WJMX

B-S- 1609

BROADCASTING STATION LICENSE RECORD

Date first licensed 9-29-47

Call letters x W J M X (Let 4-18-47) / W F L Z

LOCATION: FLORENCE, SOUTH CAROLINA

ATLANTIC BROADCASTING COMPANY (AL 5-8-47) EFF: 5-14-47

Name of licensee x EUGENE E. STONE

Transmitter location ONU.S.52, 3 miles Northwest of Florence, South Carolina (CP & MP 5-8-47) (Lic. 9-29-47)

Main studio location On U.S.52, 3miles Northwest of Florence, South Carolina (CP & MP 5-8-47) (Lic. 9-29-47)

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
B3-P-4948	12-17-46	970	5kw	Daytime	
Letter 2-13-47 - CP for new station granted subject filing MP for approval of T site and antenna					
BAP-50	5-8-47 EFF: 5-14-47	Vol. Assignement of C.P. to Atlantic Broadcasting Company.			
B3-P-4948 BMP-2638	5-2-47 Mod. of antenna,	970kc C.P.(4948) change type of T.,approval of transmitter & studio locations.	5kw	Daytime	7-2 1-2-48
BMP-2763 Mod. C.P.	6-4-47 (4948 as mod.) to	970 change	5kw type of transmitter.	Daytime	7-2 1-2-48
BL-2554 BZ-2375 (Cond.)	9-29-47 Lic. to cover CP	970 4948 as	5kw mod) for	Daytime a new station	9-29 5-1-50
	and determine operating power by direct method.				
BP-7175	4-20-49 CP to maount FM antenna on AM tower.	970	5kw	Daytime	6-20 12-20-49
BP-7024	1-11-50 CP to change power, hrs. of opr., install DA for nighttime opr.	970	1kw*, 5kw-LS *DA-N (COND. CLAUSE)	Un	3-11 9-11-50
BMP-5032	3-15-50 Mod. of CP (7024) to change from 1 guyed & 2 self-supported to 3 guyed towers.	970	1kw*.5kw-LS *DA (COND. CLAUSE)	U	3-11 9-11-50
BR-1609	4-21-50	970	5kw	Daytime	5-1 5-1-53
BL-4068	8-14-50 Lic.cover CP (70 24 as mod.) for change in hours o operation, power, DA-N.	970	1kw 5kw-LS DA-N	U CONDITIONAL CLAUSE	8-14 5-1-53
BR-1609	4-15-53	RENEWAL OF LICENSE			5-1 12-1-54
BR-1609	11-24-54	Renewal of license			12-1 12-1-57
BS-1609 (1)	8-8-56	Mod. of license to make changes in DA specifications.			
BS-1609 (2)	7-23-57	Mod. of license to require that field intensity measurements be made monthly. (Memo.)			

**Applicant req. cancellation & forfeited in accord.

Form BC-126
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W J M X

Station location .....

CARD #2

Name of licensee .....

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BTC-2568 EFF:	8-29-57 9-9-57	Voluntary transfer of control of licensee corporation from Eugene E.Stone to Paul Benson,Jr. through purchase of stock from Eugene E.Stone by the Corporation and the retirement thereof.			
BR-1609	11-13-57	970kc	1kw 5kw-ls	DA-N U	12-1 12-1-60
	11-30-60	Commission deferred action on renewal pending further consideration.			
BR-1609	3-8-61	Renewal of License			8-8 12-1-63
BR-1609	11-14-63	970kc	1kw,5kw-	DA-N Unl	12-1 12-1-66
BZ-5393 (1)	4-23-65	Authority to determine operating power by direct measurement of antenna power			
BR-1609	11-18-66	970kc,	1kw,5kw	Unl DA-N	12-1 12-1-69
PSA	10-14-68	500w			
Ltr.	9-27-69	Trans: Gates BC-5H			
BR-1609(S)	4-14-71	Renewal AND NDEA			12-1-72
BZ-7786(L)	4-19-71	Direct Measurement			12-1-72
EBSA	5-25-72				
BR-1609(L)	12-6-72	RENEWAL			12-1-75
BZ-8653(L)	9-30-74	Direct Measurement			12-1-75
BZ-9174 BR-1609(L)	7-16-76	RENEWAL & MODIFICATION			12-1-78
BR780801WQ (S)	6-13-80	RENEWAL OF LICENSE			12-1-81
BZ-791016AF(L)	8-29-80	DIRECT MEASUREMENT			12-1-81

Form 94

APPLICATION RECORD - BROADCASTING

W J M X

Call x W F L Z

Letters x NEW

#1

ATLANTIC BROADCASTING COMPANY (AL 5-8-47) EFF:

Name x EUGENE E. STONE
(P.O. Box 1031, Florence, South Carolina)

File No.	Dated	Application for	Action Nature	Action Date
B3-P-4948 Rec'd Filed	6-3-46 6-14-46 6-14-46	Construction Permit for a new standard broadcast station to be operated on: Frequency: ~~1230 kc~~ 970kc Power: ~~250w~~ 5kw Hours of Operation: ~~Unlimited time.~~ daytime Trans. Location: ~~On Darlington Hwy., (U.S.#52), 1.7 mi. NW of Florence County Courthouse~~, Florence, S. Car. Studio Location: ~~Highway #52, North,~~ - Florence, S. Car. ~~(Contingent on grant of WOLS (B3-P-4538) to change to 930 kc.)~~	GRANTED subject filing MP for approval of T site and antenna Letter	12-17-46 2-13-47
AMENDED Recd. Filed	11-8-46 11-8-46 11-16-46	AMENDED to change frequency from 1230kc to 970kc; power from 250w to 5 kw daytime only; change type transmitter (WE 5HV) and change transmitter location from On Darlington Hwy. (U.S.#52) 1.7 mi. NW of Florence County Courthouse		

(Amend.con't.Card#2)

Western Electric 5 HV
~~RCA BTA 250 L~~ Transmitter

H. L. Hanks (Engr) Chief Engr of WLAT
Conway, S. Car.

Form 94

APPLICATION RECORD - BROADCASTING

#2

Call Letters W J M X / xW F L Z / x NEW

ATLANTIC BROADCASTING COMPANY (AL 5-8-47) EFF:

Name x EUGENE K. STONE
(P.O. Box 1031, Florence, South Carolina)

File No.	Dated	Application for	Action Nature	Action Date
B3-P-4948 (Amendment Card #1)	Con't.from	Florence, South Carolina to Site to be Determined, Florence, S. Carolina, and change studio location from Highway #52, Florence, S. Carolina to Site to be Determined, Florence S. Carolina.	See Card	#1 for action
BAP-50 Rec'd Filed	3-1-47 3-6-47 3-6-47	Voluntary Assignment of Construction Permit to Atlantic Broadcasting Company. Filed by Paul A. O'Bryan, Atty.	GRANTED EFF:	5-8-47 5-14-47
BMP-2638 Rec'd Filed	3-18-47 3-25-47 3-25-47	Mod. of C.P. (B3-P-4948, which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter (RCA BTA-5F) and for approval of transmitter and studio locations On U.S. 52, 3 miles Northwest of Florence, South Carolina. (Filed by Francis X. McDonough, Atty. Edward W. Deeters, Engr.)	GRANTED	5-2-47

Form 94

APPLICATION RECORD - BROADCASTING

Call Letters WJMX

#3

Name ATLANTIC BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-2763 Rec'd Filed	4-19-47 5-19-47 5-19-47	Mod. of C.P. (BJ-P-4948, as mod., which authorized a new standard broadcast station) to change type of transmitter (Westinghouse 5-HV-1) (Filed by Francis X. McDonough, Atty.)	GRANTED	6-4-47

Form 94

APPLICATION RECORD - BROADCASTING

#4

Call Letters WJMX

Name ATLANTIC BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BL-2554 Rec'd Filed	7-5-47 7-8-47 7-8-47	License to cover C.P. (B3-P-4948, as mod.,) which authorized a new standard broadcast station.	GRANTED re waiver 3.60	9-29-47
		and		
BZ-2375 Rec'd Filed	7-5-47 7-8-47 7-8-47	Authority to determine operating power by direct measurement of antenna power		
		(Francis X. McDonough, Atty. Robert W. Beatty, Engr.)		

Form 94

#5

APPLICATION RECORD - BROADCASTING

Call Letters W J M X

Name ATLANTIC BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BP-7024 Rec'd Filed	11-29-48 12-1-48 12-1-48	Construction permit to change power and hours of operation from 5kw, Daytime to ~~100w~~, 5kw-LS, Unlimited; ~~To install a second main transmitter for night operation (Gates BC-250-CY). To install a second radiating system for night operation and to specify a second transmitter location for night operation at South Dargan Street, Florence, South Carolina~~ Robert Irwin, Attorney	GRANTED (1) re blanketing cl. (2) re installation of properly designed phase monitor. (3) re field measuring equip.	1-11-~~40~~ 50

See (Amendment Card #5a)

FCC Form 94
Card 5a

APPLICATION RECORD - BROADCASTING

Call Letters WJMX

Name ATLANTIC BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BP-7024 (cont. from Card #5)				
AMENDED Recd. Filed	11-17-49 11-21-49 11-21-49	AMENDED to change power from 100w 5kw LS to 1kw 5kw LS and change from using non-directional antenna to use non-directional for day and directional antenna for night; and to omit request to install a second main transmitter for night operation (Gates BC-250 GY); to install a second radiating system for night operation and to specify a second transmitter location for night operation at South Dargan Street, Florence, South Carolina.		

FCC Form 94 #6

APPLICATION RECORD - BROADCASTING

Call Letters WJMX

Name ATLANTIC BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BP-7175 Rec'd Filed	4-2-49 4-4-49 4-4-49	Construction Permit to mount FM antenna on AM tower.	GRANTED CP forfeited in accord. Sec. 1.314(a) applicant also req. dismissal	4-20-49
BMP-5032 Rec'd Filed	2-27-50 3-2-50 3-2-50	Mod. of C.P. (BP-7024, which authorized change power and hours of operation and installation of Directional Antenna for night use)change from the one guyed and two self-supported towers to three guyed towers. (Robert L. Irwin, Atty.)	GRANTED subj. to conditions re blanketing clause; re properly designed phase monitor being installed; re field measuring equip.	3-15-50

FCC Form 94 #7

APPLICATION RECORD - BROADCASTING

Call Letters WJMX

Name ATLANTIC BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BR-1609 Rec'd	2-28-50 3-1-50	Renewal of license Filed by Paul A. O'Bryan atty.	GRANTED	4-21-50

FCC Form 94 #8

APPLICATION RECORD - BROADCASTING

Call Letters WJMX

Name ATLANTIC BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BL-4068 Rec'd Filed	5-20-50 5-22-50 5-22-50	License to cover C.P. (BP-7024, as mod.,) which authorized change power and hours of operation, installation of Directional antenna for night use and change from the one guyed and two self-supported towers to three guyed towers. (Robert L. Irwin, Atty. Ronald H. Culver, Engr.)	GRANTED CONDITIONAL RE blanketing clause and field measuring equipment to be available and field intensity measured once every seven days.	8-14-50
BR-1609 Rec'd Filed	1-16-53 2-2-53 2-2-53	Renewal of License Filed by Alfred C. Condon, Jr., Atty.	Granted	4-15-53

#9

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WJMX

Name ATLANTIC BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BR-1609 Rec'd Filed	8-12-54 8-20-54 8-20-54	Renewal of License Filed by Francis X. McDonough, Atty.	GRANTED	11-24-54
BTC-2568 Rec'd 8-7-57 Filed	7-30-57 8-7-57	Voluntary transfer of control of licensee corporation from Eugene E. Stone to Paul Benson, Jr., through the purchase of stock from Eugene E. Stone by the Corporation and the retirement thereof. Dow, Lohnes & Albertson, Attys.	GRANTED EFF:	8-29-57 9-9-57

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

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

#10

Call Letters WJMX

Name ATLANTIC BROADCASTING COMPANY
Florence, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BR-1609 Rec'd Filed	8-20-57 8-30-57 8-30-57	Renewal of License John B. Jacob, Attorney	GRANTED	11-13-57
BR-1609 Rec'd Filed	8-18-60 9-1-60 9-1-60	Renewal of license Atty: Harry G. Sells	GRANTED	3-8-61
BR-1609 Rec'd Filed	8-15-63 8-23-63 8-23-63	Renewal of license Atty: Earl R. Stanley - Dow, Lohnes & Albertson	GRANTED	11-14-63
FZ-5393 R. & F.	10-9-64 10-16-64	Authority to determine operating power by direct measurement of antenna power. Atty- Dow, Lohnes & Albertson	GRANTED	4-23-65
BR-1609 R & F	8-24-66 9-1-66	Renewal of license Atty- Dow, Lohnes & Albertson (Charles J. Robertson)	GRANTED	11-18-66

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

FORM BC-121
AUG. 1955

#11

APPLICATION RECORD - BROADCASTING

Call Letters WJMX

Name ATLANTIC BROADCASTING COMPANY
Florence, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BR-1609 R & F #539641 $75 ($210 sub) PN Press	8-26-69 9-2-69 9-2-69	Renewal of license Atty- Charles J. Roberttson (Dow, Lohnes & Albertson) AMENDED 10-20-69 re: Business interests & commercial matter AMENDED 8-24-70 re: proposed commercial practices AMENDED 3-30-71 re: engineering data	GRANTED	4-14-71
BL-7786 R & F #605155 $30. FTA $30. Refunded PRESS APR 14 1971	5-25-70 5-27-70 5-27-70 4-7-71 4-9-71	Direct Measurement Atty: Earl R. Stanley(Dow, Lohnes & Albertson)	GRANTED	4-19-71
BR-1609 R & F PN PRESS OCT 4 1972	8-30-72 9-5-72 9-5-72	Renewal of License Atty-Daniel W. Toohey AMENDED 11-20-72 re: commercial matter	GRANTED	12-6-72

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

BR-1609 Called atty 9-23-69. Will file notification showing when new transmitter was installed & began operation.

Form BC-121
September 1969

#12

APPLICATION RECORD - BROADCASTING

970khz

Call Letters W J M X

Name ATLANTIC BROADCASTING COMPANY
Florence, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BZ-8653 R & F DM PRESS 25 SEP 1974	7-9-74 7-11-74 9-16-74	Direct Measurement Atty: Earl R. Stanley(Dow, Lohnes, etc)	GRANTED	9-30-74
BR-1609 R & F PN Recd. PRESS AUG 28 1975	7-21-75 7-29-75 "	RENEWAL OF LICENSE Earl R. Stanley,Atty.(Dow &)	GRANTED	7-16-76
BZ-9174 R & F ~~PRESS~~ (not req.) DM JUL 16 1976 PRESS	3-15-76 3-19-76 7-12-76	Direct Measurement Atty: Earl R, Stanely(Dow, Lohnes)	GRANTED issued with BR-1609	7-16-76
BR 780801WQ R & F PRESS AUG 18 1978	7-26-78 8-1-78	RENEWAL OF LICENSE E.R.Stanley,Atty.(Dow) AMENDED 4-25-80 re: EEO	GRANTED	6-13-80

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

#13

APPLICATION RECORD-BROADCASTING

970khz
Call Letters: W J M X

Name: ATLANTIC BROADCASTING COMPANY

Station Location: Florence, South Carolina

File No.	Date	Description	Action and Date
BZ-791016AF R & F DM PRESS	10-16-79 8-11-80 AUG 21 1980	DIRECT MEASUREMENT Atty: Earl R. Stanley(Dow, Lohnes, & Albert)	GRANTED ~~XXXX~~ 8-29-80

Form BC-1
March 197

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.