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#### REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

## BROADCASTING STATION LICENSE RECURD

WTRL (7-12-52)

Date first licensed 3-13-47 EFF: 7-31-78 Call letters X W D H L

ARIES BROADCASTING CORPORATION (AL 6-20-78 Station location: Bradenton, Florida

\* FLETCHER-MIT CHELL CORPORATION, (AL 12-22-59; EFF: 12-30-59)

■BLUE SKIES BROADCASTING CORPORATION (AL 4-24-57; EFF:6-1-57

\*TRAI STING CORPORATION (AL 1-9-52, Eff.1-28-52)

Name of licensee x MANATEE BROADCASTING COMPANY, INCORPORATE

Transmitter location Chamber of Commerce Bldg., Municipal Pier, Bradenton, Fla. (MP 8-30-46)

Main studio location Chamber of Commerce Blig., Municipal Pier. Bradenton, Fla. (MP 8-30-46)

## CONSTRUCTION PERMIT AND LICENSE RECORD

Appl.	Date			Time	Period
No.	Issued	Freq.	Power	Div.	From- To-
B3-P-4649	5-16-46	1490	250w	U	ARCHE SERVICE
	and the second second second second		The second second second		ed subject to
		Name of the Owner			and antenna
				La company of the com	onal Clause)
3-P-4649	8-30-46	1490	250w	U	10-30 4-30-4
3-MP-2011					of T.
	approva	l of ant	enna and		1
3-L-9173	3-13-47	1490	250w	Uonaltic	3-13 8-1-48
-Z=1987	THE RESERVE AND ADDRESS OF THE PERSON NAMED IN	AND RESIDENCE AN		The second secon	r new station
		RECEIPTED AND DESCRIPTION OF			direct method
					nal Clause)
C-564					icensee corp.
	from N.A.	Perry Jr	., Joe	. Foster	and Stella
	The state of the s	to Waba	sh Broa	icasting (	ompany, Inc.
Eff: 1-1	THE RESERVE OF THE PERSON NAMED IN		252		4 4 4 4 6
3-1446	7-21-48	1490	250w	U	8-1 8-1-51
19-1446		Extensi	NAME AND ADDRESS OF TAXABLE PARTY.	And the first of the last of t	8-1 11-1-51
1-1446	8-24-51	OR OTHER DESIGNATION OF THE PERSON NAMED IN	250w	U	8-24 2-1-52
L-1301 Eff.		BROAD CAS			to TRAIL
R-1446	1-30-52	distance of the last of the la	250w	U	2-1 2-1-55
P-8511					r_8-23 2-23-5 3
11-4771			250w		9-26 2-1-55
	Lic. cov	er CP(851	1) for n	ew_transm	ltter
nc-1367	12-29-54			rperation	Land O' Calces
R-1446	1-12-55	OR OTHER DESIGNATION OF THE PERSON NAMED IN	of 11c		2-1 2-1-58
AL-2621	4-24-57	THE OWNER OF TAXABLE PARTY.	The second second		icense to:
EFF:	1 4 7 50				orporation
ele ram					1-22-58 and
		tion on a		rized unti	Linal
8-1446	1 2 7 2	1490	250w		-2 2-1 01
U-3713	12-22-59			ment of li	cense to
EFF	T_25.6T	Fletcher- Commission	mitchell on deferi	Corporati	on renewal -
		pending	Turther	considera	oton.

Form BC 126 June 1954 #2

Main studio location

## BROADCASTING STATION LICENSE RECORD

Date first licensed 3-13-47	Call letters WTRL
	Station location
Name of licensee	
Transmitter location	

# CONSTRUCTION PERMIT AND LICENSE RECORD

· Appl.	Date			Time	Period From- To-
No.	Issued	Freq.	Power	Div.	-
BIL-1446	3-22-61	1490kc	250w	Un	3-22 2-1-6
BTC-4265 EFF:	5-6-63	control by Jonat	of licen han M. F	see corpo	positive ration (of low hru purchase of ell (50%)
	9-30-64	BOOK AND ADDRESS OF THE PARTY O			ON ON RENEWAL ATION. 9-30 2-1-67
BR-1446	Name and Address of the Owner, where the Owner, which is	The second second second	CONTRACTOR OF THE PARTY OF		
BR-1446	1-20-67		of Lice		2-1 2-1-70
(2)	12-18-67			intenna p	ing power by
	L) 1-30-7				2-1-73
BF-12,698	12-2-70				12-2-71
	and insta	rease da 11 new t	ytime poi ransmitte	wer from . r (BTA-1F	250w to 1kw
THE REAL PROPERTY AND ADDRESS OF THE PARTY ADDRESS OF THE PARTY AND ADD	3-5-71 V	OL. AL	EFF: 4-1	-71	
					es-Main Trans. 2-1-73
BL-12,90	2(L)4-7-71	Lic. to	use form	er Main T	rans. for 2-1-73
EBSA	5-25-72 1-3-74	RENEWAL (	F MAIN &	AUX.	2-1-76
		COLG I			
BTC- 7415	7-5-74	VOL. TC	EFF: 7-29	-74	
BR-14460	1-28-76		(MAIN &	The second second	2-1-79
BZ-9597	(1) 3-7-78	Direct	Measureme	nt (Main O	nly)
BTC-869	0 6-20-78	VOL. TC			
BAL-938	1 6-20-78	VOL. AL	EFF:	7-31-78	
BR78100 (L)	2 XH 3 20 79		OF LICENS	the state of the s	2 1 82

1

Call WDHL Letters x New

		edenton, Florida) d Mr. N. A. Perry, Jr., Palmetto, Fla.)	Action
File No.	Dated	Application for	Nature Date
B3-P-4649 Rec'd Filed	3-21-46 3-22-46 3-22-46	Construction Permit for a new standard broadcast station to be operated on: Frequency - 1490 kc Power - 250w Hours of operation - Unlimited time Trans. location - To be determined, Bradenton, Florida Studio location - To be determined, Bradenton, Florida (E. Johnston, Atty. Letter of 5-3-46)	GRANTED 5-16-46 subject to filing MP for approval of T site and antenna and conditional re waiver 3.55(b) Letter 6-28-46 Issued with MP-2011
AMENDED Recd. Filed	5-9-46 5-13-46 5-13-46	AMENDED re corporate structure	

Gates 250-C transmitter

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

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Call Letters WDHL

Name MANATEE BROADCASTING COMPANY, INCORPORATED

Dated	Application for	Nature	Oction Date
7-13-46 7-19-46 7-19-46	Mod. of C.P. (B3-P-4649, which authorized a new standard broadcast station) change type of transmitter to (Gates American Co. 250-C1) for approval of antenna and approval of transmitter and studio locations at Chamber of Commerce Building, Municipal Pier, Bradenton, Florida.		8-30-46 val re waiver
	(E. D. Johnston, Atty.)		
	7-13-46 7-19-46	7-13-46 7-19-46 7-19-46 7-19-46 7-19-46 7-19-46 Toright and studio locations at Chamber of Commerce Building, Municipal Pier, Bradenton, Florida.	Application for  7-13-46 7-19-46 7-19-46 7-19-46 7-19-46 Tor approval of antenna and approval of transmitter and studio locations at Chamber of Commerce Building, Municipal Pier, Bradenton, Florida.  Nature  Nature  Nature  ORANTED  Condition 3.55(b)

#3

Call Letters WDHL

Name MANATEE BROADCASTING COMPANY, INCORPORATED

File No.	Dated	Application for	Nature	ction Date
B3-L-2173 Rec'd Filed	11-16-46 11-18-46 11-18-46	License to cover C.P. (B3-P-4649, as mod.,) which authorized a new standard broadcast station and	(Conditi	3-13-47 onal re waiver and 3.60)
B3-Z-1987 Rec'd Filed	11-16-46 11-18-46 11-18-46	Authority to determine operating power by direct measurement of antenna power.  (Reed T. Rollo, Atty.)		
BTC-564 Rec'd Filed	8-18-47 8-22-47 8-22-47	Voluntary Transfer of Control of licensee corporation from N.A.Perry, Jr., Joe E. Foster and Stella S. Foster to Wabash Broadcasting Company, Incorporated.  (170 shares of common stock-100)  Filed by Edward P. Morgan, Atty.	GRANTED Eff: 1-1-	12 <b>-</b> 23-47 48

FORM A-170

#### APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94 CA11
TRAIL BROADCASTING CORPORATION (AL 1-9-52, Eff. 1-28-52) ters

WDHI

Name X MANATEE BROADCASTING COMPANY, INCORPORATED

File No.	Dated	Application for	Ac Nature	tion Date
BR-1446 Rec'd	5-30-48 6-1-48	Renewal of License	GRANTE	D 7-21-48
PR-1446 Rec'd Filed	5-31-51 6-4-51 6-4-51	Renewal of License	Granted	8-24-51
BAL-1301 Rec'd Filed	12-7-51 12-10-51 12-10-51	Voluntary assignment of license to Trail Broadcasting Corporation		1-9-52 1-28-52
		John P. Carr, Atty.		
BR-1446 Rec'd Filed	12-27-51 12-29-51 12-29-51	Request for renewal of license	GRANTED	1-30-52
	1	P.C.C WASHINGTON, D. C.		

#### APPLICATION RECORD - BROADCASTING

Call WTAL Letters X M D H L

FORMERLY FCC FORM 94

FORM A-170

Name TRAIL BROADCASTING CORPORATION

File No.  BP-8511 Rec'd Resub. Res'd Filed	Dated 5-21-52 5-22-52 6-5-53 6-9-53 6-9-53	Application for Construction permit to install a new transmitter (GATES BC-250-GY) and contract angles of above transmitter (GATES BC-250-GY).	Nature	D-6-29-52 n-VA-dtd. after
BL-4771 Rec'd Filed	8-30-52 9-3-52 9-3-52	License to cover construction permit (BP-8511 which authorized installation of a new transmitter.  Robert L. Irwin, Atty.	) GRANTED	9-26-52
BR-1446 Rec'd Filed	10-30-54 11-4-54 11-4-54	Renewal of License Filed by Alfred C. Cordon, Jr., Atty.	GRANTED	1-12-55
BTC-1867 Rec'd Filed	12-14-54 12-22-54 12-22-54	Voluntary transfer of control of licensee corporation from The McClelland Broadcasting Corporation to Land O'Lakes Broadcasting Corporation.  Al Cordon, Atty.	GRAN TED EFF:	12-29-54 12-36-54

FORM BC-121 #6

#### APPLICATION RECORD - BROADCASTING

AUG. 1955 BLUE SKIES BROADCASTING CORPORATION

Call Letters W.T.R.L

Name x TRAIL BROADCAS ING CORPO ATION

Bradenton, Florida

	-	Di cettoni von,		The same of the sa	
File	e No.	Dated	Application for	Nature	tion Date
BAL-2 Rec'd	i	3-29-57 4-1-57 4-1-57	Voluntary assignment of license to Blue Skies Broadcasting Corporation. John B. Jacob, Atty.	GRANTED EFF:	
Re	146 c'd 1ed	10-27-57 10-31-57 10-31-57		GRANTED	4-2-58
Re	-12698 ec'd lled	12-11-58 12-18-58 12-18-58	Construction permit to increase daytime power from 250w to 1kw and install new transmitter (BTA-1R)  Atty Description and illertson Engr John H. Hullaney	GRANTED	12-2-70
R &	ENDMENT & F ENDED ended 10	2-29-60 3-11-60 7-23-70 -23-70 re Eng	AMENDED to change applicant name to FLETCHER-MITCHELL CORPORATION as auth. by BAL-3713 gr 12-22-59. re: Updating Application ineering. Atty- Wheeler & Theeler (Robt Seaks)		

FORM BC-121 #7

#### APPLICATION RECORD - BROADCASTING

Aug 1955 FLETCHER-MITCHELL CORPORATION

Call Letters

Name

Bradenton, Florida

File No. BAL-3713 Rec'd Filed	Dated 11-23-59 11-30-59 11-30-59	Application for Voluntary assignment of license to Fletcher-Mitchell Corporation. Robert G. Seaks, Atty.	Nature	Date 12-22-59 12-30-59
BR-1446 Rec'd Filed	10-10-60 10-25-60 10-25-60	Renewal of License  Robert G. Seaks, Atty.	GRANTED	3-22-61
BTC-4265 R & F	4-13-63 4-16-63	Voluntary acquisition of positive control of licensee corporation (of Iowa) by Jonathan M. Fletcher thru purchase of stock from James I. Mitchell (50%)  Atty. Wheeler and Wheeler	GRANTED EFF:	5-6-63

#### APPLICATION RECORD - BROADCASTING

Call Letters .....

Name Bradenton, Florida

Action Application for Nature File No. Dated Date GRANTED 9-30-64 Rec'd Filed XXX Atty. Robert G. Seaks 10-25-66 Renewal of License BR-1446 1-20-67 GRANTED 11-3-66 RAF Wheeler & Wheeler, Attys. (R.G.Seaks) BZ\_ Auth. to determine operating power by direct | RETURNED: 3/1/67 9/26/66 Rec'd meas. of antenna power. applicants request. Atty: R. G. Seaks BZ\_6695 10/12/67 Auth. to determine operating power by direct GRANTED 12-18-67 R&F 10/23/67 meas. of ant. power. DM-11/1/67 Atty: Robt. G. Seaks DEC 14 1967

Form BC-121 September 1969

## APPLICATION RECORD - BROADCASTING

Call

WIRL BROADCASTING, INC.

\* FLETCHER-MITCHELL CORPORATION

Name

Bradenton, Florida

Brade	inten, Flori	an and the same an		
File No.	Dated	Application for	Ac Nature	tion Date
HR-1/46 R & F #554009\$75. PH	10-25-69 11-3-69 11-3-69 11-3-69	Renewal of license Atty: Wheeler & Wheeler(Robert G. Seeks) AMENDED 1-13-70 re: Palance Sheet	GRANTED	1-30-70
BAL_7108 R & F #619768	7-27-70 7-30-70 25 7 <del>1</del> 30+70	Voluntary assignment of license to WTRL Broadcasting, Inc.	A STATE OF THE PARTY OF THE PAR	3-5-71 t fee\$5,334.04 u-1-71
PRESSAUC 27 127 127 127 127 127 127 127 127 127	70 iled 8-25-70	Atty.: George R. Borsari, Jr. (Daly and Joyce (Assignee) (SEE OVER FOR AMENDMENTS) gr 12-2-70 AMENDED 2-9-71 to include BP-12698 -(incr. day power to 1kw) - BAP-793 also assigned.	) [	H-1-11
177.5	3->/(>	Fee paid	4-2-71.	676843.
		F.C.C WASHINGTON, D. C.		

RE: BAL-7108 - AMENDED 11-2-70 - Bal. Sheet; & re Table II

B/C interests; show pending applications (assignee)

AMENDED 1-8-71 to reflect granted BP-12698 - incr.daypr)

(ATTY WAS DILLED 1-15-71 - signatures of both parties new before CF can be assigned); financial data; & re Par.25

AMENDED 3-1-71 re B/C int (assignee)

THESE I NEFUND ACTION

WHASE I REFUND ACTION

Form BC-121 September 1969

## APPLICATION RECORD - BROADCASTING

Call	
Letters	

FLETCHER-MITCHELL CORPORATION

Name

gradenton, Florida

File No.	Dated	Application for	Nature	tion Date
BL-12,901 R & F #667240 \$50 AC-067 PTA PRES APR 2	2-16-71 2-22-71	License (BF-12,696) for chenses. Transf CGA, AM-1000-D. (MAIN)	GRANTED	4-7-71
BL-12,902 R 47 S67239 350. M-067 PTA PTA PTA PTA PTA PTA PTA PTA PTA PTA	2-16-71 2-22-71 2-22-71 3-3-71	License to use former Main Transmitter (GATES, BC-250-07) for Auxiliary Furposes Unly.  Atty: Robert G. Seaks ( heeler & Wheeler)  re: Licensee name - TRL Brondcasting, Inc.	GRANTED	4-7-71

Form BC-121 September 1969

## APPLICATION RECORD - BROADCASTING

1490km

Call WTRL Letters

F	radenton, F	lorida	-	
	David	Amplication for	Nature Nature	Date Date
File No.	Dated	Application for	Nature	Date
BR-1446	10-28-72	Renewal of License (Main & Auxiliary)	GRANTED	1-3-74
R&F	11-3-72			re: EEOP REPORT
PN	11-3-72	Atty: Daly, Joyce & Borsari	(Cond. 1	IE. MEOF REPORT
PRESS PA	972 /-/5-72	AMENDED 12-11-72 re: business interests		
DEC 22		AMENDED 3-1-72 re: employment report		
REQUEST FO	R STAY OF T	HE CONDITION IMPOSED ON THE LICENSEE BY THE ME	MORANDUM O	PINION AND ORDER
THE RESERVE THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TWO IS NAMED IN COLUMN TWO I	STATE OF THE PARTY	1-74 by George R. Borsari, Jr., on behalf of W		
PETITION 1	OR RECONSID	ERATION filed 2-11-74 by George R. Borsari, Jr	., on behal	f of WTRL
8-28-74.	By Memorand DENIED and	um Opinion and Order, Item 3, Renewal Agenda, Grant of 1-3-74. AFFIRMED.	Petition fo	r Reconsideration
ВТС-7415		Voluntary acquisition of positive control of		
	250 #303054	lic corp by boris ritchell thru purchase of		- 5- 74 - 29- 74
CODE 047	Form 316)	Atty - George Borsari, Jr.		
MAY 14_	974			
BR-1446	9-15-75	RENEWAL OF LICENSE (MAIN & AUXILIARY)	GRANTED 1	-28-76
R& F	10-1-75	John A. Borsari, Atty. (over)		
PN Recd.	NOV 3" 1975	F.C.C WASHINGTON, D. C.		

(BR-1446) AMENDED 12-3-75 re: commercial matter

#### APPLICATION RECORD - BROADCASTING

Form BC-121 May 1976 #12

Call Letters WTRL

Name WTRL BROADCASTING, INC. Bradenton, Florida

File No.	Dated	Application for	Action Nature Date
BZ-9597 R & F DM	12-16-77 12-22-77 1-18-78	Direct Measurement	GRANTED 3-7-78
	1 6 1978		
BTC -8690 R & F FORM 315 "	1-24-78 1-27-78 1-27-78	Voluntary transfer of c ntrol of lic corp from Boris Mitchell and Gordon M. Towne to LATRE, INS: * (OVER)	GRANTED 6-20-78 EFF:
		Atty - Daly, Joyce & Horsari (for transferor) Atty for transferee - Fly, Shuebruk etc  AMENDED 5-12-78 re: Chge. corp name of transfer to ARIES BROADCASTING CORPORATION	ree
		F.C.C WASHINGTON, D. C.	K

BTC-8690 Amended 5-12-78 re: Cer. copy of amended Art. of Inc.; bank commitment substituted for letter 3-22-78 directed to Paul Moseley

AMENDED 5-30-78 re: comm. leader list; results of survey; comm. needs & interest & proposed programming.

Form BC-121 May 1976

## APPLICATION RECORD - BROADCASTING

Call Letters WTRL

ARIES BROADCASTING CORPORATION

Name WTRL BROADCASTING, INC.

Bradenton, Florida

			Action		
File No.	Dated	Application for	Nature	Date	
BAL-9381 Rec'd Filed (Form 316)	4-24-78 5-5-78 5-12-78 JUN 1 4 1978	Voluntary assignment of license to ARIES BROADCASTING CORPORATION  Atty - Fly, Shuebruk, etc.	GRANTED EFF:	6-20-78 7-31-78	
BR781002XH PRESS N	DV 3 1978	RENEWAL OF LICENSE (MAIN & AUXILIARY) Peter Shuebruk, Atty.	GRANTED	3 20 79	
		F.C.C WASHINGTON, D. C.			

#### **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.

