

W S G W



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390189

BROADCASTING STATION LICENSE RECORD

1015176 - Auth. gr. for on-the-air I.D. as: Saginaw-Bay City, Michigan

Date first licensed 9-14-50

Call letters W S G W

LOCATION: SAGINAW, MICHIGAN

BOOTH AMERICAN COMPANY (BML-5-31-66)

xx BOOTH BROADCASTING COMPANY (BML 1-14-58)

* BOOTH RADIO & TELEVISION STATIONS, INC (MP 1-12-50)

Name of licensee * BOOTH RADIO STATIONS, INC.

Transmitter location 7225 Uncle Henry Rd., Near Saginaw, Michigan (MP 5-3-50) (L. 9-14-50)
x Near Saginaw, Michigan (CP 4-1-49)Main studio location 1795 Tittabawasee Rd., Carrollton, Township, Michigan (outside Saginaw/
city limits.)
x400 Mason Bldg., Saginaw, Michigan (MP 5-3-50) (Lic. 9-14-50)
x16 be determined, Saginaw, Michigan (CP 4-1-49)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time	Period
				Div.	From-- To--
B2-P-4088	4-1-49	790	1kw-DA	U	6-1 12-1-49
	CP for a new standard broadcast station				
BMP-4853	11-17-49	790	1kw-DA	Un	6-1 5-15-50
	Mod. CP (4088) for ext. of completion date.				
BMP-4940	1-12-50	790	1kw-DA	Un	6-1 5-15-50
	Mod. CP (4088 as mod) to change name of permittee corp.				
BMP-4953	5-3-50	790	1kw-DA	U	6-1 5-15-50
	Mod. of CP(4088 as mod) to change type of T and specify studio location.				
BMP-5110	5-8-50	790	1kw-DA	U	6-1 7-15-50
	Mod. of CP(4088 as mod) for ext. of completion date				
BMP-5204	7-3-50	790	1kw-DA	U	6-1 8-15-50
	Mod. of CP(4088 as mod) for ext. of comp. date.				
BMP-5247	8-3-50	Mod. of CP(4088 as mod)			6-1 10-15-50
	completion date.				
BL-4154	9-14-50	790	1kw-DA	U	9-14 5-1-52
	Lic. cover CP(BP-4088, as mod., which auth. new standard B/C station				
BR-2522	4-23-52	790 kc	1 kw DA-N	U	4-23-52 to 10-1-52
BR-2522	9-24-52	790kc	1kw-DA-2	Unl.	10-1 10-1-55
BR-2522	9-7-55	RENEWAL OF LICENSE			10-1 10-1-58
BML-1744 (1)	1-14-58	Modification of license to change name of licensee corporation to Booth Broadcasting Company.			
Wire	9-30-58	Action on renewal application deferred 9-24-58, pending further consideration. Continued operation authorized.			
BR-2522	6-24-59	790kc	1kw-DA-2	U	6-24 10-1-61
BP-11873	3-22-61	790kc	1kw-5kwLS DA-2	U	5-22 11-22-61
	CP to increase daytime power and install a new transmitter. (GATES BC 5P)				
BMP-9908 (1)	11-22-61	Mod. of CP(BP-11873)			extension of completion date to 3-1-62.

Form BC 126
June 1954

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W S G W

Station location SAGINAW MICHIGAN

Name of licensee

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BR-2522	2-5-62	RENEWAL OF LICENSE			2-5 10-1-64
BMP-10110 BMP-10123 (2)	3-13-62	Mod. of CP(BP-11873 as mod) for chg. type trans. (GATES BC-5A-day (W.E. 443A-night) & for ext. of compl. date to			4-1-62
BMP-10,222 (3)	5-2-62	Mod. of CP(BP-11873 as mod) for ext of completion date to			6-1-62
BL-9358 (1)	8-10-62	790kc	1kw-5kw-DA-2 U	8-10	10-1-64
		Lic. to cover CP (BP-11,873 as mod) which auth. incr. day power and inst. new trans (2 trans.)			
BR-2522	9-14-64	Renewal of License			10-1-10-1-67
BL-10,702	12-29-64	790kc	1kw-DA-2 Aux-N	12-29	10-1-67
		Lic to use main daytime transmitter (Gates BC-5A) as Aux Trans Nighttime, to be operated on 790kc, 1kw, DA-2.			
BL-10,704	12-29-64	790kc	1kw-DA-2 Aux-D	12-29	10-1-67
		Lic ot use Main-Nighttime trans. (WE 433-A) as an Aux-Daytime to be operat- ed on 790kc, 1kw, DA-2.			
BML-2162 (1)	5-31-66	Mod. of license to change name of licensee to BOOTH AMERICAN COMPANY (Main & Aux. Transmitters)			
BR-2522 Renewal NDEA	10-27-67	790kc	1kw;5kw LS Unl	DA2	10-27 10-1-70
BS-2522 (1)	5-23-68	Memo. Lic. per memo. 1kw Alt. Main(N); Aux. (D) Memo. redescribe trans. Alt. Main & Aux)			
EBSA	5-25-72				
WIRE	11-10-72	Temp. auth. granted to operate main studio at 1795 Tittabawasee Rd., Carrollton Township, Michigan thru 2-10-73.			
BML-2431(1)	3-9-73	ML to chg. the main studio location. outside corporate city limits.			
BP-19,355	3-5-73	790kHz	1kw 5kw U	DA-2	3-5-73
		CP to specify nighttime MEQV's.			

Form BC 126

June 1954

BROADCASTING STATION LICENSE RECORD

#3

Date first licensed

Call letters W.S.G.H.

Station location Saginaw, Michigan

Name of licensee

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BMP-13,757 (1)	3-29-74	MP(BP-19,355)	ext. time to		10-1-74
BP-19,818	11-6-74	790khx	1kw 5kw	DA-2 U	5-6-75
		CP to replace-expired permit.			
BMP-13983(1)	6-9-75	MP(BP-19818,	as reinstated)		ext 11-6-75
BMP-14,097(2)	12-15-75	MP(BP-19818	as mod.)		to ext. time to 3-6-76
Ltr.	3-5-76	Main: HARRIS KW-5	Aux: GATES BC-5A		
	(former	Aux-Alt. taken out of service			
BRC-4002 (2)	4-24-78	ML to operate	trans by RC		from the SL
BR-2522(L)	5-12-78	Renewal of	(Main & Aux.)		10 - 1-79
BL-14,114	5-12-78	License for	changes		

APPLICATION RECORD - BROADCASTING

Call
LettersW S G W
NewName 300TH RADIO STATIONS, INC.

(P.O. 3100 Eaton Tower, Detroit 26, Mich.)

File No.	Dated	Application for	Action	
			Nature	Date
B2-P-4088 Rec'd.	10-6-45 10-8-45	Construction Permit for a new Standard Broadcast Station to be operated on: Frequency - 550 kc 790 kc Power - 1kw - DA Hours of Operation - Unlimited time Transmitter location - On Gismus Road, 2 1/2 miles West of highway US-10, near Bridgeport, Mich. Studio location - to be determined, Saginaw, Mich. (Filed by Atty. Reed T. Rollo; Engr. Raymond Wilmotte)	DOCKET # 6805 GRANTED 4-1-49 after hearing. Decision and Order Issued.	
Amended Rec'd Filed	11-21-45 11-30-45 12-6-45	Amended Re: To change type number of transmitter.		
AMENDED Rec'd Filed	2-15-46 2-15-46 2-21-46	AMENDED to change frequency from 550 kc to 790 kc and changes in D.A. (See Card #2 for amendment)		

20-K

COLLINS 20-T transmitter

Card #2

Call W S G W
Letters NEWName BOOTH RADIO STATIONS INC.

File No.	Dated	Application for	Action	
			Nature	Date
B2-P-4088 (cont. from Card #1)				
AMENDED	1-8-47	AMENDED re changes in DA		
Recd.	1-16-47	Filed by Percy H. Russell Atty.		
Filed	1-24-47			
AMENDED	2-11-47	AMENDED to change transmitter location <u>from</u>		
Recd.	2-13-47	On Girmus Road, 2 $\frac{1}{2}$ miles West of Highway		
Filed	3-28-47	US-10 near Bridgeport, Mich. <u>to</u> Near Saginaw, Michigan.		

APPLICATION RECORD - BROADCASTING

#3

Call
Letters W.S.G.W.Name BOOTH RADIO STATIONS, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-4853 Rec'd Filed	10-25-49 10-31-49 10-31-49	Mod. of C.P. (B2-P-4088, which authorized a new standard broadcast station) for extension of completion date from: 12-1-49 to: 5-15-50. (Percy H. Russell, Jr., Atty.)	GRANTED	11-17-49
BMP-4940 Rec'd Filed	12-19-49 12-23-49 12-23-49	Modification of construction permit (BP-4088, as modified, which authorized a new standard broadcast station) to change name of permittee corporation from Booth Radio Stations, Inc. to Booth Radio & Television Stations, Inc. R. Russell Egan, Atty.	GRANTED	1-12-50

APPLICATION RECORD - BROADCASTING

#4

Call
Letters W S G WName BOOTH RADIO & TELEVISION STATIONS, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-4953 Rec'd Filed	12-30-49 1-3-50 1-3-50	Modification of construction permit (BP-4088, as modified, which authorized a new standard broadcast station) to change type transmitter (WE 443-A), make changes in electrical height of antenna and specify studio location as 400 Mason Building, Saginaw, Michigan. E. D. Johnston, Atty. Glenn D. Gillett, Engr.	GRANTED	5-3-50
AMENDED Recd. Filed	4-15-50 4-18-50 4-21-50	AMENDED to eliminate request to make changes in electrical height of antenna.		

APPLICATION RECORD - BROADCASTING

Call
Letters W S G WName Booth Radio & Television Stations, Inc.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-5110 Rec'd Filed	4-24-50 4-26-50 4-26-50	Modification of construction permit (BP-4088, as modified, which authorized a new standard broadcast station) for extension of completion date from 5-15-50 to 7-15-50. E. D. Johnston, Atty.	GRANTED	5-8-50
BMP-5204 Rec'd Filed	6-19-50 6-21-50 6-21-50	Mod. of Construction Permit ((BP-4088, as mod. which authorized a new standard broadcast station) for extension of completion date from: 7-15-50 to 8-15-50. (E. D. Johnston, Atty.)	GRANTED	7-3-50

APPLICATION RECORD - BROADCASTING

Call
Letters W S G WName Booth Radio & Television Stations, Inc.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-5247 Rec'd Filed	7-18-50 7-19-50 7-19-50	Mod. of Construction Permit (BP-4088, as mod. which authorized a new standard broadcast station) for extension of completion date from 8-15-50 to 10-15-50. E. D. Johnston, Atty.	GRANTED	8-3-50
BL-4154 Rec'd Filed	8-7-50 8-7-50 8-7-50	License to cover construction permit (BP-4088, as modified) which authorized a new standard broadcast station. Percy H. Russell, Jr., Atty.	GRANTED	9-14-50
BR-2522 Rec'd Filed	1-28-52 1-30-52 1-30-52	Renewal of license Percy H. Russell, Jr., atty. Ltr. 5-20-52 re Kirkland, Fleming, Green, Martin & Ellis no longer atty's for WSGW.	GRANTED	4-23-52

Name BOOTH RADIO & TELEVISION STATIONS, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BR-2522 Rec'd Filed	9-9-52 9-10-52 9-10-52	Renewal of license (Informal Request) Cohn and Marks attorneys for station as per letter dated October 30, 1952.	GRANTED	9-24-52
BR-2522 Rec'd Filed	6-25-55 7-6-55 7-6-55	Renewal of license	GRANTED	9-7-55
BMI-1744 Rec'd&Filed	12-31-57 1-3-58	Modification of license to change name of licensee corporation to Booth Broadcasting Company. Atty's: Cohn & Marks	GRANTED	1-14-58
BP-11,873 Rec'd Filed	1-30-58 2-21-58 2-21-58	Construction permit to increase daytime power from <u>1kw</u> to <u>5kw</u> and install new transmitter. (GATES BC 5P) Atty. - Cohn & Marks Engr. - E. H. Clark, Detroit, Mich.	GRANTED	3-22-61

APPLICATION RECORD - BROADCASTING

Aug. 1955

Call
Letters WJGWName BOOTH BROADCASTING COMPANY
SAGINAW, MICHIGAN

File No.	Dated	Application for	Action	
			Nature	Date
BR-2522 Rec'd Filed	6-17-58 6-24-58 6-24-58	Renewal of license Marcus Cohn, Attorney	GRANTED	6-24-59
BR-2522 Rec'd&Filed	6-23-61 7-14-61	Renewal of License Stanley B. Cohen, atty.	GRANTED	2-5-
BMP-9908 R&F	10-20-61 10-26-61	Mod of CP (BP-11873 which auth incr day power and install new trans) for extension of completion date from 11-22-61 to 2-22-62. Atty: Cohn and Marks	GRANTED	11-22-61 to 3-1-62
BMP-10,110 R&F	1-25-62 1-31-62	Mod of CP (BP-11873 as mod which auth incr day power and install new trans) to chg type trans (Gates BC 5A). Atty: Cohn and Marks	GRANTED	3-13-62 (issued with BMP-10,123)
		(ltr. from atty re lic.W.E.443-A trans to be retained as main trans.-nighttime 2-8-62)		

APPLICATION RECORD - BROADCASTING

Call
 Letters

Name Booth Broadcasting Company
Saginaw, Michigan

File No.	Dated	Application for	Action	
			Nature	Date
BMP-10,123 R&F	1-29-62 2-6-62	Mod of CP (BP-11873 as mod which auth incr day power and install new trans) for extension of completion date from 3-1-62 to 4-1-62. Atty: Cohn and Marks	GRANTED (issued with BMP-10,110)	3-13-62
BMP-10,222 R.&F.	3-22-62 3-23-62	Mod. of CP(BP-11873 as mod. which auth.inc. day power & install new trans(2 main trans) for extension of completion date from 4-1-62 to 4-30-62. Atty: Cohn and Marks	GRANTED	5-2-62 to 6-1-62
BMP- Recd	4-26-62 4-27-62	Mod. of CP(BP-11873 as mod.which auth.inc. day power and install new trans) for extension of completion date to 6-1-62.	RETURNED Unnecessary-MP-10222 gr. to 6-1-62	5-4-62

APPLICATION RECORD - BROADCASTING

Call
Letters WCGWName BOOTH BROADCASTING COMPANY
Saginaw, Michigan

File No.	Dated	Application for	Action	
			Nature	Date
BL-9358 R. & F.	4-26-62 4-30-62	Lic to cover CP(BP-11, 873 as mod) which authorizes increase in daytime power and install new trans. (2 transmitters) ATTY-COHN & MARKS	GRANTED	8-10-62
BL- Rec'd	4-26-62 4-30-62	Lic to use old main trans (W.E. Co-443-A) as an ALTERNATE MAIN NIGHTTIME ONLY, at present location of main trans, to be operated on 790kc, 1kw power at night. Atty- COHN & MARKS	RETURNED Unnecessary	6-15-62
BR-2522 Rec'd Filed	6-20-64 8-4-64 8-4-64	Renewal of license Atty. Roy F. Perkins, Jr.	GRANTED	9-14-64

APPLICATION RECORD - BROADCASTING

AUG. 1955 #11

Call
Letters W S G W

BOOTH AMERICAN COMPANY

Name X BOOTH BROADCASTING COMPANY
Saginaw, Michigan

File No.	Dated	Application for	Action	
			Nature	Date
EL-10,702 R. & F.	7-30-64 8-4-64	License to use main daytime transmitter (Gates BC-5A) as an Auxiliary transmitter Nighttime, to be operated on: 790kc, 1kw, DA-N. Atty- Cohn & Marks	GRANTED	12-29-64
EL-10,704 R. & F.	8-4-64 8-5-64	License to use Main-Nighttime transmitter (W.E. 443-A) as an Auxiliary-Daytime to be operated on 790kc, 1kw, DA-2. Atty- Cohn & Marks	GRANTED	12-29-64
BML-2162 R. & F.	4-21-66 4-21-66	Mod. of license to change name of licensee to Booth American Company. (Main & Aux. trans.) Atty: Cohn and Marks	GRANTED	5-31-66
BR-2522 R & F	5-31-67 6-23-67	Renewal of license (Main & Auxiliary) Atty- Roy F. Perkins, Jr.	GRANTED	10-27-67

APPLICATION RECORD - BROADCASTING

Call
Letters W S G W

BOOTH AMERICAN COMPANY
Name BOOTH BROADCASTING COMPANY
Saginaw, Michigan

File No.	Dated	Application for	Action	
			Nature	Date
BR-2522 R & F	6-8-70 7-6-70	Renewal of License (Main & Auxiliary)	GRANTED	5-12-78
#613880 \$75. (\$210. submitted)	Atty: Roy F. Perkins, Jr.			
" \$30.	7-6-70	SUPPLEMENTAL APPLICATION filed 7-3-73 as Amendment	issued with license	
P.N.	7-6-70	to Pending Renewal Application, (PN 7-3-73)	BL-14,114	
	AUG 4 1970	(Atty-Richard A. Helmick (Cohn & Marks))		
		AMENDED 9-13-73 re: composition of area		
		AMENDED 11-19-73 re EEO (over)		
BML-2431 R & F	10-27-72 11-1-72	Modification of license to change the main studio location 1795 Tittabawasee Rd., Carrollton Township, Michigan (outside Saginaw city limits). Request waiver of Section 73.30.	GRANTED	3-9-73
\$50-123858 AC-060 PRESS:	11-1-72 NOV 8 1972 13 AUG 1973	Atty. Roy Perkins		

(BR-2522) SUPPLEMENTAL APPLICATION filed 6-1-76 as
amendment to pending renewal application (Main &
Auxiliary) PN 6-1-76 Atty. Joel H. Levy JUL 12 1976

APPLICATION RECORD - BROADCASTING

#13

Call
Letters W S G WName BOOTH AMERICAN COMPANY
Saginaw, Michigan

File No.	Dated	Application for	Action	
			Nature	Date
BP-19,355 Rec'd filed \$50-143442 AC-060 FEB 27 1973	1-3-73 1-12-73 1-12-73 1-12-73	Construction permit to specify nighttime MEOV's. Atty: Roy F. Perkins, Jr. (Cohn & Marks)	GRANTED	5-5-73
BMP-13,757 R & F \$50-288436 AC-056 MAR 25 1974	3-3-74 3-7-74 3-8-74	MP (BP-19,355) ext. time to 10-1-74. Atty: Joel H. Levy	GRANTED TO	3-29-74 10-1-74
BP-19,818 R & F \$50-357749 AC-056 OCT 30 1974	10-17-74 10-23-74 10-23-74	Construction permit to replace expired permit (BP-19,355) for changes. Atty: Joel H. Levey	GRANTED	11-6-74

APPLICATION RECORD - BROADCASTING

Call
Letters W S G W

Name BOOTH AMERICAN COMPANY
Saginaw, Michigan

File No.	Dated	Application for	Action	
			Nature	Date
BMP-13,983 R & F \$100-422699 AC-056 PRESS	4-30-75 5-2-75 5-2-75 JUN 5 1975	MP(BP-19,818, as reinstated) ext. time to 11-6-75. (Changes) Atty: Allan J. Arlow (Cohn and Marks)	GRANTED TO	6-9-75 11-6-75
BMP-14,097 R&F \$100-495958 AC:001 PRESS:	11-4-75 11-6-75 11-6-75 NOV 18 1975	Mod. CP (BP-19.818 as mod.) to ext. time to Atty: Joel H. Levy (Cohn and Marks)	GRANTED	12-15-75
BL-14,114 R & F \$100#539050 PTA PRESS	3-3-76 3-8-76 3-9-76 3-17-76 MAR 30 1976	Lic. to cover BP-19,818 for changes Atty: Lawrence N. Cohn	GRANTED	5-12-78 issued with renewal

PHASE 1 REFUND ACTION

PHASE 1 REFUND ACTION

TRANS
CODE

500

DATE

80/03/31

TRANS
CODE

500

80/03/31

AMT.

74.00

INTSTALE

[Signature]

AMT.

74.00

INTSTALE

[Signature]

APPLICATION RECORD - BROADCASTING

Call U S G W
Letters

Name BOOTH AMERICAN COMPANY
Saginaw, Michigan

File No.	Dated	Application for	Action	
			Nature	Date
Ltr. rec'd	4-7-76 APR 15 1976	Request Waiver of Section 73.1201(b) of the rules to identify as: Saginaw Bay City, Michigan Atty: Joel H. Levy	{2} GRANTED	10/5/76
BRC-4002 R & F PRESS:	2-7-78 3-28-78 APR 17 1978	ML to operate transmitter by Remote control from the main studio location at: 1795 Tittabawasee Rd., Carrollton Township, Michigan Atty: Brian M. Madden (Cohn & Marks)	GRANTED	4-24-78
BR 790601 BO PRESS	AUG 8 1979	RENEWAL OF LICENSE (MAIN & AUXILIARY) B.M.Madden, Atty. AMENDED 11-24-80 re: other broadcast interests	GRANTED	5-29-81

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.

