo	6-26	and in- per 5-1-46
his lice ludes re mgr's Me B3-S-477 Aux. B3-R-477 Auxilian Mod. L B3-P-395	Mod.lic. mse supers quirement mo of 9-9- 5-30-44	accordanted about that field 43 790 Pending I 790	tee Order ve licens ld be mea 5kw* 500w *DA-N 5kw* 500w *DA-N stall new	of san sured mo	6-26 ter 12-8	5-1-46 5-1-46
his lice ludes re mgr's Me B3-S-477 Aux. B3-R-477 Auxilian Mod. L B3-P-395	Mod.lic. mse supers quirement mo of 9-9- 5-30-44 7 6-26-45 7 9-25-45 1c. Order 8 10-8-45	accordanted about that field about 143 790 Pending I 790 790 107A C.P. ins	Skw* 500w *DA-N 5kw* 500w *DA-N 5kw* 500w *DA-N 5kw* 500w *DA-N *DA-N	of sansured moderate and the sansured moderate and the sansured transmit	6-26 10-1 ter 12-8 2-18	5-1-46 5-1-46 5-1-46 5-1-46
his lice ludes re mgr's Me B3-S-477 Aux. B3-R-477 Auxilian B3-P-395	Mod.lic. mse supers quirement mo of 9-9- 5-30-44 7 6-26-45 7 9-25-45 1c. Order 8 10-8-45	accordanted about that field about 143 790 Pending I 790 790 107A C.P. ins	5kw* 500w *DA-N 5kw* 500w *DA-N 5kw* 500w *DA-N 5kw* 500w *DA-N	of sansured moderate and the sansured moderate and the sansured transmit	6-26 10-1 ter 12-8 2-18	5-1-46 5-1-46 5-1-46 5-1-46
his lice ludes re mgr's Me B3-S-477 Auxilian B3-S-477 Mod. I B3-P-395	Mod.lic. mse supers quirement mo of 9-9- 5-30-44 7 6-26-45 7 9-25-45 1c. Order 8 10-8-45	accordanted about that field about 143 790 Pending I 790 790 107A C.P. ins	Skw* 500w *DA-N 5kw* 500w *DA-N 5kw* 500w *DA-N 5kw* 500w *DA-N *DA-N	OA-N (H Aux. U Aux. transmit U Aux.	6-26 10-1 ter 12-8 2-18	5-1-46 5-1-46 5-1-46 5-1-46
his lice ludes re mgr's Me B3-S-477 Auxilian B3-S-477 Mod. I B3-P-395 Aux.	Mod.lic. mse supers quirement mo of 9-9- 5-30-44 7 6-26-45 ic. Order 8 10-8-45	accordanted about that field as a secondary field a	tee Order ve licens ld be mea 5kw* 500w *DA-N 5kw* 500w *DA-N 5kw* 500w *DA-N 6tall new 70. (P-3958 6n of lice	of sansured modern and the san	6-26 10-1 ter 12-8 2-18	5-1-46 5-1-46 5-1-46 5-1-46 smitter

BROADCASTING STATION LICENSE RECORD

#6

Date first licensed

Call letters W M C

Name of licensee See Card #1

Transmitter location

Main studio location

U. S. GOVERNMENT PRINTING OFFICE

194161

-	make the street of	and the same of the same of	San Bridge		
APPL. No.	DATE	FREQ.	Power	TIME Div.	PERIOD From— To—
B3-R-477 Aux.	7 -19-46	790	5kw*	U DA-N	7-19 5-1-49
B3-L-2133			5kw# 5kw *	DA-N Trans. a	11-18 5-1-49
BP-6579	7-20-48	with Po	ver of 5 5kw*, 5k0	kw.	9-20 3-20-49
	CP to mak	e change:	*DA-N s in DA s antenna		to mount
BL-3542	2-15-49 Lic. to and to of AM t	mount Tel	5kw*, 5k *DA-N (6579)	r-LS U	2-15 5-1-49 s in DA system ennas on top
BR-477 Aux.	4-29-49	THE REAL PROPERTY AND ADDRESS OF	5kw*5kw- 5kw *DA-N	LS T	5-1-52
BS-477	6-6-49	790	5kw*, 5kw 5kw *DA-N	-LS U Aux.	6-6 5-1-52
					id. of DA in
BP-8316					op and mount 3-22 9-22-52
BR-477	4-17-52	790	5kw, LS 5kw DA-1	A	5-1 8-1-52
BMP-590	9 7-15-52 system	& extensi	on of C&	C dated (CONDITIO	in antenna 9-15 3-15-53 NAL CLAUSE)
BR-477	7-30-52	790ke			8-1-52 8-1-55 8-1-52 8-1-55
BMP-602	24 11-19-5 increas	Mod. of height	of ower	OONDL CLAIR	d.) to SE) -19-53 7-19-53

BROADCASTING STATION LICENSE RECORD Call letters W M O Date first licensed Name of licensee Transmitter location Main studio location FCC-65

Appl.	Date			Time	Period
No.	Issued	Freq.	Power	Div.	From- To
777 0042		an			20 22 4 22-54
BP-8941	8-11-53				10-11 4-11-54
	No. of Concession, Name of Street, or other party of the Concession, Name of Street, or other pa				th. removal of
	Marie Control of the	Contract of the last of the la			* & increase
P. m. 6225	height of				-6-54 7-6-54
BPP-0335	11-6-53 Mod. of C				
	system (C	ONDITION	IT. CLAUS	shanges I	anverbia
	NAME OF TAXABLE PARTY.	SHAREST MANAGEMENT OF THE PARTY NAMED IN	DESCRIPTION OF THE PERSON NAMED IN	The second section is a second section in the second section in the second section is a second section in the second section in the second section is a second section in the second section in the second section is a second section in the second section in the second section is a second section in the second section in the second section is a second section in the second section in the second section is a second section in the second section in the second section is a second section in the second section in the second section is a second section in the second section in the second section is a second section in the second section in the second section is a second section in the second section in the second section is a second section in the second section in the second section is a second section in the second section in the second section is a second section in the second section in the second section is a second section in the second section in the second section is a second section in the second section in the second section is a second section in the second section in the second section is a second section in the second section in the second section is a second section in the second section in the second section is a section in the section in the section in the section is a section section in the section in the section is a section in the section in the section in the section in the section is a section in the section i	An make
BMP-6565	8-10-54	Mod. of	CP(8941)	as mod.)	to make
(1)		AND DESCRIPTION OF THE PERSON NAMED IN			10-1 -54 4-10-5
BL-5314	10-14-54	MARKET WHEN PERSON NAMED IN	5kw-DA-N	The second second	10-14 8-1-55
Lic. c	over CP (8	AAT) as	mode, to	non bei	ht of tower
					10-14 8-1-55
					ant. from top
					ight of tower
Superior of	des shove	and corr	ects curr	ent & res	istance values
Control Street Control Street	a principal designation of the last of the			The same of the sa	
BR-477	7-20-55		0.00	The second secon	8-1 8-1-58
		The second second	Auxilia		P-1 8-1-61
BR-477		Renewal	Name of Street, or other Designation of the Owner, where the Paris of the Owner, where the Owner, which is the Owner, where the Owner, which is the Owner, where the Owner, which is the Owner, which		
PAT 377	12-29-59	Voluntar	z assign	ent of li	cense to
DAL-5 4	1-1-60	WI'C Bro	adcasting	Company	
				ction on r	renewa]
	1			considera	
BD_477	7-31-61	790kc	kw-DA-N	U 8	3-1 8-1-64
AUX		1	okw-DA-N	AUX 8	-1 8-1-64
BR-477	7-31-61	Superse	ing autho	prization	to show the
	antenna cu	rrent and	the ante	enna resas	tance the same
	as the mai				
BAL_441	5 <u>12-21-61</u>	Voluntar	y assigni	ent of 110	cense to
ELL	12-31-61	2001	Con Dr. II		8-1-64
BML-1984	2-8-62 Mod of 1	toence to	change n	ame to SCR	IPPS_HOWARD
	BROADCAST	ING COMPA	MY.		
			SKW-DA-N	Aux.	

Form BC 126 June 1954

8

BROADCASTING STATION LICENSE RECORD

Date first licensed	Call letters WMC
	Station location

Name of licensee

Transmitter location

Main studio location

Appl.	Date		1	Time	Period
No.	Issued	Freq.	Power	Div.	From- To-
BZ-4881	4-22-62	Author		1	
DZ-4001					operating tenna power
	(Main tra	nemitte	and All	KILIARY)	cenna power
DD 1.77	10-28-64		5kw	U DA-N	10-28 8-1-6
BR-477	10-20-04	17020.	1	to	8-1-67
AUX			D DA	and the same of th	12-29 8-1-67
BZ_5369	12-29-66	790kc	5kw-DA-	N U	
	Authority	to dete	rmine of	erating	Transmitter)
PG/	measureme	Authori	tenna po	termine o	perating
BZ-5640	12-29-00	nower b	direct	measure	ent of ant.
(1)		The second second		Name and Address of the Owner, where the Owner, which is the Owner, where the Owner, which is the Owner, where the Owner, which is the Owner, whic	A COMPANY TO SERVICE A SERVICE ASSESSMENT OF THE PERSON OF
Ltr. dtd.	19-67, To	c'd 5-2	3-67 giv	ng notif	cation per
Sect. 73.48	8(a)(5) Ru	es that	a RCA B	A-ST tra	s. is now
installed &	in_oper.	as Auxi	iary Tr	ns. (Eff	8-1-66)
BR-477	7-18-67				8-1 8-1-70
				nse(Main)	
			of NDEA		
BR-477(1)	9-30-71	RENEWAL	MAEA -	LT. MAIN	8-1-73
35-12,33.					9 1 76
BR-477(L)	10-24-73		ALT. MA	Control of the last of the las	8-1-76
Ltr.	9=3=76	RCA BTA	-5L2 rep	laces RC	A ToF alt.
COMTEL	2-1-77	Obstruct	ion mark	ing spec.	in accordance
					21 for towers
					for towers
				uxiliary	1 for tower
BR-477(L)	2-22-78		Colombia Col	ALT. MAI	
			COLUMN TWO IS NOT THE OWNER.	ACCOUNT OF THE PARTY OF	nstalled as
COMTEL	1-18-78	ALT. MA			
	2 05 00			п	3-25-81
BP-20907	3-25-80		5kw-DA-N, ke change)-2)-01
			e MEOV's		
BRO-800425	AH 7-9-80		f License	o loc.	by Mb
	11 17 8	4		MTEL 12-2	77 EXT.
COMTEL	1-11-0		-30-81		
					THE RESERVE THE PERSON NAMED IN

BROADCASTING STATION HISTORY RECORD

CARD # 9 First licensed	AM Call Letters WMC
	Station Location
Name SEE CARD # 1	•••••••••••••••••••••••••••••••••••••••
Transmitter Location	
Main studio location	***************************************

Form BC-126 December 1978

Authorization Record

	Authori	zation Record	
File No.	Granted	Facilities	Expires
COMTEL	8-6-80	AUTH & TERMS COMTEL THRU 10-30-80.	2-2-77 EXT

Form BC-126 (Back) December 1978

Requested:

MEMPHIS COMMERCIAL APPEAL, INC. CALL LETTERS: TOLC 30 North Second St., Memphis, Tennessee ADDRESS: FILE NO:3-R-B-477 DATED: 3/29/29 Present Assignment: 780 Kc., 500 W. W. & 1 KW. LS., unlimited ACTION: Lic. 4/16/29, 780 Kc., 500 W.N., 1 KW.LS., unlimited, Requested: Renewal period 4/30/29 to 7/31/29 Memphis Commercial Appeal, Inc. APPLICANT: CALL LETTERS: WMC 2 miles east of town of Bartlett, Shelby, Co. ADDRESS: FILE NO: 3-P-B-859 DATED: 7/29/29 Tenn. 1 KW Day and 500 W. nite Approved 9/25/29 (Min.) Present C. P. issued 10/1/29 for 780 Kc. Manual. Unlimited time Assignment: ACTION: change in location only. : Inc. power at nite Same Kc, 1 KW " : Change in Loc. of Trans. as requested. 1/15/30. Requested: MEMPHIS COMMERCIAL APPEAL, INC. CALL LETTERS: WMC APPLICANT: #30 North Second St., Memphis, Tenn. ADDRESS: FILE NO: 3-R-B-477 DATED 6/25/29 Present 780 kc. 500 w. night; 1 KW LS Unlimited ACTION: G.O. 69 - 7/31/29 to Assignment: 10/31/29 Renewal

APPLICANT: MEMPHIS COMMERCIAL APPEAL, INC. CALL LETTERS: WMC 30 North 2nd St., Memphis, Tenn. | FILE NO: 3-R-B-477 DATED: 9/24/29 ADDRESS: 500 W. Present 780 kc. 1 KW. L.S. Unlimited ACTION: Lic. 10-18-29 Assignment: 780 kc. 500 w. 1 KW.-L.S. Umlim. Renewal Per. 10-31-29 to 1-31-30 Requested: APPLICANT: MEDIFIES COLLERCIAL APPEAL, INC. CALL LETTERS: WMC ADDRESS: 2 miles East of Bartlett, Tennessee | FILE NO:3-MP-B-45 DATED:12-30-29 Granted Minuted 1-20-30 1 KW. 18 Issued 1-22-30 for extension Present Assignment: 780 kc. 500 W. nite Uhlimited ACTION: As requested. only to To install auxiliary transmitter at 30 N. 2nd St(W.E.101-B 3/15/30 Requested: Extend completion date from 1/15/30 to 3/15/30. MEMPHIS COMMERCIAL APPEAL, INC., CALL LETTERS: WMC APPLICANT: 30 North Second St., Memphis, Tenn. FILE NO: 3-R-B-477 DATED: 12-27-29 ADDRESS: Renewal license 1-15-30. Present 780 kc 500 w. 1 kw LS., unlimited. Period 1-31 to 4-30-30. Assignment: Renewal Requested: _____

MEMPHIS COMMERCIAL APPRAL, INC. APPLICANT:

CALL LETTERS: TAC

WMC

30 North 2nd St., Memphis, Tenn. ADDRESS:

c. 7 to more & Boutlett Tenn

Present

Assignment: 780 Kc. 500 w. 1 Kw. LS., unlimited.

Requested: authority to erect an auxiliary transmitter. at Bathet date 6-14-30.

MEMPHIS COMMERCIAL APPEAL, INCORPORATED

APPLICANT:

2 miles East of Bartlett, Tennessee ADDRESS:

Present

Assignment: 780 kc. 500 W. Unlimited

License to cover (3-P-B-859 issued 10/1/29) Requested:

Same APPLICANT:

Same ADDRESS:

Present Assignment: 780 Kc. 500 W 1 KW IS Unlimited

Renewal Requested:

FILE NO: 3-P-B-1155 DATED: 2-11-30 C.P. granted Min. 3-14-30, issued 3-14-30 to erect an auxiliary ACTION: transmitter at location of main transmitter. Completion

CALL LETTERS:

FILE NO:3-L-B-292 DATED: 3/14/30 Mod.Lic.granted C.A. 4-3-30. issued 4-3-30 to cover two C.P.'s ACTION: as requested, (above) Period 4-3-30 to 4-30-30.

WMC CALL LETTERS:

FILE NO:3-R-B-477 DATED:4-15-30

Renewal Lic. 4-21-30 Per: 4-30 to 7-31-30

STATION APPLICATION RECORD #4. APPLICANT: MEMPHIS COMMERCIAL APPEAL, INCORPORATED CALL LETTERS: WMC 2 miles E. of Bartlett, Tennessee FILE NO: 3-P-B-1389 DATED: 5/7/30 ADDRESS: Present 780 kc. 1 KW. day and 500 W. nite Unlimited ACTION: Retired to files at Assignment: applicant's request. Install new equipment. Letter to applicant 6/13/30 Requested: APPLICANT: same CALL LETTERS: WMC FILE NO 3-R-B-477 DATED: 6-25-30 same ADDRESS: Renewel License 7-7-30 Present ACTION: Per: 7-31 to 10-31-30 Assignment: 780 kc. 500 w.nite, lkw LS Unlimited Requested: renewal CALL LETTERS: APPLICANT: FILE NO: DATED: ADDRESS: Present ACTION: Assignment: Requested:

APPLICATION RECORD - BROADCASTING

Call

Letters

WAC

Memphis Commercial Appeal, Inc. (4-3-31)

** Paul Dillard and Enoch Brown, Jr., Receivers (1-20-31)

Name ** Memphis Commercial Appeal, Inc.

	Date d			Action
File No.	<u> </u>	Application for	Natur	e Date
3-P-B-1541	7-10-30	construction permit to install new 50 kW equipment, change frequency from 780 kc. to 650 kc. and increase power from 500 w. night, 1 kW IS to 50 kW. Unlimited hours.		7-25-30
3-P-B-1681	9/23/30	Install new equipment, change frequency from 780 kc. to 650 kc., and increase power from 1 kW. day and 500 W. night to 50 kW., unlimited	Dismisse	ed 1-30-31
3-R-B-477	9/26/30	Renewal of License	Granted	10-21-30
S-AL-B-310 Filed by Dil		Involuntary assignment of license to PAUL DIL- LARD AND ENOCH BROWN, JR., RECEIVERS	Granted	1-20-31
3-R-B-477	12-27-30	Renewal of license		1-20-31 1-24-31.
3-AL-B-324	2-14-31 as	Involuntary assignment of license to MEMPHIS COMMERCIAL APPEAL, INC.	Granted	4-3-31

Call Letters WMC

Name MEMPHIS COMMERCIAL APPRAL, INC.

	Dated		1	ction
File No.	REERIXERX	Application for	Nature	Date
3-R-B-477	2-26-31	Renewal of license	Not n	ecessary
3-R-B-477	6-24-31	Renewal of license	Granted	8-4131
3-R-B-477	12-28-31	Renewal of license	Granted	2-9-32
	2-2-32	Renewal of license for aux. transmitter	Returned	9-23-32
3-P-B-2518	3-14-32	Install auxiliary transmitter (500 W)	Granted	4-12-32
3-R-B-477	6-25-32	Renewal of license	Granted	8-23-32
3-L-B-867	8-8-32	License to cover Cp for Aux. Transmitter	Granted	8-80-32
3-R-B-477	12-22-32	Renewal of license		2-10-33
3-SA-B-32	2-17-33	night experimentally, 1kw day.	ceth-imp Returned	operly-exec.
3-R-B-477	6-27-33	Renewal of license	Granted	8-4-33
3-R-B-477	9-4-33	Renewal of License for Auxiliary	Granted	9-29-33

#7

Call Letters

WMC

W M C. INCORPORATED (Vol. Assign. Lic. 10-17-33)
Name MEMPHIS COMMERCIAL APPEAL, INC.

File No.	Dated	Application for	Nature	Action Date
Recd	8-31-33 9-21-33.	Consent to voluntary assignment of license to W M C, Inc.	Granted	10-17-33
3-P-B-3059	11-21-33	Construction Permit to move Studio from Memphis, Tenn., to U.S. Highway #51, Frankstown, Miss., to increase power from 500w-night & 1 KW-IS, to 1 KW-night & 2 KW-IS, also make changes in equipment. To be considered under Paragraphs 6 (f) and 6 (g).	of annlih	ent appen
Resubmitte	12-26-35 d 1/24/4	# # # **	Granted 2 Sturmed 1 Granted 2	2-20-34 -19-34 -20-34

#8

Call

WMC

Memphis Commercial Appeal, Incorporated (Vol. Assign. 12-11-34)

Name x W M C, Incorporated

P410 Wo	D-4-4		1	Action
File No.	Dated	Application for	Nature	Date
3-SA-B-155	6-25-34	Special Experimental Authforization to increas power from 500w-night, lkW-LS to lkW-night, 2kW-LS, also changes in equipment. For period not beyond 9-1-34.	c Cranted	6-29-34
3-R-B-477	6-25-34	Renewal of license & auxiliary	Granted	8-7-34
B3-SA-16	7-31-34	FEDERAL COMMUNICATIONS COLMISSION Extension of special experimental authorization to operate with an additional power of 500 wat night likilowatts-LS for the period 9-1-34 to 3-1-35 (Directional Antenna)	s ranted	8-1 4-84
B3-AL-17	10-27-34	Voluntary assignment of license to Memphis Commercial Appeal , Inc., Memphis, Tenn.	ranted]	12-11-34

#9

Call Letters WMC

File No. Dated Application for Nature Date

Action
Nature Date

Application power by Returned 1-8-25- Returned

Returned | 1-8-35 - Returned Authority to determine operation power by B3-Z-11 11-30-34 Furat & elguature 3-12-35
Request of applicant direct measurement of antenna (for S.A. exp.) 1-10-35 Resubmitted Modification of special experimental authori-12-3-34 B3-MSA-11 Returned 1-8-35 zationto operate without directional antenna wrong form B3-R-477 Renewal of license 12-31-34 Sec. 17(c) Resubmitted 2-9-35 for auxiliary Granted RGTested 1-19-35 B3-R-477 Resubmitted 2-9-35 Resub. 3-9-35 Extension of special experimental authorization B3-SA-97 2-9-35 to operate with power lkw. 2kw-LS for period Granted Min. 3-12-35 from 3-1-35 to 9-1-35 (Directional Antenna) Authority to determine operating power by B3-Z-18 3-18-35 Granted 4-16-35 direct measurement of antenna (For S.A.Exp.)

Name .

#10

WWC, Incorporated

Call Letters ____MC

File No.	Dated	Application for	Nature	Action
B3-ML-182	4-5-35	Modification of license to change operating power from 500w-1000w L.S. to 1 kw. using dire al antenna- 2.5 kw L.S. and to cover equipment changes made under authorization of S.A.	Grante	-
B3-P-621	6-4-35 6-29-35	Construction permit to make changes in equip- ment and increase power from lkw, 2kw-IS to lkw, 5kw-IS. To make changes in equipment (antenna).		Recon. & Gran
B3-R-477	6-27-35	Renewal of license for main auxiliary	Granted	8-27-35
B3-R-477	12-28-35	Renewal of License (Main Trans.)	Granted :	2-8-36

#II

APPLICATION RECORD—BROADCASTING

Call letters

Name MEMPHIS COMMERCIAL APPEAL, INC

FILE No.	DATED	APPLICATION FOR—		ACTION
			NATURE	DATE
В3-МР-317	5-7-36	Modification of construction permit (B3-P-621) to install a new directional antenna, change transmitter site from Inter- section U.S. Highways 64 and 70, Memphia, Tennessee to 3/4 Mi. N.W. of 5 points- Intersection U.S. Highway #70 and Macon Road, near Memphis, Tennessee, extend commencement and completion dates from 1-19-36 and 7-19-36 respectively to date of grant and 1-19-37.		6-12-36
B3-MP-318	5-9-36	Modification of Construction permit (B3-P-621) to extend completion date from 7-19-36 to 1-19-37.	Granted	6-12-36
-	-	U.S. GOVERNMENT PRINTING OFFICE		

#1=

APPLICATION RECORD—BROADCASTING

Call letters ... WMC

Name MEMPHIS COMMERCIAL APPEAL, INC.

FILE No.	DATED	APPLICATION FOR—	ACTION		
7100 110.	Dates	ATTION TON-	NATURE	DATE	
B3-R-477	6-27-36	Renewal of license	Granted	C.A. 8-15-36	
B3-L-3 9 5	9-18-36	License to cover construction permit (B3-P-621) for changes in equip., antenna, increasin power and change in transmitter site.		10-13-36	
B3-ML-389	11-9-36	Modification of license to increase night power from 1kw to 5kw (using directional antenna)	Returned Request of		

Form 94

APPLICATION RECORD—BROADCASTING

#13

Call letters . WM C

Name MEMPHIS COMMERCIAL APPEAL, INCORPORATED

FILE No.	2.000	ABBUILDATION POR		ACTION
FILE No.	DATED	APPLICATION FOR—	NATURE	DATE
B3-P-1562	12-9-36	Construction permit to move auxiliary transmitter from Intersection U.S. Highways 64 and 70, 2 Mi. east of Bartlett, Tenn. to 3/4 Mi. northwest of five points-intersection U.S. Highway #70 & Macon Road, near Memphis, Tennessee.	Granted	1-12-37
B3-R-477	12-28-36	Renewal of license	Granted	2-23-37

APPLICATION RECORD—BROADCASTING

#14

Call letters ... W M C

MEMPHIS COMMERCIAL APPEAL COMPANY (Vol. Assign.Lic.3-16-37)
Name X MEMPHIS COMMERCIAL APPEAL, INCORPORATED

	DATED	ADDI KALTION POD	1	ACTION
FILE No.	DATED	APPLICATION FOR—	NATURE	DATE
B3-AL-163	1-14-37	Voluntary assignment of license from Memphis Commercial Appeal. Inc. to Memphis Commercial Appeal Co. Original application requested assignment of aux. trans. and C.P. B3-P-1562	In Min. Substit Entry G	3-16-37 3-11-37 ute Minute rented assign- aux.trans. and
B3-R-477	6-18-37	Renewal of license	Granted	C.A. 8-27-37
B3-L-685	9-8-37	License to over C.P.(B3-P-1562) to move aug. trans.	Granted	9-21-37
B3-Z-121	9-5-37	Authority to determine operating power by direct measurement of antenna power.	Granted	10-12-37
	- Carlot	W. S. GOVERNMENT PRINTING OFFICE		

APPLICATION RECORD—BROADCASTING

和5

Call letters W.M.C.

Name MEMPHIS COMMERCIAL APPEAL COMPANY

FILE No.	E No. DATED APPLICATION FOR—		ACTION		
PILE NO.	DATED	APPLICATION FOR—	NATURE	DATE	
B3-P-1959	9-1-37	Construction permit to make changes in directional antenna for night use and change	Retired t		
Superseded	10-4-37	power from 1kw, 5kw-LS to 5kw day and night.	Supersede	by E3-P-2743	
B3-R-177 "Resubmitted	1-10-38	Renewal of License (Chapteta-forms) " " Aux - Trans - " Renewal of license Aux - Trans - " Aux - Trans - " Aux - Trans - " Aux - Trans - "	Granted 2	-1-18-38 # 2-26-38 2-26-38	
-	1	U.S. GOVERNMENT PRINTING OFFICE			

APPLICATION RECORD—BROADCASTING

#16

Call letters WM C

Namedemphia Commercial Appeal Co.

FILE No. DATED		APPLICATION FOR—	ACTION	
		ATTENDATOR—	NATURE	DATE
B3-R-477	6-23-38	Renewal of license (Sec.7c)	Granted	7-14-39- 8-23-38
B3-R-477	12-22-38	Renewal of license " " A ux. Trans.	Granted "	2-6-39
B3-R-477	6-20-39	Renewal of license	Granted	8-8-39
B3- R- 477	1-17-40	Renewal of license " " Aux. Trans.		
	1	U.S. SDUTRAMENT PRINTING OFFICE		

Call Letters_ W M C

Name MEMPHIS COMMERCIAL APPEAL COMPANY

File No.	1-31-40	Company To Memphis Publishing Company.	Nature	Date
B3-ML-957 Resubmitted Received			should d	11-1-40 MA to closed erseded by AL.
B3-P-2743 Amended Lectived Filed amended Etc'd filed	1-24-40 11-30-40 12-5-40 12-5-40 5-21-41 5-23-41 5-23-41	Construction permit to make changes in the directional antenna for night use and increase power from lkw 5kw-LS to 5kw day and night. To change make of applicant to Lamphis Publishing Company. Amended to request 790 kc under NARBA and make changes in D.A. Form 335 filed 7-1-41.	of antern Dondition such rule	to redesigning ha system. hal subject to s as may be multiple.

APPLICATION RECORD - BROADCASTING

18

Call

Letters_

4 M C

MEMPHIS FUBLISHING COMPANY (AL11-26-40, Eff.12-9-40)

Name

* MEMPHIS COMMERCIAL APPEAL COMPANY

File No.	Dated	Application for	Nature	ction Date
B3-TC-227	5-7-40	Authority to transfer control of corporation from MEMPHIS PRESS-SCIMITAR CO. PANY to THE E.W. SCRIPPS COMPANY, 3000 Class A Common and 3000 common stock.		IC to closed erseded by AL.
B3-R-477	5/24/40	Renewal of license (Dismissed without prej.	Retired to	closed files 1-10-41

19.

Call

Letters " M C

Name x MEMPHIS COLMERCIAL APPLI CO. P.NY.

File No.	Dated	Application for	Nature	Action Date
B3-A1-294 Received Filed	10-23-40 10-24-40 10-24-40	Voluntary assignment of license from ALPHIS CONTERCIAL APPEAL CONTANY TO MAIPHIS PUBLISH-ING COMPANY.		11-26-40 : 11:25 a.m., 12-9-40
B3-R-477	1-21-41	Renewal of license Granted 3-24-41 for 79 " Aux. Granted 3-24-41.	O kc, lkw Narba	5kw-LS, U, DA-N
B3-F-191 received	2-19-41 2-21-41	Authority to install automatic frequency control equipment on 790 kc under MARRA	Granted	3-19-41
B3-MP-1410 rec'd Filed Amended received Filed	9-10-41 9-11-41 9-11-41 12-11-41 12-15-41 12-15-41	Modif. of C.P.(B3-P-2743 for incr. in power from lkw 5kw-LS to 5kw-Day & night & changes S in DA for night use) to make changes in D.A. for night use RE: directional antenna.	Granted Subj.to co ules as m e multipi	3-17-42 ndition such ay be adopted e ownership

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Call Letters W M C

Name

MEMPHIS PUBLISHING COMPANY.

File No. B3-P-3380 received filed	Dated 10-13-41 11-4-41 11-7-41	Application for C.P. to install new transmitter, increase power from lkw*:5kw-LS to lkw* 10kw-LS.(DA*) Form 335 filed 11-12-41. Filed by Mr.G.Smith. C.E.Baker,Chief,Engr.,Memphis,Tenn.	Nature Dismiss prejudi Memo op	sed without
B3-R-477 B3-R-477	1-16-42 1-16-42	kenewal of license main " " aux. atty. Geo. Smith	Granted	3-17-42
B3-Z-1358 Received	2-21-42 3-34-42	Authority to determine operating power by direct measurement of antenna power. Form 335 filed. Mr.Geo.Smith filed app.	Gran ted	4-22-42

Call Letters WMC

MEMPHIS PUBLISHING COMPANY Name

File No.	Dated	Application for	Nature Action Date
B3-L-1716 and B3-Z-1450 RBcd.	9-10-42	License to cover construction permit (B5-P-2745 as medified) which authorized increase in night power and changes in DA for night use AND authority to determine operating power by direct measurement of antenna power. Filed by Geo. Smith. A.D.Ring - Engr. 535's filed.	Granted 10-14-42 Subj.such rules as may be adopted re multiple ownership
B3-R-477 " Rec'd	3-25-44 4-3-44 4-1-44 4-5-44	Renewal of license (main) " Aux. (2) Main Filed by George Smith atty. Aux. " " " Program log filed 4-5-45 Amend. filed 5-9-45	Designated for Hearing Temp.license Granted for period ending 5-1-46 Min. #238-44 5-30-44 Docket No. 6610 ORDER of Grant Min.#297 6-26-45

Form 94

APPLICATION RECORD - BROADCASTING

#22

Call Letters WMC

			A	ction
File No.	Dated	Application for	Nature	Date
B3-P-3958 Rec'd Filed	8-30-45 9-7-45 9-7-45	Construction Permit to install new transmitter (Filed by Geo. S. Smith, Atty.)	Granted	10-8-45
B3-L-1922 Recd. Filed	1-2-46 1-5-46 1-5-46	License to cover C.P. (B3-P-3958) which authorized installation of new transmitter. (Filed by Atty. Harold Cowgill)	Granted	2-18-46
B3-R-477 "Rec'd	2-25-46 " 2-27-46	Renewal of license " " Aur. Filed by Harold Cowgill atty. Amend. Par. 17b filed 4-10-46 Add81 program material filed 6-21-46	Granted	7-19-46

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Call

Letters WMC

Pilo No	Dodad			Action
File No.	Dated	Application for	Nature	Date
3-L-2133 lec'd Filed	10-17-46 10-31-46 10-31-46	License to use Old Main Transmitter (COMPOSITE as an auxiliary transmitter with power of 5 kw. for auxiliary purposes only. (David E. Tolman, Atty.)	GRANTED	11-18-46
BP-5992 Rec'd Filed	2-3-47 2-14-47 2-14-47	(Harold G. Cowgill, Atty. & George C. Davis, Engr.)	2-10-48, R	5-12-17 microsystem as CLOSED FILE equest of rseded by

Form 94

APPLICATION RECORD - BROADCASTING

24

Call WMC

File No. RP-6579 Rec'd Filed	Dated 1-23-48 2-3-48 2-3-48	Application for Construction Permit to make changes in directional antenna system, and to mount the Georges Exprision and the TM antennas on top of the AM tower. (Geo. C. Davis, Engr.)	Natur ORANTED subj. comittee in the cate the	Action Date 7-20-48 ond. that per- file a new proof prance to indi- t the DA pattern essentially un-
BL-3542 Rec'd Filed	1-11-49 1-13-49 1-13-49	License to cover C. P. (EP-6579) which authorized change in DA system and to mount the Television and the FM antennas on top of the AM tower. (Harold G. Cowgill, Atty. George C. Davis, Engr.)		2-15-49
BR-477 Rec'i	2-26-49 3-1-49	Renewal of license Main and Auxiliary. (Harold G. Cowgill, Atty.)	Granted .	4-29-49

APPLICATION RECORD - BROADCASTING

FORM A-170 FORMERLY FCC FORM 94

Name

Call Letters

VKC

File No.	Dated	Application for	Ac Nature	tion Date
RP-8316 Rec'd Filed	11-2-51 11-15-51 11-15-51	David E. Tolman, Atty. Ralph E. Dippell, Jr., Engr.	Cond'l rappr.methalteration proof afteration and not the condition of the	receipt and nod of oper.during ons; submission ter alterations; o be construed and nt.for use by
BR-477 Rec'd Filed	1-23-52 1-31-52 1-31-52	Renewal of license Main & Auxiliary	GRANTED	4-17-52
BMP-5909 Rec'd Filed	6-9-52 6-12-52 6-12-52	Modification of construction permit (HP-8316 (which suth. removal of FM antenna from top & mount on side of N.W. AM tower) to increase the	date	

#26

APPLICATION RECORD - BROADCASTING

FORM A-170 FORMERLY FCC FORM 94

Ca11

Letters W. M. Q

File No.	Dated	Application for	_	tion
BR-477 Rec'd Filed	7-16-52 7-18-52 7-18-52	Application for Renewal of license Main & Auxiliary (Informal) George S. Smith, Atty.	Nature GRANTED	
BMP-6024 Rec'd Filed	9-24-52 10-10-52 10-10-52	Modification of construction permit (BP-8316, as mod., which authorized removal of FM antender from top and mount on side of N.W. tower) to increase height of tower. David E. Tolman, Atty. Ralph E. Dippell, Jr., engr.		
BP-8941 Rec'd Filed	7-22-53 7-23-53 7-23-53		ame condi	

#27

APPLICATION RECORD - BROADCASTING

FORM A-170 FORMERLY FCC FORM 94

Call Letters WMC

File No.	Dated	Application for	Nature	tion Date
B MP-6335 Rec'd Filed	10-2-53 10-5-53 10-5-53	Modification of construction permit (BP-8941, replacing expired permit BP-8316, as mod., which auth. removal of FM antenna from top an mount on side of N.W. tower & increase height of tower) to make changes in antenna system (increase height of tower). Segal, Smith & Hennessey, Attys. George C. Davis, Engr.	GRANTED re data d Sec. 2- resistance common per remease 302; data DA and per	11-6-53 to be sub. re of Standards;
BL-5314 Rec'd Filed	4-29-54 5-5-54 5-5-54	License to cover construction permit (EP-8941 as reinstated and mod.) which auth. removal of FM antenna from top and mount on side of N.W. tower & increase height of tower. Segal, Smith & Hennessey, Attys. George, C. Davis, Engr.	GRANTED	10-14-54

FORM A-170 28
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters

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File No.	Dated	Application for	Nature	lon Date
BMP-6565 Rec'd Filed	5-24-54 6-21-54 6-21-54	Modification of construction permit (EP-8941 replacing expired permit EP-8316, as modified which auth. removal of FM antenna from top an mount on side of N.W. tower & increase height of tower) to make changes in directional antenna system. Filed by Seymour M. Chase	4	8-10-54
BR-477 Recd Filed	4-7-55 4-26-55 4-26-55	Renewal of license (Main & Auxiliary) Seymour M. Chase, Atty.	GRANTED	7-20-55
	77/2	Station now represented by Dempsey & Koplovitz, Attorneys (letter 11-7-57).		
RecldFile	d 4-27-61	HADRY J. OCHURSHAUSTH, ASTY. SEE CARD #29		
		F.C.C WASHINGTON, D. C.		

FORM BC-121 #29 -

APPLICATION RECORD - BROADCASTING

Call

Letters WM C

Name MEMPHIS PUBLISHING COMPANY Memphis, Tennessee

File No.	Dated	Application for	Ac Nature	tion Date
BR-477 Rec'd. Filed	3-20-58 4-15-58 4-15-58	Renewal of license. (Main & Auxiliary) Harry J. Ockershausen, Atty.	GRANTED	7-9-58
BAL-3740 Rec'd Filed	12-15-59 12-16-59 12-16-59	Voluntary assignment of license to WAC Broadcasting Company.	GRAVITED EFF:	12-29-59 1-1-60
HR-477 REC'D & FILED	4-6-61 4-27-61	Harry J. Ockershausen, Atty. RENEWAL OFLICENSE (MAIN & AUXILIARY) HARRY J. OCKERSHAUSEN, ATTY.	GRANTED	7-31-61
BAL-1416 Rec'd Filed	12-8-61 12-8-61	Voluntary assignment of license to Scripps- Howard Radio, Inc.	GRANTED EFF:	12-21-61 12-31-61
BML-1984 R&F	1-11-62 1-16-62	Mod of lic to chg name from Scripps-Howard Radio, Inc to Scripps-Howard Broadcasting Com Atty: Dempsey and Koplovitz	GRANTED pany	2-8-62
	1	P.C.C WASHINGTON, D. C.	- 1	

FORM BC-121 Aug. 1955 #30

APPLICATION RECORD - BROADCASTING

Call WMC

Name SCRIPPS-HOWARD BROADCASTING COMPANY

The first of the f		
Memphis,	ennessee	

File No.	Dated	Application for	Nature	tion Date
BZ-4881 R. & F.	12-18-62 12-26-62	Authority to determine operating power by direct measurement of antenna power Maig track. Atty- Mempsey & Koplovitz	Grante	d 4-22-63
ER-477 Rec'd Filed	4-16-64 4-30-64 4-30-64	Renewal of license(Main & Auxiliary) Atty. Harry J. Ockershausen	GRANTED	10-28-64
BZ-5369 R. & F.	8-15-64 8-17-64	Authority to determine operating power by direct measurement of antenna power. (Main Transmitter) Engr- George C. Davis	GRANTED	T2-29-66
BZ-5640 R & F	8/21/64 8/24/64	Auth. to determine operating power by direct measurement of ant. power. (Aux.)	GRANTED	12-29-66
CHARLES SHE		F.C.C WASHINGTON, D. C.	1	

FORM BC-121 #31 Aug. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WMC

Name SCRIPPS_HOWARD BROADCASTING COMPANY

Memohis. Tennessee				
File No.	Dated	Application for	Action Nature Date	
BR_477 R & F	4/27/67 5/1/67	Renewal of license (Main & Auxiliary) Atty: H. J. Ockershausen	GRANTED	7-18-67
EL- 12,557 Lec'd. \$30 #551514	10-15-69 10-23-69 10-23-69	license designate Aux. trans. as AltMain. Harry Ockershausen, Atty.		9-30-71 with BR-477)
Amended Filed PTA PRESS	12-17-69 12-22-69 1-2-70	Section II-A		
BR-477 R & F \$105 #5986 PN Recd.	"	Harry J. Ockershausen, Atty. (Dempsey & Koplov AMENDED 7-6-70 re: business interests	GRANTED (tz)	9-30-71
PRESS	JUN 1 6 1970			
		F.G.C WASHINGTON, D. G.		

Form BC-121 September 1969

APPLICATION RECORD - BROADCASTING

Call Letters ... W M C

Name SCRIPPS-HOWARD BROADCASTING COMPANY

MEMPHIS, TENNESSEE

			Action	
File No.	Dated	Application for	Nature	Date
BR-477	4-27-73	RENEWAL OF LICENSE (MAIN & ALTER.MAIN)	GRANTED	10-24-73
R&F	5-3-73	H.J.Ockershausen, Atty.		
PN Recd.	"	AMENDED 6-27-73 re: engineering data		
PRESS	3	AMENDED 6-29-73 re: commercial policy; emp. p AMENDED 10-10-73 re: notice of charge of	olicy	
		emp. discrimination		
BR-477	3-30-76	RENEWAL OF LICENSE (MAIN & ALTER. MAIN)	GRANTED	2-22-78
R&F	4-1-76			/ 0
PN Recd.	"	C.J.Reynolds, Atty. (Dempsey & Koplovitz)		
PRESS	MAY 28 1976	austress inte		
		PETITION TO DENY AND TO INTERVENE filed 7-1-76 Counsel on behalf of Memphis Chapter of People Humanity, Cypress Health and Safety Committee,	United to North Mis	Sarra
		for Better B/Casting & Alpha Phi Alpha Fraternit (over)	ty	
		P.C.C WASHINSTON, D. C.		

BR-477 MOTION FOR LEAVE TO FILE SUPPLEMENTAL AFFIDAVIT TO THE PETITION TO DENY filed 7-13-76 by Alvin O. Chambliss, Counsel on behalf of Memphis Chapter of Operation Push, et el.

OPPOSITION TO MOTION FOR LEAVE TO FILE SUPPLEMENTAL AFFIDAVIT TO THE PETITION TO DENY filed 7-20-76 by Harry J. Ockershausen, Counsel on behalf of Scripps-Howard Broadcasting Company AMENDED 8-5-76 re: litigation

OPPOSITION TO PETITION TO DENY filed 9-8-76 by Harry J. Ockershausen, Counsel on behalf of Scripps-Howard Broadcasting Company

MOTION FOR LEAVE TO FILE SUPPLEMENTAL AFFIDAVIT TO THE PETITION TO DENY filed 10-12-76 by Alvin O. Chambliss, Counsel on behalf of Merphis Chapter of People United to Save Humanity, et al.

AMENDED 9-1-76 re: EEO complaint

MOTION FOR AN ADDITION ALLOTMENT OF TIME filed 11-2-76 by Alvin O. Chambliss, Counsel on behalf of Memphis Chapter of People United to Save Humanity, et al.

MEMORANDUM OPINION & ORDER adopted 2-22-78 Petition to Deny filed by the Memphis chapter of People United to Save Humanity and other groups, is DENIED.

PETITION FOR RECONSIDERATION filed 4-13-78 by Alvin O. Chambliss on behalf of People United to Save Humanity OPPOSITION TO PETITION FOR RECONSIDERATION filed 4-24-78 by J. Richard Carr, Counsel, on behalf of Scripps-Howard Broadcasting Company.

Form BC-121

May 1976

APPLICATION RECORD - BROADCASTING

Call Letters WMC

Name SCRIPPS-HOWARD BROADCASTING COMPANY
MEMPHIS, TENESSEE

File No.	Dated	Application for	Natur	e Date
BP-20,907 R & F PN Rec'd	9-22-77 10-6-77	CP to make changes in nighttime MEOV's.	GRANTE	D 3-25-80
PRESS DE	C 5 1977	Atty: Harry J. Ockershausen	OVER	
BR 790330 WO PRESS APR 26		RENEWAL OF LICENSE (MAIN & ALTER.TRANS.) C.J.Reynolds, Atty. AMENDED 6-4-80 re: listing of broadcast stat:	ions	1 824 80/089
BRC800425AK PRESS (0)	JUL 1 0 198	Modification of License to Operate Trans. by Remote Control from: 1960 Union Avenue, Memphis, Tennessee (MAIN STUDIO LOCATION).	GRANTED:	7-9-80

F.C.C. - WASHINGTON, D. C.

BP-20907 amended re engr(addition of maximum tolerence values to the theoretical pattern)

W M C - RECORD OF DENIAL OF INFORMAL APPLICATIONS

- B3-8-477 11-19-41 To opr. with power of 5kw nighttime for period not to exceed 30 days, in acc. with C.P. as modified (B3-MP-1410) and not to exceed limitations to Stations WTAR and KGHL as set forth therein.
- B3-S-477 12-19-41 To opr. with power of 4kw nighttime, using D.A., for period not to exceed 30 days, in order to overcome interference from Station CMBC.

B3-S-477

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.

