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B-S 1666

BROADCASTING STATION LICENSE RECORD

Date first licensed 6-27-47

Call letters WOWR

STATION LOCATION: Asheboro, N. C.

Name of licensee ASHEBORO BROADCASTING COMPANY INC. (AL 8-19-48:EFF: ~~9-1-48~~) 1-1-48)
x W. C. LUCAS and ROY COX d/b as ASHEBORO BROADCASTING COMPANY

Transmitter location Approx. 0.2 mi. N. of Asheboro, N. C. (BL 11-30-49)
x Approx. ½ mile North of Asheboro, North Carolina (MP 12-19-46)(Lic.6-27-47)

303 East Salisbury Street Asheboro North Carolina (BRC 11-9-70)

27203

Main studio location Approx. 0.2 mi. N. of Asheboro, N. C. (Eff: 10-12-67)
X303 E. Salisbury St., Asheboro, North Carolina (MP 12-19-46)(Lic. 6-27-47)

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	Period To
B3-P-4641	5-24-46	1260	1kw	Daytime		
Letter 6-20-46 C.P. for new station granted subject to filing MP for approval of T site and antenna (Conditional Clause)						
B3-P-4641 B3-MP-2269	12-19-46	1260	1kw	Daytime	2-19	8-19-47
Mod. of C.P.(4641) for change type T and approval antenna and T site and specify S location						
BL-2467 BZ-2283	6-27-47	1260	1kw	Daytime	6-27	11-1-48
Lic. to cover CP (4641 as mod.) for a new station and determine operating power by direct method.(Cond. Clause						
BAL-757	8-19-48	Vol. assignment of Lic. from W. C. Lucas and Roy Cox, d/b/a Asheboro Broadcasting Company to Asheboro Broadcasting Company				
EFF: 9-1-48 1-1-48 - rectroactive Comm. Ltr. 9-24-48						
BR-1666	10-27-48	1260	1kw	Daytime	11-1	11-1-51
BP-7355	9-20-49	1260	1kw	Daytime	11-20	5-20-50
CP to mount FM antenna on top of AM tower. (COND. CLAUSE)						
BL-3870	11-30-49	1260	1kw	Daytime	11-30	11-1-51
Lic. to cover CP (7355) to mount the FM antenna on top of the AM tower. (COND. CLA SE)						
BS-1666	10-25-51	Extension of license			11-1	2-1-52
BTC-1201 Eff. 12-17-51	12-5-51	Relinquishment of control of licensee corp. by W.C. and Pearlie M. Lucas thru sale of stock to J. R. Marlowe				
BR-1666	1-30-52	1260	1 kilo	Daytime	2-30	10-1-54
BR-1666	11-10-54	Renewal of license			12-1	12-1-57
BTC-2443 EFF: 3-27-57	3-18-57	Vol. acquisition of positive control by Roy Cox, thru purchase of 150 shares of stock from W. Clyde Lucas.				
BR-1666	11-6-57	Renewal of License			12-1	12-1-60
BR-1666	12-7-60	Renewal of license			12-7	12-1-63
BP-14051	1-16-63	1260kc	500w-5kw-LS DA-2	U	3-16	9-16-63
CP to change hours of operation to Unlimited using power of 500w-5kw-LS; install directional antenna (DA-2) and install new trans.(RCA BTA-5R). (Cond)						

Form BC 126 #2
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ....WGWR.....

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
BP-14,051 (1)	8-16-63	Mod. of CP (BP-14,051) to specify day inverse distance field intensities.			
BMP-11011 (2)	9-27-63	Mod. of CP(BP-14,051) for extension of completion date to 10-31-63.			
BR-1666	11-29-63	Renewal of License			12-1 12-1-66
BL-10,324	5-27-65	1260kc	500-5kw-DA-2 U		5-27 12-1-66
		Lic to cover CP(BP-14,051 as mod) which auth chg hours of operation install new DA 2 and new Daytime trans. (specify new trans as ITA AM-5000) (2 Main Transmitt			
BL-10,325	5-27-65	1260kc	1kw-DA	Aux Day	5-27 12-1-66
		Lic to use main nighttime trans (Raytheon RA 1000) as an Aux Trans daytime to be operated on 1260kc, 1kw, (DA)			
BL-10,326	5-27-65	1270kc	500w-DA	Alt. M.	5-27 12-1-66
		Lic to use main daytime trans (ITA-AM 5000) as an Alternate Main Nighttime to be operated on 1260kc, 500w (DA)			
BS-1666 (1)	6-21-66 MAIN	Mod. of lic to change coordiantes (Memo)			
BS-1666 (1)	6-21-66 ALT MAIN	Mod. of lic to chg. coordinates (Memo)			
BS-1666 (1)	6-21-66 AUX.	Mod. of lic to chg. coordinates (Memo)			
Ltr. 10-5-67, rec'd 10-6-67 giving notifcation that studios now located at ant.-trans. site. (Eff:10-12-67)					
TELEGRAM	12-29-67	PSA	5000w		
Ltr. 5-13-68, rec'd 5-14-68 giving notification per Sect. 73.48(a)(5) Rules that a ITA AM-5000A-10M trans. is now installed & in oper. as Main trans. (Daytime)					
BR-1666 (1)	8-27-68	RENEWAL (MAIN) & NDEA ALT. MAIN-NIGHT:AUX.DAY			12-1-69
BTC-5355 EFF:	8-27-68 9-3-68	INVOL. TC			
[illegible]	[illegible]	[illegible] ALT. MAIN-NIGHT (5)		AUX. DAY (5)	12-1-72

Form BC 126
June 1954

#3

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ...W.G.W.R.....

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-
BRC-3448(1)	11-9 70	Mod. of lic. to operate trans. by remote control from 303 E. Salisbury St. Asheboro, North Carolina (DA-2)			
EBSA	5-25-72				
BTC-6968	12-27-72	VOL TC	EFF: 1-19-73		
BR-1666(L)	12-6-72	RENEWAL MAIN -ALT. &AUX. 1260khz 500w,5kw-LS DA-2 U RC 500w,1kw AltN AuxD			12-1-75
BS-1666(I)	5-13-74	ML chg. monitor & specs. Main & Aux.			12-1-75
BR-1666(S)	11-12-75	Renewal of License(Main & Alter. Main & Auxiliary)			12-1-78
BR780801XR (S)	11-14-78	Renewal of License			12-1-81

Form 94 #1

APPLICATION RECORD - BROADCASTING

Call Letters WGWR x NEW

Name W. C. LUCAS and ROY COX, d/b as ASHEBORO BROADCASTING COMPANY
(P.O. Asheboro, North Carolina)

File No.	Dated	Application for	Action Nature	Action Date
B3-P-4641 Rec'd Filed	3-15-46 3-18-46 3-18-46	Construction Permit for a new standard broadcast station to be operated on: Frequency - 1260 kc Power - 1kw Hours of operation - Daytime Trans.Location - To be determined, Asheboro, North Carolina Studio Location - To be determined, Asheboro, North Carolina (Filed by John C. Spearman, Atty.; A. D. Ring, Engr.)	GRANTED subject to filing MP for approval of T site and antenna and Conditional re waiver 3.55(b) and 3.60 Letter 6-20-46 Issued with MP-2269	5-24-46

WE 443-A-1

Form 94 #2

APPLICATION RECORD - BROADCASTING

Call Letters W C V R

Name W. C. LUCAS and ROY COX, d/b as ASHEBORO BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B3-MP-2269 Rec'd Filed	11-16-46 11-18-46 11-18-46	Mod. of C.P. (B3-P-4641, which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter (Raytheon RA-1000), for approval of transmitter location at Approx. ½ mile North of Asheboro, N. C. and to specify studio location as 303 E. Salisbury Street, Asheboro, N. C. (Filed by John C. Spearman, Atty: A. D. Ring, Engr.)	GRANTED	12-19-46

Form 94

APPLICATION RECORD - BROADCASTING

#3

Call Letters W G W R

Name ASHEBORO BROADCASTING COMPANY (AL 8-19-48)
xW. C. LUCAS and ROY COX, d/b as ASHEBORO BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BL-2467 Rec'd Filed	5-21-47 5-23-47 5-23-47	License to cover C.P.(B3-P-4641, as mod.,) which authorized a new standard broadcast station. and	GRANTED conditional re waiver 3.55(b) and 3.60	6-27-47
BZ-2283 Rec'd Filed	5-21-47 5-23-47 5-23-47	Authority to determine operating power by direct measurement of antenna power. (A. D. Ring, Engr.)		
BAL-757 Rec'd Filed	7-6-48 7-30-48 7-30-48	Voluntary Assignment of License from W.C.Lucas and Roy Cox, d/b as Asheboro Broadcasting Company to Asheboro Broadcasting Company. Russell Rowell,Atty.	GRANTED EFF: EFF: Eff. date retroactive (Commission's ltr. 9-24-48)	8-19-48 ~~9-1-48~~ 1-1-48

FCC Form 94 #4

APPLICATION RECORD - BROADCASTING

Asheboro Broadcasting Company (AL 8-19-48, Eff; 1-1-48)

Call Letters WGWR

Name x W. C. LUCAS and ROY COX d/b as ASHEBORO BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BR-1666 Rec'd	8-28-48 8-30-48	Renewal of license.	GRANTED	10-27-48
BP-7355 Rec'd Filed	9-7-49 9-13-49 9-13-49	Construction permit to mount the FM antenna on top of the AM tower. Russell Rowell, Atty.	GRANTED re blanketing clause	9-20-49
BL-3870 Rec'd Filed	10-26-49 10-31-49 11-7-49	License to cover C.P. (BP-7355) which authorized to mount the FM antenna on top of the AM tower. (Russell Rowell, Atty.)	GRANTED re blanketing clause	11-30-49
BR-1666 Rec'd Filed	7-30-51 8-1-51 8-1-51	Renewal of license	GRANTED	1-30-52

#5

FORM A-170

FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Name: ASHEBORO BROADCASTING COMPANY (AL 9-19-48 EFF: 1-1-48)
x W. C. LUCAS AND ROY COX d/b as ASHEBORO BROADCASTING COMPANY

Call Letters: W G W R

File No.	Dated	Application for	Action Nature	Action Date
BTC-1301 Rec'd Filed	10-1-51 10-3-51 10-3-51	Voluntary relinquishment of negative control of licensee corporation by W. C. and Pearlie M. Lucas through sale of 100 shares of stock to J. R. Marlowe (20%)	GRANTED	12-5-51 Eff.12-17-51
BR-1666 Rec'd Filed	8-27-54 9-1-54 9-1-54	Renewal of License	GRANTED	11-10-54
BTC-2443 Rec'd Filed	2-25-57 3-4-57 3-4-57	Voluntary acquisition of positive control of licensee corporation by Roy Cox, through the purchase of 150 shares of stock from W. Clyde Lucas	GRANTED EFF:	3-18-57 3-27-57
BR-1666 Rec'd Filed	8-29-57 9-3-57 9-3-57	RENEWAL OF LICENSE	GRANTED	11-6-57

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

FORM BC-121 #6
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W.G.W.R.

Name ASHEBORO BROADCASTING COMPANY
ASHEBORO, NORTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BP-14,051 Rec'd Filed	3-30-60 4-4-60 4-4-60	Construction Permit to change hours of operation from Daytime to Unlimited using power of 500w-5kwLS; install directional antenna(DA-2) and install new transmitter (RCA-BTA-5R) Atty.- Spearman and Roberson A. D. Ring & Associates	GRANTED Cond'l re: Phase Mon., Field meas. equip., DA & complete non-DA proof. Pre-sunrise operation.	1-16-63
BR-1666 Rec'd Filed	8-31-60 9-6-60 9-6-60	Renewal of license Atty: Frank U. Fletcher	GRANTED	12-7-60
BMP-11,011 h & F	9-6-63 9-10-63	Mod. of CP (BP-14,051 which auth chg hours of oper, install DA ant and trans) for ext. completion date from 9-16-63 to 10-15-63. Atty: Spearman & Roberson	GRANTED to	9-27-63 10-31-63

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

FORM BC-121
Aug. 1955

7

APPLICATION RECORD - BROADCASTING

Call Letters WGWR

Name ASHEBORO BROADCASTING COMPANY
Asheboro, North Carolina

File No.	Dated	Application for	Action Nature	Action Date
BR-1666 Rec'd Filed	8-30-63 9-5-63 9-5-63	Renewal of license Spearman & Roberson, Attys. (Kenehan)	GRANTED	11-29-63
BL-10,324 R. & F.	9-21-63 9-25-63	Lic to cover CP(BP-14,051 as mod) which auth chg hours of operation, install DA2 and new DAYTIME transmitter(specify new trans as ITA AM-5000). (2 MAIN TRANSMITTERS) Atty- Spearman & Roberson	GRANTED	5-27-65
BL-10,325 R. & F.	9-30-63 10-2-63	Lic to use main nighttime trans (Raytheon RA1000) as an Auxiliary Trans Daytime to be operated on 1260kc, 1kw . (DA) Atty- Spearman & Roberson	GRANTED	5-27-65
BL-10,326 R. & F.	9-30-63 10-2-63	Lic to use main daytime trans(ITA-AM5000) as an Alternate Main Nighttime to be operated on 1260kc 500w. (DA) Atty- Spearman & Roberson	GRANTED	5-27-65

ORDER TO SHOW CAUSE released 7-22-66 why license should not be revoked.
Initial Decision adopted 6-24-68 by Hearing Examiner ruling license should not be revoked.

FORM BC-121 #8
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W G W R

Name ASHEBORO BROADCASTING COMPANY, INC.
Asheboro, North Carolina

File No.	Dated	Application for	Action Nature	Action Date
BR-1666 R & F	8/30/66 9/2/66	Renewal of License (2 Main-Alt-Main and Auxiliary) (3) Atty: Welch & Morgan	GRANTED	8-27-68
BTC-5355 R & F (Form 316)	5-26-67 5-31-67	Involuntary transfer of control of lic. corp. from Roy Cox, Sr. to Edna C. Cox, Executrix of the Estate of Roy Cox, Sr., Deceased Atty - Welch & Morgan	GRANTED EFF:	8-27-68 9-3-68
BR-1666 R & F #538568 $105 PN Press	8-21-69 8-27-69 8-27-69	Renewal of license (Main & Aux.) Atty- Edward W. Hummers, Jr. (Fletcher, Heald et al)	GRANTED gr 11-26	11-26-69

10-15-69. DECISION by Commission action. License should NOT BE REVOKED. Docket No. 16789.

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

Form BC-121
September 1969

Card #9

APPLICATION RECORD - BROADCASTING

1270kc

Call Letters W G W R

Name ASHEBORO BROADCASTING COMPANY
ASHEBORO, NORTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BRC-3448 R&F $30-612174 PRESS:	6-22-70 6-30-70 6-30-70 JUL 15 1970	Modification of license to operate trans. by remote control from 303 E. Salisbury St., Asheboro, North Carolina (DA-2) Atty. Fletcher, Heald, Rowell, Kenehan & Hildreth	GRANTED	11-9-70
BTC -6968 R & F FEE PD: $1000 #106199 CODE 047 ALSO SEE FM SEP 28 1972 Pub. notice filed 9-25-72	8-28-72 9-5-72	Voluntary transfer of control of lic corp from Edna C. Cox, Executrix of the Estate of Roy Cox, Sr., to Roy Cox, Jr., Mrs. Lucille C. Allred, and Mrs. Barbara C. Buchanan Atty - Fletcher, Heald etc(J.P. Riley) Statement re staff - filed 10-27-72	GRANTED EFF: 1-19-73	12-27-72

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

Form BC-121 #10
September 1969

APPLICATION RECORD - BROADCASTING

1270 kc

Call Letters WGWR

Name ASHEBORO BROADCASTING COMPANY,
ASHEBORO, NORTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BR-1666 R & F PN Recd. PRESS	8-28-72 9-1-72 "	RENEWAL OF LICENSE (MAIN & ALTER. MAIN & AUXILIARY TRANS.) James P. Riley, Atty. AMENDED 10-16-72 re: engineering statement; trans. logs. AMENDED 10-27-72 re: statement on employee	GRANTED	12-6-72
BR-1666 R & F PN Recd. PRESS	7-28-75 8-1-75 " SEP 12 1975	RENEWAL OF LICENSE (MAIN & ALTER. MAIN & AUXILIARY TRANS.)	GRANTED	11-12-75
BR780801XR PRESS	SEP 1 1978	Renewal of License (Main & Alternate Main-Auxiliary) James P. Riley, Atty.	GRANTED	11-14-78

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

W G W R- RECORD OF DENIAL OF INFORMAL APPLICATIONS

BS-1666 - 10-3-47 To opr. add'l time to broadcast football game, only, 10-4-47.

BS-1666 - 5-28-48 To opr. from sign-off time 7:15 pm, EST 5-29-48 to 1:00 am, EST, 5-20-48 in order to broadcast primary election returns in State of North Carolina, only.

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.