

W O L S



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1380199

#1

Date First

Licensed..... December 11, 1937

Call

Letters **W O L S**SEE CARD #2

LOCATION: FLORENCE, S. C.

xA. P. SKINNER, (THE ONLY GENERAL PARTNER), ROSANNE W. PURVIS, MELVIN H.

xPURVIS, JR., ALSTON W. PURVIS AND CHRISTOPHER P. PURVIS (AN INFANT: SIGNED

xFOR BY HIS MOTHER, ROSANNE W. PURVIS) A LIMITED PARTNERSHIP, d/b/a FLORENCE BROADCASTING COMPANY

Name of X THE FLORENCE BROADCASTING COMPANY, INC. (AL 1-13-42, Eff. 12:32 pm 2-9-42) (BAL

Licensee: x O. LEE STONE

4-3-63

(EFF#5-6-

63)

On State Highway 26, Approx. 1.1 miles N.N.E. of city limits of Florence,

Transmitter x 1/8 mile South of Florence, South Carolina (CP 9-24-48) Lic. 12-11-37

Location: x 121 Evans Street, Florence, South Carolina (C.P. 2-16-37)

Main Studio

Location:

151 South Dargan Street, Florence, South Carolina (BRC-383) Eff. 3-1-44)
* 129 S. Dargan Street, Florence, South Carolina (Ltr. 2-16-44, Lic. 12-11-37)
x The Sanborn Hotel, 121 Evans Street, Florence, South Carolina (C.P. 2-16-37)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD From To
B3-P-1104	7-2-36	1200	100w	D	
Construction permit for new station at Florence, S. Car. granted, but never issued. Designated for hearing C.A. 8-4-36.					
B3-P-1104	2-16-37	1200	100w	D	4-16 10-16-37
C.P. for a new station (Rules 132.139)					
B3-MP-569	10-5-37	Mod. CP	1104 to	ext. Compl. Date.	4-16 12-16-37
B3-MP-560	CA 10-23	Mod. CP	1104 to	move trans.	4-16 12-16-37
Rat. 11-9 & chg. equipment					
B3-L-723	12-11-37	1200	100w	D	12-11 6-1-38
License to cover C.P. for new station					
B3-R-948	5-18-39	1200	100w	D	6-1 12-1-38
B3-R-948	8-16-38	1200	100w	D (H)	8-16 12-1-38
B3-R-948	11-21-38	1200	100w	D (H)	12-1 6-1-39
B3-R-948	5-23-39	1200	100w	Day (H)	6-1 12-1-39
B3-R-948	7-27-39	1200	100w	U	7-28 12-1-39
B3-ML-579	Eff. 7-28-39	Mod. License to operate Unlimited time.			
B3-P-2474	10-3-39	1200	250w	U	12-3 6-3-40
C.P. to increase power; changes in equipment					
B3-L-1023	11-21-39	1200	250w	U	11-21 12-1-39
License to cover C.P. for increase in power; changes in equipment					
B3-R-948	11-14-39	1200	100w	U	12-1 10-1-40
B3-R-948	11-14-39	1200	250w	U	12-1 10-1-40
This renewal license supersedes license previously dated 11-14-39					
B3-S-948	2/20/40	1200	250w	U	3/1 8/1/40
Order	6/12/40	Extension of License			8/1 10/1/40
Order	9-10-40	Extension of License			10-1 3-20-41
MARBA REALLOCATION					
B3-R-948	3-24-41	1230	250w	U	3-29 10-1-41
B3-Z-678	6-19-41	1230	250w	U	6-19 10-1-41
Determine operating power by direct measurement.					

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters

W O L S

(AL 5-31-78 EFF:6-24-78

x FLORENCE BROADCASTING COMPANY, A LIMITED PARTNERSHIP (A. P. Skinner-General Partner)

x THE FLORENCE BROADCASTING COMPANY, INC. (AL 1-13-42, Eff. 12:32 pm 2-9-42)

Name of licensee x O. LEE STONE

Transmitter location

Main studio location

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

APPL. No.	DATE ISSUED	FREQ.	POWER	TIME DIV.	PERIOD	
					From—	To—
B3-R-948	9-30-41	1230	250w	U	10-1	10-1-42
B3-AL-322	1-13-42	Vol. Assign. License to THE FLORENCE				
	Eff. 12:32 pm 2-9-42	BROADCASTING COMPANY, INC.				
B3-P-3461	2-17-42	C.P. install new trans.			4-17	10-17-42
B3-L-1627	5-6-42	1230	250w	U	5-6	10-1-42
	Lic. cover CP 3461 for new transmitter					
B3-S-948	9-1-42	Extension of license			10-1	11-1-42
B3-R-948	10-6-42	1230	250w	U	10-6	2-1-43
B3-S-948	11-6-42	1230	250w	U	12-1	2-1-43
	Mod. Lic. accordance Order 107					
B3-S-948	1-19-43	Extension of license			2-1	4-1-43
B3-R-948	3-23-43	1230	250w	U	3-23	2-1-45
B3-S-948	2-21-44 To opr. with studio at trans. location for 4 days during latter part of Feb. in order to permit moving of studio equipment to new studio location, 129 S. Dargan St., Florence, S.C.					
B3-S-948	3-4-44	Exten. of S.A. to opr. with studio at trans. location for period 3-1-44 to 3-10-44.				
B3-S-948	1-25-45	Extension of license			2-1	4-1-45
B3-S-948	3-27-45	Extension of License			4-1	6-1-45
B3-S-948	5-22-45	Extension of License			6-1	8-1-45
B3-S-948	7-24-45	Extension of license			8-1	10-1-45
B3-S-948	9-25-45	Extension of license			10-1	12-1-45
	Order 107-A					
B3-S-948	11-21-45	Extension of license			12-1	3-1-46
B3-Z-1675	1-28-46	1230	250w	U (T)	1-28	3-1-46
	Authority to determine operating power by direct method					
B3-S-948	1-23-46	Extension of license			2-1	4-1-46
B3-S-948	3-20-46	Extension of license			4-1	6-1-46
B3-S-948	5-24-46	Extension of license			6-1	8-1-46
B3-S-948	7-25-46	Extension of license			8-1	10-1-46
B3-F-266	7-15-46	Authority to make changes in automatic frequency control unit				

B.S.

#3

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W O L S

FLORENCE BROADCASTING COMPANY, INC (AL 6-6-80, EFF:

xx THE FLORENCE BROADCASTING COMPANY, INC. (AL 1-13-42, Eff. 12:32 pm 2-9-42)

Name of licensee x O. LEE STONE

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
B3-R-948	9-12-46	1230	250w	U	9-12 2-1-49
BTC-543 Eff:	6-11-47 7-5-47	Voluntary Transfer of Control of licensee corporation from M.F.Schnibben to Melvin H.Purvis			
BP-6731	9-24-48	1230	250w	U	11-24 5-24-49
	CP to install new transmitter, make changes in vertical antenna and change T site. (COND. CLAUSE)				
BS-948	1-26-49	Extension of License		2-1	6-1-49
BMP-4412	2-10-49	1230	250w	U	11-24 5-24-49
	Mod. CP (6731) to mount FM antenna on AM tower. (COND. CLAUSE)				
BR-948	3-9-49	1230	250w	U	3-9 2-1-52
BL-3658	9-21-49	1230	250w	U	9-21 2-1-52
	Lic. to cover CP (6731 as mod) to install new transmitter, make change in vertical antenna, change transmitter location and mount FM antenna on AM tower.				
BR-948	1-23-52	1230	250w	U	2-1 12-1-54
BRC-383 (1)	4-29-54	Modification of license to operate trans. by remote control from 151 South Dargan St., Florence, South Carolina			
Telegram	11-29-54	Action on renewal deferred 11-24-54 and continued operation authorized until final determination on renewal.			
BR-948	12-22-54	1230	250w	U	12-22 12-1-57
BR-948	11-27-57	Renewal of License		12-1	12-1-60
BP-13547	10-30-59	1230	250w	U	12-30 6-30-60
	CP to install new transmitter (RCA BTA-1R)				
BTC-3422 EFF:	5-10-60 6-20-60	Involuntary transfer of control of licen corporation from Melvin H.Purvis to A.P. Skinner and Hugh L. Willcix, Executors of the Estate of Melvi H.Purvis, Deceased with A. P. Skinner as Voting Trustee.			
BMP-9010 (1)	7-8-60	Mod. of CP(BP-13547) for extension of completion date to 12-30-60.			
	11-30-60	Commission deferred action on renewal pending further consideration.			

Form BC 126
June 1954

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BROADCASTING STATION LICENSE RECORD

Date first licensed

Call lettersWOLS.....

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-8121 (1)	11-8-60	Lic. to cover cp (BP-13,547) which auth. instl. of new trans.			
BP-14657	3-23-61	1230kc	250w	Aux.	5-23 11-23-61
	CP to install old main transmitter as an Auxiliary transmitter and operate by remote control.				
BR-948	5-3-61	1230kc	250w	U	5-3 12-1-63
BP-13507	10-4-61	1230kc	250w, 1kw-LS	U	12-4 6-4-62
	CP to increase daytime power to 1kw and install a new transmitter (Cond'l).				
BL-8902 (1)	3-9-62	Lic. to cover CP (BP-13,507) which auth. an incr. in daytime power.			
BZ-4679 (2)	6-28-62 (Main)	Authority to determine operating power by direct measurement of antenna power.			
BZ-4708 (3)	8-14-62 (Main)	Authority to determine operating power by direct measurement of antenna power.			
BL-9462	11-20-62	1230kc	250w	Aux	11-20 12-1-63
	Lic. to use old main trans. (COMPOSITE) at pres. loc. of main trans. to be operated on 1230kc, 250w, for aux. purp. only with remote control				
BAL-4723 EFF:	4-3-63	Voluntary assignment of license to			
	5-6-63	A. P. Skinner, (the only general part- ner), Rosanne W. Purvis, Melvin H. Purvis, Jr., Alston W. Purvis and Christopher P. Purvis (an infant; signed for by his mother, Rosanne W. Purvis, A Limited Partnership, d/b as Florence Broadcasting Company			
BR-948	11-29-63	1230kc-250w, 1kw, LS-U			12-1 12-1-66
		1230kc,	250w	Aux.	12-1 12-1-66
BR-948	11-30-66	Renewal of license (Main & Aux.)			12-1 12-1-69
BR-948 (8)	11-26-69	Renewal & NDEA Main & Aux.			12-1-72
EBSA	5-25-72				
BZ-8096(L)	7-11-72	Direct Measurement			

Form BC 126 5
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W O L S

Station location FLORENCE, SC

Name of licensee FLORENCE BROADCASTING COMPANY, A LIMITED PARTNERSHIP
..... (A.P.SKINNER-GENERAL PARTNER)

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BR-948(S)	12-6-72	RENEWAL			12-1-75
BZ-8895(1)	7-21-75	Direct	Measurement		
BR-948(L)	11-26-75		RENEWAL		12-1-78
BAL-9322	5-31-78	VOL. ASSIGN.		EFF: 6-24-78	
BR780725US (S)	1/29/79	Renewal of license (MAIN & ALTER. TRANS.)			12/1/81
BAL800501GE	6-6-80	VOL AL.		EFF.	8-31-80

APPLICATION RECORD - BROADCASTING

#1

 Call W O L S
 Letters x N E W
Name O. Lee Stone.P.O. 503 S. Dargan, Florence, S.C.

File No.	Dated	Application for	Action	
			Nature	Date
B3-P-1104	4-6-36	C.P. new station to be operated on: Frequency - 1200 kc, Power - 100 w, Time- - daytime Studio- 121 Evans St. The Sanborn Hotel, Florence, S.C. Trans.- 121 Evans St. Florence, S.C.	GRANTED Never Issued as pro- tested and Designated for Hearing C.A. 8-4-36 ORDER of Reconsider and GRANT without Hear. Min. 2-16-37	Min. 7-2-36
B3-MP-560	8-18-37	Modification of construction permit (B3-P-1104) to make changes in equipment, and move transmitter from 121 Evans Street, Florence, South Carolina to Charleston High- way, 1/8 Mi. S. of Florence, South Carolina.	Granted Ret. Min.	S.A. 10-23-37 11-9-37

APPLICATION RECORD - BROADCASTING

#2

Call

Letters W O L SName O. LEE STONE

File No.	Dated	Application for	Action	
			Nature	Date
B3-MP-569	9-9-27	Modification of construction permit (B3-P-1104) to extend completion date from 10-16-37 to 12-16-37.	Granted	10-5-37
B3-L-723	11-20-37	License to cover construction permit (B3-P-1104) as modified, for a new station	Granted	12-11-37
B3-R-948 Resubmitted	3-28-38 "	Renewal of license (first)	Returned Granted	4-9-38 5-18-38
B3-ML-579	5-30-38	Modification of license to change hours of operation from daytime to unlimited time, using 100 watts power day and night.	Docket 5276 Granted Eff. 7-28-39	B-38 Min. 7-27-39

APPLICATION RECORD—BROADCASTING

Call letters W O L SName O. LEE STONE

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-R-948	7-18-38	Renewal of license (Requested)	(1) Des. for Hearing	
			(2) Temp. license granted	
			Min. 8-16-38	
			(H) Granted	11-21-38
			(H) Granted	5-23-39
			Docket 5315 B-38	
			GRANTED Min. 7-27-39	
			Effective 7-28-39	
B3-R-948	3-29-39	Renewal of license (Unnecessary)	Returned	5-31-39

APPLICATION RECORD—BROADCASTING

4

Call letters W O L SName O. LEE STONE

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-P-2474	8-3-39	C.P. to make changes in equipment and increase power from 100 to 250 watts.	Granted	10-3-39
B3-R-948	9-20-39	Renewal of license	Granted	11-14-39
B3-L-1023	10-27-39	License to cover C.P. (B3-P-2474) for equipment changes and increase in power.	Granted	11-21-39
B3-R-948	5/25/40	Renewal of license	Granted	3-24-41
B3-Z-678	1-29-41	Authority to determine operating power by direct measurement.	Granted	6-19-41
Rec'd	1-30-41			
B3-R-948	7-30-41	Renewal of license	Returned	8-8-41
Resub.	9-5-41		Old format, no 225a.	
			Granted	9-30-41

APPLICATION RECORD - BROADCASTING

Call

Letters

W O L S

THE FLORENCE BROADCASTING COMPANY, INC. (AL 1-13-42, Eff. 12:32 pm 2-9-42)

Name x O. LEE STONE

File No.	Dated	Application for	Action	
			Nature	Date
B3-AL-322 received Resubmitted received filed	9-29-41 10-2-41 9-29-41 10-10-41 10-10-41	Voluntary assignment of license from O. Lee Stone, to The Florence Broadcasting Company, Inc. Form 335 filed.	Returned 18-(a) & (b) Granted Eff. 12:32 pm	10-7-41 13- 1-13-42 2-9-42
B3-P-3461 Received	10-28-41 2-10-42	C.P. to install new equipment. Form 335 filed.	Granted	C.A. 2-17-42
B3-L-1627 Received Superseeding rec'd	2-23-42 2-24-42 3-24-42 3-25-42	License to cover C.P. (B3-P-3461) for new transmitter.	Granted	5-6-42
B3-R-948 Resub.	8-21-42 "	Renewal of license and Forms 335 (Sec. 6(c), 11(c), 2 add'l copies of Exh. signed by mgr.)	Ret'd Granted	8-25-42 10-6-42

#6

Call

Letters W O L S

THE FLORENCE BROADCASTING COMPANY, INC. (AL 1-13-42, Eff. 12:32 pm 2-9-42)

Name x O. LEE STONE

File No.	Dated	Application for	Action	
			Nature	Date
B3-R-948 Resub.	1-1-43 "	Renewal of license (Ret'd 1-5-43 jurat in adv. of applic. date)	Ret'd Granted	1-5-43 3-23-43
B3-R-948 Resub. Rec'd	11-30-44 1-9-45 1-13-45	Renewal of license (Par. -17b, -18a, -18 & -13b) Letter filed 2-10-45	Ret'd Granted	12-12-44 9-12-45
B3-2-1675 Rec'd Filed	3-1-45 3-3-45 3-3-45	Authority to determine operating power by direct measurement of antenna power.	Granted	1-28-46

APPLICATION RECORD - BROADCASTING

Call

Letters W O L SName FLORENCE BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action	
			Nature	Date
B3-P-4538	1-9-46	C.P. to change frequency from 1230 to 930 kc, increase power from 250w to 1kw, install new transmitter (RCA BTA-1L) and D.A. for night use and change transmitter location from Charleston Highway, 1/8 mile South of Florence, S. Car., to 250 yards South of State Road 518, approx. 2.6 miles west of city limits, Florence, S. Car. (Filed by Atty. John Clagett - Engr. Dillard)	Docket	7606
Rec'd	2-4-46		Dismissed at request	
Filed	2-4-46		of applicant - without prejudice	
			Order	1-30-47
B3-F-266	5-17-46	Authority to make changes in Automatic Frequency Control Unit. (Filed by John F. Clagett, Atty.)	GRANTED	7-15-46
Rec'd	5-21-46			
Filed	5-31-46			

APPLICATION RECORD - BROADCASTING

Call

Letters W O L SName THE FLORENCE BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BTC-543 Rec'd Filed	3-12-47 3-19-47 3-19-47	Voluntary Transfer of Control of licensee corporation from M.F.Schnibben to Melvin H. Purvis. (500 shares of common stock-50%).	GRANTED Eff:	6-11-47 7-5-47 (per 323-A)
BP-6731 Rec'd Filed	4-20-48 4-20-48 4-20-48	Construction Permit to install new transmitter (Composite), make changes in vertical antenna [REDACTED] and change transmitter location from Charleston, Highway, 1/8 mile South of Florence, South Carolina to Approx. 1.1 miles north-northeast of city limits on State Highway 26, Florence, South Carolina. Earl W. Chamberlin, Engr.	GRANTED RECEIVED Prior to commencement of program tests permitted shall submit results of measurements showing that T meets requirements of Sec. 12 & 14 of the Standards.	9-24-48

APPLICATION RECORD - BROADCASTING

Call
Letters **W O L S**Name **THE FLORENCE BROADCASTING COMPANY, INC.**

File No.	Dated	Application for	Action	
			Nature	Date
BMP-4412 Rec'd Filed	1-4-49 1-10-49 1-10-49	Mod. of C.P. (BP-6731, which authorized installation of new transmitter, make changes in vertical antenna and change transmitter location) to mount FM antenna on AM tower.	GRANTED	2-10-49
HL-3658 Rec'd Filed	4-19-49 4-20-49 4-20-49	License to cover C. P. (BP-6731, as mod.) which authorized installation of new transmitter, make changes in vertical antenna, change transmitter location and mount FM antenna on AM tower.	GRANTED	9-21-49
BR-948 Rec'd Filed	10-27-51 11-26-51 11-26-51	Renewal of license	GRANTED	1-23-52

APPLICATION RECORD - BROADCASTING

Call

Letters W O L SName THE FLORENCE BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BR-948 Rec'd	11-27-48 12-1-48	Renewal of license	Granted	3-9-49
BRC-383 Rec'd Filed	4-19-54 4-20-54 4-27-54	Modification of license to operate trans. by remote control from 151 South Dargan St., Florence, South Carolina	GRANTED	4-29-54
BR-948 Rec'd Filed	8-30-54 9-2-54 9-2-54	Renewal of License	GRANTED	12-22-54
BR-948 Rec'd Filed	9-3-57 9-6-57 9-6-57	Renewal of License	GRANTED	11-27-57
BP-13, 507 Rec'd Filed	9-8-59 9-11-59 9-11-59	Construction Permit to increase daytime power from 250w to 1kw and install a new transmitter(RCA-ETA-1R) Engr.- Ben Akerman, Cheraw, S. C.	GRANTED Cond'l re: Permittee shall submit with the applic. for license. antenna resistance meas.	10-4-61

AUG. 1955

#11

APPLICATION RECORD - BROADCASTING

Call
Letters W O L S

Name

THE FLORENCE BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BP-13547 R & F	9-8-59 10-16-59	Construction Permit to install new transmitter (RCA-BTA-1R)	GRANTED	10-30-59
BTC-3422 Rec'd Filed	4-6-60 4-11-60 4-11-60	Involuntary transfer of control of licensee corporation from Melvin H. Purvis to A. P. Skinner and Hugh L. Willcox, Executors of the Estate of Melvin H. Purvis, Deceased with A. P. Skinner as Voting Trustee.	GRANTED EFF:	5-10-60 6-20-60
BMP-9010 R & F	5-20-60 5-23-60	Modification of C. P. (BP-13547 which authorized instl. new transmitter) for extension of completion date from 6-30-60 to 12-30-60.	GRANTED to	7-8-60 12-30-60
BR-948 Rec'd Filed	9-2-60 9-6-60 9-6-60	Renewal of license	GRANTED	5-3-61

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters WCLSName The Florence Broadcasting Company, Inc.
Florence, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BL-2121 Rec'd Filed	8-29-60 8-31-60 8-31-60	License to cover C. P. (EP-13547 as modified) which authorized installation of new transmitter.	GRANTED	11-8-60
BP-14657 R & F	2-7-61 2-13-61	Construction permit to install old main trans. (Composite) on State Hwy. #26, approx. 1.1 miles NNE of city limits of Florence, S.C. (main trans. loc.) to be used as an auxiliary trans. on 1230KC, 250w for aux. purposes only, with remote control operation of trans. from studio location. Chief Engr: Charles E. Sligh	GRANTED	3-23-61
BL-8902 R & F	10-24-61 10-26-61	License to cover C.P. (BP-13,507) which authorized an increase in daytime power.	GRANTED	3-9-62

APPLICATION RECORD - BROADCASTING

Call

W O L S

Letters

Name X THE FLORENCE BROADCASTING COMPANY, INC.
Florence, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BZ-4679 R. & F.	4-2-62 4-3-62	Authority to determine operating power by direct measurement of antenna power.	GRANTED	6-28-62
BZ-4708 R. & F.	6-11-62 6-12-62	Authority to determine operating power by direct measurement of antenna power. (Main)	GRANTED	8-14-62
BL-9462 R. & F.	6-11-62 6-12-62	Lic to use old main trans(Composite) at present loc of main trans, to be operated on 1230kc, 250w, for AUXILIARY PURPOSES ONLY, with remote control.	GRANTED	11-20-62
BAL-4723 R & F	1-22-63 1-29-63	Voluntary assignment of license to A.P.Skinner, Rosanne W. Purvis, Melvin H. Purvis, Jr., Alston W. Purvis and Christopher P. Purvis, A Limited Partnership dba Florence Broadcasting Company	file only, General GRANTED: EFF: (His mother Rosanne Purvis)	4-3-63 5-6-63 signed by by E.

Aug. 1955

APPLICATION RECORD - BROADCASTING

1230 Kc.

CARD # 14

Call

Letters W O L S

A. P. SKINNER, (THE ONLY GENERAL PARTNER), ROSANNE W. PURVIS, MELVIN H. PURVIS, JR.,
 Name ALSTON W. PURVIS AND CHRISTOPHER P. PURVIS (AN INFANT: SIGNED FOR BY HIS MOTHER,
ROSANNE W. PURVIS) A LIMITED PARTNERSHIP d/b as FLORENCE BROADCASTING COMPANY

FLORENCE, SOUTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-948 R & F	8-29-63 9-3-63	Renewal of License (Main & Auxiliary)	GRANTED	11-29-63
BR-948 R & F	8-26-66 8-30-66	Renewal of license (Main & Auxiliary)	GRANTED	11-30-67
BR-948 R & F #537907 \$75. BR-948 R & F #537906 \$30. P.N. filed PRESS	8-22-69 8-25-69 8-25-69 8-22-69 8-25-69 8-25-69 8-25-69	Renewal of license (Main) AMENDED 10-17-69 re: commercial matter Renewal of license (Aux.).	GRANTED	11-26-69
BZ-8096 R & F DM Amended PRESS	5-25-72 5-30-72 6-6-72 6-12-72 JUL 3 1972	Direct Measurement notif. of cancellation of Auxiliary Trans.	GRANTED	7-11-72

APPLICATION RECORD - BROADCASTING General Partner 1230 kc

FLORENCE BROADCASTING COMPANY, A LIMITED PARTNERSHIP (A.P. Skinner, General Partner)
xxA.P. SKINNER, (THE ONLY GENERAL PARTNER), ROSANNE W. PURVIS, Call

MELVIN H. PURVIS, JR. ALSTON W. PURVIS AND CHRISTOPHER P. PURVIS Letters W O L S

Name xAN INFANT: SIGNED FOR BY HIS MOTHER, ROSANNE W. PURVIS) A LIMITED PARTNERSHIP d/b as
FLORENCE BROADCASTING COMPANY

FLORENCE, SOUTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-948 R & F PN Recd. PRESS	8-30-72 9-1-72 "	RENEWAL OF LICENSE AMENDED 9-21-72 re: engineering AMENDED 11-16-72 re: ascertainment of community needs; commercial policy	GRANTED	12-6-72
SEP 19 1972				
BZ-8895 R & F DM PRESS	5-29-75 6-12-75 6-24-75 JUN 11 1975	Direct Measurement	GRANTED	7-21-75
BR-948 R & F PN Recd. PRESS	7-29-75 7-31-75 " AUG 18 1975	RENEWAL OF LICENSE AMENDED 11-17-75 re: ascertainment of community needs, commercial matter & EEO	GRANTED	11-26-75
BAL-9322 R & F FORM 316	3/8/78 3/29/78	Voluntary assignment of license to FLORENCE BROADCASTING COMPANY, A LIMITED PARTNERSHIP (A.P. Skinner - General Partner) (changes in Limited Partners only) (SEE OVER)	GRANTED EFF:	5-31-78 6-24-78

RE: BAL-9322 - NOTED: Partnership(new) agreement not filed
(316 filed per Roy Stewart - (trans ^{ltr} new agreement 5-11-7
Legal opinion re Lmt'd partnership(not nec) FILED /

Form BC-121

May 1976

12-37

APPLICATION RECORD - BROADCASTING

Call
Letters W O L S

FLORENCE BROADCASTING COMPANY, A LIMITED PARTNERSHIP

Name (A.P. SKINNER-GENERAL PARTNER)FLORENCE, SOUTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR780725US PRESS	SEP 22 1978	RENEWAL OF LICENSE (MAIN & ALTER.TRANS.)	Granted	1/29/79
BAL800501GE FORM 316 PRESS	MAY 19 1980	Voluntary assignment of license to Florence Broadcasting Company, Inc.	GRanted EFF:	6-6-80 8-31-80

RECORD OF APPLICATIONS REQUESTING FACILITIES OF BROADCASTING STATION W O L S

X The Florence Broadcasting Company, Inc. (AL 1-13-42)
 Licensee **O. LEE STONE**

File No.	Date	Call Letters	Name and Location of Applicant	Remarks	Disposition
B3-P-2061	2-3-38	NEW	Pee Dee Broadcasting Co., J.A. Bradley, Pres. Florence, S.C.	C.P. for a new station on 1200 kc, 100w, 250w-LS, U. Req. fac. of WOLS.	DENIED Min. 7-27-39 Eff. 7-28-39
B3-P-4921	5-28-46	New	Peter B. Thornell Florence, S. Car.	1230kc, 250w, U	Dismissed 4-18-47
B3-P-4948 Rec'd & Filed	6-3-46 6-14-46	New	Eugene E. Stone Florence, S. Carolina	CP for a new station 1230 kc, 250w U	AMENDED TO CHANGE FREQ. 11-16-46
B3-P-5068 Rec'd Filed	7-17-46 7-17-46 7-17-46	New	Seotland Broadcasting Company Laurinburg, N.C.	C.P. for a new AM Station, 1230 kc, 250w, U	AMENDED TO CHANGE FREQ. 1-24-47

Renewal Requested	Date Received	Designated for Hearing	Reason	Remarks
6-17-38	7-20-38	8-16-38	B3-P-2061	

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.

