

W S L I



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**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1390199**

## BROADCASTING STATION LICENSE RECORD

Date first licensed October 24, 1938Call letters W S L ILOCATION: JACKSON, MISSISSIPPI

CAPITOL BROADCASTING COMPANY (ML 7-14-55)

x STANDARD LIFE BROADCASTING COMPANY (Assign. Lic. 1-4-40)

Name of licensee x STANDARD LIFE INSURANCE COMPANY OF THE SOUTHTransmitter location Highway 51, 7.4 miles North of Jackson, Miss. (CP 8-1-46)(Lic. 11-13-47)  
x High Street at Larson, Jackson, Mississippi (C.P. & MP-B 7-18-38) Lic.

10-24-38

Main studio location W. of Robinson Rd. (Ext.) about .3 mi. N. of RT. 18 and 1.7 mi. from Jackson city limits, Jackson, Mississippi (MP 12-7-35)  
x Lamar at Griffith Streets, Jackson, Mississippi (Licensed 10-24-38)  
x Amite at Congress Street, Jackson, Mississippi (C.P. & MP-B 7-18-38)



# CONSTRUCTION PERMIT AND LICENSE RECORD

APPL. No.	DATE ISSUED	FREQ.	POWER	TIME Div.	PERIOD		
					From	To	
Letter B3-P-1686	4-27-38 Eff. 5-7-38	1420	100w, 250w-LS	U	Subject to selection of trans. site and antenna. C.P. for new station at Jackson, Mississippi.		
B3-P-1686 B3-MP-675	7-18-38	1420	100w, 250w-LS	U	9-18	3-18-39	
	C.P. for new station; Mod. C.P. for approval of trans. site & ant; chg. equip.						
B3-L-857	10-24-38	1420	100w, 250w-LS	U	10-24	7-1-39	
	License to cover C.P. for new station						
B3-R-979	6-6-39	1420	100w, 250w-LS	U	7-1	1-1-40	
B3-ML-697	9-6-39	1420	250w	U	9-6	1-1-40	
	Mod. License to incr. night power						
B3-R-979	12-18-39	1420	250w	U	1-1	12-1-40	
B3-R-979	12-18-39	1420	250w	U	1-1	12-1-40	
B3-AL-262	1-4-40	Voluntary assignment of license to Standard Life Broadcasting Company					
B3-S-979	2/20/40	1420	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	3-29-41	
B3-Z-569	1-9-41	1420	250w	U	1-9	3-29-41	
	Determine operating power by direct method						
NARBA REALLOCATION							
B3-R-979	3-24-41	1450	250w	U	3-29	12-1-41	
B3-Z-1205	9-11-41	1450	250w	U	9-11	12-1-41	
	Determine operating power by direct method.						
B3-R-979	11-18-41	1450	250w	U	12-1	10-1-43	
B3-S-979	11-6-42	1450	250w	U	12-1	10-1-43	
	Mod. Lic. accordance Order 107						
B3-R-979	9-28-43	1450	250w	U	10-1	10-1-45	
B3-S-979	9-25-45	Extension of license			10-1	12-1-45	
	Order 107-A						
B3-S-979	11-21-45	Extension of license			12-1	3-1-46	
B3-S-979	1-23-46	Extension of license			2-1	4-1-46	
B3-S-979	3-20-46	Extension of license			4-1	6-1-46	



## BROADCASTING STATION LICENSE RECORD

#2

Date first licensed \_\_\_\_\_

Call letters W S L I

CAPITOL BROADCASTING COMPANY

 STANDARD LIFE BROADCASTING COMPANY (Assign.Lic. 1-4-40)Name of licensee  STANDARD LIFE INSURANCE COMPANY OF THE SOUTH

Transmitter location \_\_\_\_\_

Main studio location \_\_\_\_\_



# CONSTRUCTION PERMIT AND LICENSE RECORD

APPL. No.	DATE ISSUED	FREQ.	POWER	TIME DIV.	PERIOD		
					From—	To—	
B3-R-979	5-10-46	1450	250w	U	5-10	2-1-48	
B3-P-3959	8-1-46	930	5kw*	U	10-1	4-1-47	
						CP change frequency, increase power, install new T, and *DA for night use and change T site	
BMP-2569	3-26-47	Mod. of C.P.(3959) for extension of completion date			10-1	10-1-47	
BL-2546	11-13-47	930	5kw-DA-N	U	11-13	5-1-50	
BZ-2367						Lic. to cover CP (3959 as mod) to change freq., increase power, install new T and DA for night use and change T site	
BR-979	4-21-50	930	5kw-DA-N	Unlimited	5-1	5-1-53	
BR-979	4-15-53	RENEWAL OF LICENSE			5-1	6-1-55	
BS-979	2-8-54	Mod.Lic. to change DA specs and P & L					
BR-979	5-11-55	930	5kw-DA-N	U	6-1	6-1-58	
BTC-1963	5-18-55	Vol. relinquishment of positive control by Standard Life Insurance Co. (C. CLAUSE)					
	EPP: 6-13-55						
BML-1630 (1)	7-14-55	Mod. of License to change name to Capitol Broadcasting Company					
BML-1645	12-7-55	930kc	5kw-DA-N	U	12-7	6-1-58	
		Mod. lic. to change studio location to W.of Robinson Rd. (Ext) about .3 mi N Rt 18 & Jackson City limits, Jackson, Miss				1.7 mi from	
BR-979	5-28-58	Renewal of license			6-1	6-1-61	
BR-979	5-3-61	renewal of license			6-1	6-1-64	
BP-15,904	4-30-63	930	1kw-DA-N	Aux	6-30	12-30-63	
		CP install new aux trans (GATES-BG-16)					
BZ-4956	7-5-63	930kc	5kw DA-N	U	7-5	6-1-64	
		Auth. to determine operating power by direct measurement of antenna power.					
	6-3-64	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.					
BR-979	5-19-65	Renewal of License			5-19	6-1-67	
BL-10,613	6-16-65	930kc	1kw DA-N	Aux	6-16	6-1-67	
		Lic to cover CP(BP-15,904) which auth the install of an Aux Trans.					



Form BC 126  
June 1954

#3

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W S L I

Station location Jackson, Miss.

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-979	7-5-67	Renewal of license. (Main and Auxiliary)		7-5	6-1-70
Wire dtd. & rec'd 4-16-68 giving notification per Sect. 73.48(a)(5) Rules that a Collins 820E-1 trans. is now installed & in oper. as Main trans. (Eff:4-14-68)					
BR-979(S)	7-23-70	RENEWAL MAIN(L)& AUX.(L)			6-1-73
EBSA	5-22-72				
BR-979(L)	5-31-73	RENEWAL OF MAIN & AUX.			6-1-76
BRC-3677(1)	11-16-73	Mod. of Lic. to operate RC.			From SL
BR-979(L)	10-21-76	RENEWAL (MAIN & AUX.)			6-1-79
BR790131UG (S)	5-18-79	RENEWAL OF LICENSE			6-1-82



#1

## APPLICATION RECORD—BROADCASTING

Call letters W S L I  
X NEWName STANDARD LIFE INSURANCE COMPANY OF THE SOUTH(P.O. Standard Life Building, Cor. Amite & Congress Sts.  
Jackson, Mississippi)

FILE No.	DATED	APPLICATION FOR	NATURE	DATE
B3-P-1686	1-25-37	Construction permit for a new station on: Frequency: 1420 kc Power: 100w, 250w-LS Hours of operation: Unlimited time Transmitter site: To be determined, Jackson, Mississippi Studio site: Standard Life Bldg., Cor. Amite & Congress Streets, Jackson, Miss.	Ex. Rept. I-517 Dock. 4510 GRANTED Min. 4-27-38 Effective 5-7-38 Subject to selection of trans. site and antenna. Letter written. Issued with MP-675	7-18-38



#2

Call

Letters W S L IName STANDARD LIFE INSURANCE COMPANY OF THE SOUTH

File No.	Dated	Application for	Action	
			Nature	Date
B3-MP-675	6-21-38	Modification of construction permit (B3-P-1686) to make changes in authorized transmitting equipment, for approval of vertical antenna and approval of transmitter site at High Street at Larson Street, Jackson, Mississippi	Granted	7-18-38
B3-L-857	9-20-38	License to cover C.P. (B3-P-1686) as modified for a new station.	Granted	10-24-38
B3-R-979	4-28-39	Renewal of license	Granted	6-6-39
B3-ML-697 Resubmitted	6-30-39 7-17-39	Modification of license to increase power from 100w; 250w-L to 250 watts day and night.	<del>Returned</del> <del>Wrong form used.</del> Granted	<del>7-12-39</del>  9-6-39



## APPLICATION RECORD—BROADCASTING

# 3

Call letters W S L I

STANDARD LIFE BROADCASTING COMPANY

Name x STANDARD LIFE INSURANCE COMPANY OF THE SOUTH

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-AL-262	10-11-39	Voluntary assignment of license from Standard Life Insurance Co. of the South to Standard Life Broadcasting Co.	Granted	1-4-40
B3-R-979	10-16-39	Renewal of license	Granted	12-18-39
B3-R-979 Resub.	5/29/40 "	Renewal of license (Sec.-3b) (Retired to closed files)	<del>Returned</del>	<del>9-7-40</del> 2-19-41
B3-Z-569 Rec'd.	10-31-40 11-2-40	Authority to determine operating power by direct measurement of antenna power.	Granted	1-9-41



## APPLICATION RECORD—BROADCASTING

#4

Call letters WFLI

STANDARD LIFE BROADCASTING COMPANY (AL 1-4-40)

Name xSTANDARD LIFE INSURANCE COMPANY OF THE SOUTH

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-R-979	1-29-41	Renewal of license	Granted 1450kc, 350w, U	3-24-41
B3-Z-1205 Rec'd	8-7-41 8-9-41	Authority to determine operating power by direct measurement of antenna power	Granted	9-11-41
B3-R-979	9-29-41	Renewal of license and Forms 335 (Sec. 17n, 19a)	Returned GRANTED	<del>10-13-41</del> 11-18-41
B3-R-979 Rec'd Resub. rec'd	7-28-43 7-30-43 8-7-43	Renewal of license (Sec. 14)	Ret'd Granted	<del>8-2-43</del> 9-28-43
B3-R-979 Rec'd	7-9-45 7-14-45	Renewal of license (Para 17 (b) ) Amend. 17(b) filed 7-31-45 Amend. 5 (g&h) filed 8-20-45	Granted	5-10-46



## APPLICATION RECORD - BROADCASTING

Call

Letters W S L IName STANDARD LIFE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BB-P-3959	8-25-45	C.P. to change frequency from 1450 to 930 kc, increase power from 250w to 5kw, install new transmitter and D.A. for night use, and change transmitter location from High St. at Larson, Jackson, Miss., to Highway 51, 7.4 mi. North of Jackson, Miss. (A.D. Ring, Engr.)	GRANTED	8-1-46
Rec'd	8-31-45			
Filed	8-31-45			
Amended	2-13-46	AMENDED re changes in D.A.		
Recd.	2-19-46			
Filed	2-19-46			
Amended	5-7-46	AMENDED re changes in D.A. for night use		
Recd.	5-9-46			
Filed	5-9-46			



## APPLICATION RECORD - BROADCASTING

#6

Call  
Letters W S L IName STANDARD LIFE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-2569 Rec'd Filed	3-8-47 3-12-47 3-12-47	Mod. of C.P.(B3-P-3959, which authorized change frequency, increase power, install new transmitter and D.A. for night use and change transmitter location) for extension of completion date from: 4-1-47 to: 10-1-47  (Corwin R. Lockwood, Atty.)	GRANTED	3-26-47



## APPLICATION RECORD - BROADCASTING

#7

Call  
Letters W S L IName STANDARD LIFE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BL-2546 Rec'd Filed	7-2-47 7-2-47 7-2-47	License to cover C.P. (B3-P-3959, as mod.,) which authorized change in frequency, increase power, install new transmitter and D.A. for night use and change transmitter location.  and Authority to determine operating power by direct measurement of antenna power.  (Howard T. Head, Engr.)	GRANTED	11-13-47
BZ-2367 Rec'd Filed	7-2-47 7-2-47 7-2-47			
BR-979 Rec'd	2-23-50 2-27-50	Renewal of license	GRANTED	4-21-50



APPLICATION RECORD - BROADCASTING

Call  
Letters W S L I

Name STANDARD LIFE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-979 Rec'd Filed	1-28-53 2-2-53 2-2-53	Renewal of License	GRANTED	4-15-53
BR-979 Rec'd Filed	2-28-55 3-4-55 3-4-55	Renewal of License Filed by Reed T. Rollo, Atty.	GRANTED	5-11-55
BTC-1963 Rec'd Filed	4-14-55 4-15-55 4-15-55	Voluntary relinquishment of positive control of licensee corporation by Standard Life Insurance Co., Inc. thru the sale by licensee of stock to Mississippi Publishers Corporation.  Kelley E. Griffith, Atty. (Kirkland, Fleming et al)	GRANTED EFF:	5-18-55 6-13-55  Sub. condition that CP for WJTV be disposed of prior to consummation of transfer.



FORM A-170

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

CAPITOL BROADCASTING COMPANY (ML 7-14-55)

Call  
Letters W S L IName STANDARD LIFE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BML-1630 Rec'd Filed	7-6-55 7-8-55 7-8-55	Modification of license to change name of licensee from Standard Life Broadcasting Company to Capitol Broadcasting Company.  Kirkland, Fleming, Green, Martin & Ellis, Attys.	GRANTED	7-24-55
BML-1645 Rec'd Filed	11-25-55 11-28-55 11-28-55	Modification of license to change studio location from Lamar at Griffith Sts., Jackson, Mississippi to W. of Robinson Rd. (Extension) about .3 mi. N. of Rt. 18 and 1.7 mi. from Jackson city limits, Jackson, Mississippi.  (Waiver of Section 3.30 of Rules) Kirkland, Fleming, Green, Martin & Ellis, Attys.	GRANTED Waiver Sec. 3.30(a) re studio location	12-7-55



AUG. 1955

Call  
Letters W.S.L.I.Name CAPITOL BROADCASTING COMPANY  
JACKSON, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BR-979 Rec'd Filed	2-20-58 3-3-58 3-3-58	Renewal of License Aloysius B. McCabe, Attorney	GRANTED	5-28-58
BR-979 Rec'd & Filed	2-15-61 3-1-61	Renewal of License Aloysius B. McCabe, Attorney	GRANTED	5-3-61
BP-15,904 R. & F.	4-12-63 4-15-63	CP to install a new auxiliary transmitter (Gates BC-1G) at main trans. location, to be operated on 930kc, 1kw, DA-N, for auxiliary purposes only. Atty: Aloysius B. McCabe	GRANTED	4-30-63 Waiver of Sect. 3.30a of Rules to permit loc. studio outside city limits
BZ-4956 R & F	4-16-63 5-6-63	Authority to determine operating power by direct measurement of antenna power.  Aloysius B. McCabe, Atty.	GRANTED	7-5-63
BR-979 R. & F.	2-23-64 2-26-64	RENEWAL OF LICENSE Aloysius B. McCabe, Atty. (Kirkland, Ellis, Hodson, Chaffetz & Masters)	GRANTED	5-19-65



## APPLICATION RECORD - BROADCASTING

Call  
Letters W S L IName CAPITOL BROADCASTING COMPANY  
Jackson, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
HL-10,613 R. & F.	10-25-63 11-1-63	Lic to cover CP(BP-15,904) which auth the installation of an Auxiliary Transmitter. Atty- Kirkland, Ellis, Hodson, Chaffetz and Masters	GRANTED	6-16-65
BR-979 R & F	2-28-67 3-2-67	Renewal of license (Main & Auxiliary) Atty- Aloysius B. McCabe	GRANTED	7-5-67
BR-979 R & F #581672 \$75. #581631 \$30. P.N.	2-17-70 3-2-70 3-2-70 3-2-70 3-2-70 MAR 31 1970	Renewal of License (Main & Auxiliary) Atty.: Aloysius B. McCabe AMENDED 4-27-70 re: business interests AMENDED 4-29-70 re: programming	GRANTED	7-23-70
BR-979 R & F P.N. PRESS APR 3 1973	2-21-73 3-2-73 3-2-73	Renewal of License (Main & Auxiliary) Atty.: Aloysius B. McCabe AMENDED 4-23-73 re: employment practices	GRANTED	5-31-73



APPLICATION RECORD - BROADCASTING

Call Letters W S L I

Name CAPITOL BROADCASTING COMPANY  
JACKSON, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BRC-3677 R & F \$50-247806 AC-056 PRESS: NOV 15 1973	10-23-73 10-31-73 10-31-73	Modification of license to operate transmitters by remote control from the main studio location at West of Robinson Road (Ext.) about .3 mile North of Rt. 18 and 1.7 miles from Jackson city limits, Jackson, Mississippi during non-directional operation only. (Main & Auxiliary)	GRANTED	11-16-73
BR-979 R & F PN Recd. PRESS	1-30-76 2-2-76 " APR 12 1976	Atty. Kirkland, Ellis & Rowe RENEWAL OF LICENSE (MAIN & AUX. TRANS.) Aloysius B. McCabe, Atty. (See WRBC for petitions)	GRANTED	10-21-76
MEMORANDUM OPINION & ORDER, adopted 10-21-76, Informal objection filed by the Mississippi State Branch of the NAACP, DENIED. AMENDED 8-26-76 re: EEO				



Form BC-121

May 1976

6-38

## APPLICATION RECORD - BROADCASTING

Call  
Letters W S L IName CAPITOL BROADCASTING COMPANY  
JACKSON, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BR 79031 UG PRESS MAR 15 1979	1 5 1979	RENEWAL OF LICENSE (MAIN & AUX. TRANS.) A.B. McCabe, atty	GRANTED	6-18 -79



RECORD OF APPLICATIONS REQUESTING FACILITIES OF BROADCASTING STATION W S L ILicensee X STANDARD LIFE INSURANCE COMPANY OF THE SOUTH

File No.	Date	Call Letters	Name and Location of Applicant	Remarks	Disposition
B3-P-5294 Rec'd Filed	9-21-46 9-26-46 9-26-46	W J X N	P.K.Ewing, Jr. and F.C. Ewing, A Partnership d/b as Ewing Broad- casting Company Jackson, Miss.	C.P. to change frequency from 1490 to 930 kc	







## About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3" by 5" filing cards – for reference.

In 1999, the Commission moved to a new location (445 12<sup>th</sup> Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

