WLOX

REMOVABLE LABEL GUID

Cat. No. 4550L

Patent No. 1396192

B-S 2033

BROADCASTING STATION LICENSE RECORD

Date first licensed 8-2-48

Call letters W L O X

Station Location: Biloxi, Mississippi

Name of licensee W L O X BROADCASTING COMPANY

[redacted]

Transmitter location DeBuys Road, Biloxi, Mississippi (Redescription)
x DeBuys Avenue and L & N RR, Biloxi, Mississippi (BP 10-20-71) L 3-23-72
X Buena Vista Hotel Building, Biloxi, Mississippi (CP 2-20-56)
x Beach Blvd., opposite Buena Vista Hotel, Biloxi, Miss. (CP & MP 9-23-47)
(LIC. 8-2-48)

Main studio location DeBuys Road, Biloxi, Miss. (Redescription) / at the Railroad (Redescription)
x DeBuys Avenue and L&N RR, Biloxi, Mississippi (BP- 10-20-71) L 3-23-72
X Debuys Road, Biloxi, Mississippi (Ltr. 9-30-70)
x 700 West Jackson Street, Biloxi, Mississippi (BRC 11-3-69)
X Buena Vista Hotel Building, Biloxi, Mississippi (CP 2-20-56)
x Beach Blvd., opposite Buena Vista Hotel, Biloxi, Miss. (CP & MP 9-23-47)
(Lic. 8-2-48)

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
B2-P-4158	4-9-47	1490	250w	U	
C.P. for new station granted subject to filing MP for approval of T site and antenna - Order Issued					
B3-P-4158	9-23-47	1490	250w	U	11-23 5-23-48
BMP-2965	Mod. CP (4158) to change type T, for approval of antenna and T site, change studio site. (Cond. Clause)				
BMP-3877	5-18-48	Mod. CP (4158 as mod) for ext. of completion date. (COND. CLAUSE)			11-23 6-23-48
BL-3174	8-2-48	1490	250w	U	8-2 8-1-51
Lic. to cover CP (4158 as mod) for a new station. (COND. CLAUSE)					
BL-3174	8-2-48	Superseding license issued as of same date to correct studio site, & T site.			8-2 8-1-51
BR-2033	7-11-51	1490	250w	U	8-1 6-1-52
BR-2033	5-21-52	1490kc	250w	Un (CoCl)	6-1-52 6-1-55
BZ-3604 (1)	8-11-54	Authority determine operating power by direct measurement and convert obstruction marking specifications			
BR-2033	5-11-55	1490	250w	U	6-1 6-1-58
BP-10266	2-20-56	1490kc	250w	U	4-20-56 10-20-56
CP to move antenna location & make changes in ground system					
BMP-7385 (1)	10-15-56	Mod. of CP(BP-10266) for extension of completion date to 2-20-57.			
BL-6541 (1)	3-12-57	License to cover BP-10266 as mod. to move antenna location and make changes in ground system.			
BR-2033	5-14-58	1490	250w	U	6-1 6-1-61
BP-13438	10-14-59	1490	250w	U	12-14 6-14-60
CP to install new transmitter (GATES BC-250T).					
BL-7804 (1)	5-16-60	Lic. to cover cp (BP-13,438) which auth. install new transmitter.			
BS-2033	8-3-60	Mod. of license to change Antenna description.			

Form BC 126 #2
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W L O X

Station location .....

Name of licensee See Card #1

Transmitter location .....

Main studio location .....

BROADCASTING STATION LICENSE RECORD

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	Period To
BP-12462	10-20-60	1490kc	250w,1kw-LS	U	12-20	6-20-61
	CP to increase daytime power to 1kw and install new transmitter (GATES BC-1T) (Cond'l)					
BL-8301	4-27-61	1490kc	250w-1kw	U	4-27	6-1-61
	Lic. to cover cp (BP-12,462) which auth. incr. in daytime power and instl. of a new trans.					
BR-2033	6-1-61	RENEWAL OF LICENSE			6-1	6-1-64
	6-3-64	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.				
BR-2033	6-22-64	Renewal of License			6-22	6-1-67
BR-2033	5-22-67	Renewal of License			6-1	6-1-70
Ltr.	10-16-69	Trans: RCA BTA-1R3				
BRC-3385(1)	11-3-69	Operate RC.				
Ltr.	9-30-70	Studio & RC: Dubuys Road, Biloxi, Miss.				
BR-2033	10-28-70	RENEWAL OF LICENSE (LONG)			NDEA	6-1-73
BP-19,100	10-20-71	1490kc	250w,1kw	Unl.		10-20-72
		CP to change TL and SL				Cond'l.
BL-13,173(L)	3-23-72	Lic.(BP-19,100) for changes				6-1-73
		1490kc	250w,1kw-LS	U		
BCA	5-25-72					
BP-19,255	8-11-72	1490kc,	250w 1kw	U		8-7-73
	CP to increase tower height.					
BL-13,332(L)	11-17-72	Lic(BP-19,255) for changes				6-1-73
BR-2033(S)	6-12-73	RENEWAL				6-1-76
BP-19,591	2-12-74	1490khz, 250w 1kw Aux.				2-12-75
	CP to install a new aux. trans.					
BL-13707(L)	8-19-74	Lic. to cover BP-19591 for new aux. trans.				6-1-76
BRC-3742(1)	10-29-74	ML to operate trans. by remote (Main & Aux.)				
BP-19,848	12-26-74	1490khz, 250w, 1kw U				12-26-75
	CP to chg. from series to shunt feed folded unipole					

#3

BC-126
February 1974

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W L O X

Station location BILOXI, MISSISSIPPI

Name of licensee SEE CARD #1

Transmitter location SEE CARD #1

Main studio location SEE CARD #1

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To-
BS-2033(2)	2-26-75	Mod. of Studio Lic. to Location		Change	
BR-2033(S)	9-14-76	Renewal of License			6-1-79
BL-13,994(L)	11-8-76	Lic. to cover BP-19,848			for changes 6-1-79
BTC-8596	5-24-78	VOL. TC 7-15-78			
BR-790201XB BZ-800609AD (L)	6-27-80	RENEWAL AND MODIFICATION			6-1-82

Form 94

APPLICATION RECORD - BROADCASTING

Call Letters W L O X x New

Name WLOX BROADCASTING COMPANY
(P.O. West Beach, c/o Hotel Buena Vista, Biloxi, Miss.)

File No.	Dated	Application for	Action Nature	Action Date
B3-P-4158 Rec'd	10-4-45 10-8-45	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, Biloxi, Miss. Studio Location: Hotel Buena Vista, West Beach, Biloxi, Miss. (Call "WLOX" reserved) (Filed by Eliot C. Lovett, Atty.; Frank H. McIntosh, Engr.)	DOCKET NO. 6882 GRANTED AFTER HEARING Order No. B-273 Subject to filing MP for approval of T site and antenna Issued with MP 2965	4-9-47

RCA BTA-250-L Transmitter

Form 94

APPLICATION RECORD - BROADCASTING

#2

Call Letters W L O X

Name W L O X BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BMP-2965 Rec'd Filed	7-15-47 7-16-47 7-16-47	Mod. of C.P. (B3-P-4158, which authorized a new standard broadcast station) to change type of transmitter (W.E. 451-A1), for approval of antenna and transmitter location at Beach Blvd., opposite Buena Vista Hotel, Biloxi, Mississippi, and to change studio location from Hotel Buena Vista, West Beach, Biloxi, Miss., TO Beach Blvd., opposite Buena Vista Hotel, Biloxi, Miss. (Filed by Eliot C. Lovett, Atty.; George T. Conrad, Jr., Engr.)	GRANTED blanketing clause and subject to condition that grant is not to be construed as an approval of this antenna for use by an FM station which will be determined upon the merits and after examination of an FM station, application	9-23-47

Form 94
#3

APPLICATION RECORD - BROADCASTING

Call Letters W L O X

Name W L O X BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BMP-3877 Rec'd Filed	5-8-48 5-11-48 5-11-48	Mod. of C.P. (B3-P-4158, as mod., which authorized a new standard broadcast station) for extension of completion date from: 5-23-48 to: 6-23-48. (Eliot C. Lovett, Atty.)	GRANTED same cond. as BMP-2965	5-18-48
BL-3174 Rec'd Filed	5-21-48 5-24-48 5-24-48	License to cover C.P. (B3-P-4158, as mod.,) which authorized a new standard broadcast station.	GRANTED re blanketing clause	8-2-48
BR-2033 Rec'd Filed	3-30-51 6-13-51 6-13-51	Renewal of License	Granted	7-11-51

FORM A-170 #4
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters W L O X

Name W L O X BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BR-2033 Rec'd &Filed	2-26-52 3-3-52	Renewal of License	GRANTED	5-21-52
BZ-3604 Rec'd Filed	7-19-54 7-21-54 7-21-54	Authority to determine operating power by direct measurement of antenna power.	GRANTED	8-11-54
BR-2033 Recd Filed	2-26-55 3-2-55 3-2-55	Renewal of license	GRANTED	5-11-55
BP-10,266 Rec'd Filed	1-6-56 1-9-56 1-9-56	Construction permit to move antenna location 180 ft. South & 78 ft. West of present site and make changes in the ground system.	GRANTED	2-20-56
BMP-7385 Rec'd Filed	9-26-56 9-28-56 9-28-56	Modification of construction permit(BP-10266, which authorized moving antenna location and make changes in the ground system) for extension of completion date from 10-20-56 to 4-20-57. Eliot C. Lovett, Atty.	GRANTED	10-15-56 Extended to: 2-20-57

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

FORM BC-121
AUG. 1955 #5

APPLICATION RECORD - BROADCASTING

Call Letters WLOX

Name WLOX BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BL-6541 Rec'd Filed	2-16-57 2-19-57 2-19-57	License to cover Construction Permit (BP-10,266 as mod.,) which authorized moving antenna location and to make changes in ~~xxxxx~~ ground system. Eliot C. Lovett, Atty.	GRANTED	3-12-57
BR-2033 Rec'd Filed	2-14-58 2-20-58 2-20-58	Renewal of license.	GRANTED	5-14-58
BP-12,462 Rec'd Filed	10-3-58 10-13-58 10-13-58	Construction permit to increase daytime power from 250w to 1kw and install new transmitter (GATES BC 1T) Atty. - Eliot C. Lovett Engr. - L.J.N. du Treil & Assoc., New Orleans, La.	GRANTED	10-20-60 Cond'l re: Permittee shall accept such interf. as may be imposed by other existing Class IV stations.
AMENDED R.&F.	9-4-59 9-8-59	AMENDED to request waiver of Sect.3.28(c) of Rules		

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

FORM BC-121
AUG. 1955

#6

APPLICATION RECORD - BROADCASTING

Call Letters WLOX

Name WLOX BROADCASTING COMPANY
BILOXI, MISSISSIPPI

File No.	Dated	Application for	Action Nature	Action Date
BP-13438 R & F	9-14-59 9-15-59	Construction Permit to install new transmitter (Gates BC-250T)	GRANTED	10-14-59
BL-7804 R&F	12-26-59 1-6-60	Lic. to cover cp(BP-13438) which authorized install new transmitter.	GRANTED	5-16-60
BR-2033 Rec'd&Filed	3-1-61 3-3-61	Renewal of License	GRANTED	6-1-61
BL-8301 Rec'd Filed	2-20-61 2-23-61 2-23-61	License to cover construction permit (BP-12462) which authorized increase in daytime power and installation of a new transmitter.	GRANTED	4-27-61
BR-2033 Red'd Filed	2-20-64 3-3-64 3-3-64	Renewal of license Lovett & Lovett, Attys.	GRANTED	6-22-64
BR-2033 R & F	3-1-67 3-3-67	Renewal of License Atty: John N. Papajohn (Booth & Lovett)	GRANTED Cond'l re. Class IV	5-22-67

FORM BC-121 #7
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WLOX

Name WLOX BROADCASTING COMPANY
Biloxi, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BRC-3385 R & F #552115 $30.	10-16-69 10-27-69 10-27-69	Mod. of license to change studio location to 700 West Jackson Street, Biloxi, Mississippi and operate transmitter by remote control from studio location. Atty.: John N. Papajohn	GRANTED	11-3-69
BR-2033 R & F #581574 $75 P. N.	2-20-70 3-2-70 3-2-70 3-2-70	Renewal of License AMENDED 6-22-70 re: commercial policy AMENDED 9-8-70 re: programming	GRANTED	10-28-70
BP-19,100 R & F #676506 $50 ACC. 060 Press OCT 18 1971	3-12-71 3-30-71 3-30-71	Construction permit to change antenna-transmitter and main studio location to DeBuys Avenue and L & N RR, Biloxi, Mississippi. 30° 23' 38" - 88° 59' 58" Atty: John N. Papajohn	GRANTED PTA may not be auth. until field intensity meas. be submitted to show structure "micro-wave tower" is detuned to cause no distortion of the omni-directional operation.	10-20-71

BPH - 2-3-72

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

(Cover for amendments)

Amendments for BP-19,100
Amended 4-22-71 re: Overlapping
Amended 8-18-71 re: No objection to overlapping.
Amended 9-21-71 re: Engineering.

#8

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters W L O X

Name WLOX BROADCASTING COMPANY
Biloxi, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BL-13,173 R & F PTA PRESS	1-17-72 1-19-72 2-3-72 MAR 8 1972	Lic.(BP-19,100) for changes. Delete RC.	GRANTED	3-23-72
BP-19,255 Rec'd Filed $50-084348 AC-060 PRESS:	6-6-72 6-19-72 6-19-72 6-19-72 JUL 24 1972	Construction permit to increase tower height to 140 feet. Atty. John N. Papajohn	GRANTED	8-11-72
BL-13,332 R & F W 120985-$50.10-24-72- PTA PRESS	10-5-72 10-24-72 10-30-72 NOV 13 1972	Lic.(BP-19,255) for changes. AC-067 Atty: Pittman, Lovett, et al(John N. Papajohn)	GRANTED	11-17-72

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

Form BC-121 #9
September 1969

APPLICATION RECORD - BROADCASTING

1490 kc

Call Letters W L O X

Name WLOX BROADCASTING COMPANY
BILOXI, MISSISSIPPI

File No.	Dated	Application for	Action Nature	Action Date
BR-2033 R & F PN Recd. PRESS MAR 22	2-28-73 3-5-73 "	RENEWAL OF LICENSE John N. Papajohn, Atty.	GRANTED	6-12-73
BP-19,591 R & F $50-266282 AC-056	1-2-74 1-7-74 1-7-74	Construction permit to install a new auxiliary transmitter Gates BC-1T, with 250w, 1kw.	GRANTED	2-12-74
BL-13707 R & F $50#305598 PTA PRESS 6 AUG 1974	4-30-74 5-16-74 5-17-74 5-23-74	Lic. to cover BP-19591 for New Auxiliary Transmitter, Gates BC-1T	GRANTED	8-19-74
BRC-3742 R & F $50-356894 AC-056 OCT 30 1974	10-15-74 10-21-74 10-21-74	Modification of license to operate transmitter by remote control from DeBuys Road, Biloxi, Mississippi. (TV studios) (Main & Aux.) F.C. WASHINGTON, D. C.	GRANTED	10-29-74

Form BC-121
September 1969
6-48

APPLICATION RECORD - BROADCASTING

#10

Call Letters WLOX

Name WLOX BROADCASTING COMPANY
Biloxi, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BP-19,848 R & F $50-367902 AC-056 DEC 11 1974	11-13-74 11-25-74	Construction permit to change from series to shunt feed folded unipole	GRANTED	12-26-74
BR-2033 R & F PN Recd. PRESS	1-9-76 2-2-76 " MAR 9 1976	RENEWAL OF LICENSE (MAIN & AUXILIARY) J.N.Papajohn,Atty. (See WRBC for petitions) OPPOSITION TO PETITION TO DENY AND TO INTERVENE, OR IN THE ALTERNATIVE, REVOCATION OF BROADCAST LICENSES FOR RACIALLY DISCRIMINATORY EMPLOYMENT PRACTICES AND PETITION TO PREVENT CONTINUING VIOLATIONS OF THE COMMUNICATIONS ACT AND OTHER COMMISSION POLICIES AND RULES filed 6-2-76, by John N. Papajohn, Counsel on behalf of WLOX B/Casting Company (See WRBC for petition filed 6-11-76) AMENDED 4-25-77 re: EEO complaint	GRANTED	9-14-76

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

1490khz

Form BC-121
May 1976

#11

APPLICATION RECORD - BROADCASTING

Call Letters W L O X

Name WLOX BROADCASTING COMPANY
Biloxi, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BL-13,994 R & F $100#439504 Amend Amend: PTA PRESS SEP 20 1976	5-29-75 6-6-75 6-17-75 12-18-75 8-12-76 9-9-76	Lic. to cover BP-19,848 for changes Atty: John N. Papajohn(Pittman, Lovett, etc.) engr. data additonal engr. data	GRANTED	11-8-76
BTC-8596 R & F FORM 315(also see TW) MAR 1 1978 PN FILED 2-28-78	10-21-77 1-31-78	Voluntary transfer of control of lic corp from the Estate of J.S. Love, Jr., Mrs. J.S.Love, Jr., and James S. Love III (as a Family Group) to James S.LoveIII, Jo Love Little and Mary E. Love McMillan (as a Family Group) Atty - John N. Papajohn Over	GRANTED EFF:	5-24-78 7-15-78

RE: BTC-8596 - Sec. II, pg. 3 not complete re: percentages

AMENDED 4-21-78 re: bal. sheet, EEOP data & program; census data; & community data (amended)

AMENDED 4-25-78 re: Charter; By-laws; financial data & Sec. II Table I & II; finan. & B/c interest of stockholders (Tables I & II show officers, drcts, stockholders

AMENDED 5-11-78 re: Sec II, pg. 3 completed

AMENDED 5-22-78 - legal data re bank interests

#12

1490

Form BC-121
May 1976
6-48

APPLICATION RECORD - BROADCASTING

Call Letters W L O X

Name WLOX BROADCASTING COMPANY
BILOXI, MISSISSIPPI

File No.	Dated	Application for	Action Nature	Action Date
BR 790201 XB PRESS MAR 14 1979		RENEWAL OF LICENSE (MAIN & AUX.TRANS.) John N.Papajohn,Atty.	GRANTED	6-25-79
BZ-800609AD R & F PRESS JUN 20 1980	6-9-80	DIRECT MEASUREMENT	GRANTED ISSUED WITH RENEWAL	6-27-80

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.