WNOC

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390189

B-S-265 b

BROADCASTING STATION LICENSE RECORD

W N O O (4-12-60)

Date first licensed November 2, 1951

Call letters x W M F S

Location: Chattanooga, Tennessee

W.M.F.S., Inc. (AL 4-18-52, EFF 5-10-52)
x WILLIAM F. STONE, J. LESLIE DOSS, JOHN A. THOMPSON and J. E. REYNOLDS

Name of licensee d/b as LOOKOUT BROADCASTING COMPANY

1108 Hendricks St., Chattanooga, Tenn. (Redescription 10-8-70)
x Foot of Sholer Avenue (P-10-18-65)
X 3701 Alton Park Blvd. (Re-descpt/ BZ-6-27-62)
x 3525 Ohls Street, Chattanooga, Tenn. (Chattanooga, Tennessee (CP 2-24-61)
xx Between Citico Creek & Riverside Dr., 1.3 mi. east of John Ross Bridge,/
x 3525 Ohls St., Chattanooga, Tennessee (Lic. 11-2-51)

Transmister location x 3500 Alton Park Blvd., Chattanooga, Tennessee (CP 3-21-51)

1108 Hendricks St., Chattanooga, Tenn. (Ltr. 1-6-70)
x 816 Broad Street, Chattanooga, Tenn (BRC 11-30-66) (Eff: 12-23-66)
X Foot of Sholer Avenue (P-10-18-65)
X 835 McCallie Avenue, Chattanooga, Tenn. (Let. 7-17-54)
x 215 W. 9th St., Chattanooga, Tennessee (Lic. 11-2-51)

ZIP 37401

Main studio location x To be determined, Chattanooga, Tennessee (CP 3-21-51)

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-7725	3-21-51	1260	1kw	Day	5-21 11-21-51
	CP for a new station.				
BMP-5614	6-21-51	Mod.C.P.(7725)		to change	type of
	transmitter	(CONDITIONAL CL.)			5-21 11-21-51
BL-4468	11-2-51	1260	1kw	Day	11-2 8-1-52
lic. cover CP 7725 as mod., for a new standard broadcast station and specify S location					
BML-1350 EFF:	4-18-52 5-10-52	Vol. assignment of license to WMFS, INC.			
BR-2656	7-24-52	1260kc	1kw	Day	8-1-52 8-1-55
BRC-450 (1)	7-22-54	Modification of license to operate trans by remote control from 835 McCallie Avenue, Chattanooga, Tennessee			
BP-2656	7-20-55	1260kc	1kw	Day	8-1 8-1-58
BP-10261	1-31-56	1260kc	1kw	Day	3-31-56 9-30-56
	CP to install new transmitter				
BL-6158 (1)	5-23-56	Lic. to cover CP(BP-10,261) to install a new transmitter.			
BR-2656	7-9-58	1260kc	1kw	Day	8-1 8-1-61
BTC-3358 EFF:	2-10-60 2-29-60	Voluntary transfer of control of licensee corporation from B.F.J. Timm to Leon S. Walton.			
BS-2656 (1) Eff:	6-23-60 2:00am 4-3-60.	Mod. of license to change from the Central Standard Time Zone to the Eastern Standard Time Zone.			
BP-14569	2-24-61	1260kc	1kw	Day	4-24 10-24-61
	CP to change antenna-transmitter location and make changes in ground system.				
Letter	8-22-61	CP(BP-14,569)cancelled as of this date and all records pertaining thereto closed			
BR-2656	7-20-61	1260kc	1kw	Day	8-1 8-1-64
BS-2656(1) 10-8-70 ML delete RC & redescribe TL same as SL.					

Form BC 126
June 1954

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WNOO

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-
BZ-4684 (1)	6-27-62	Authority to determine operating power by direct measurement of antenna power.			
BR-2656	7-15-64	1260kc	1kw	Day	-1 9-1-67
BP-16,704	10-18-65	1260kc	1kw	Day	12-18-65 to 6-18-66
		CP to change ant-trans and studio loc to Foot of Sholer Avenue, Chattanooga, Tenn. and delete RC.			
BMP-11,797 (1)	6-3-66	Mod. of CP(BP-16,704) for ext. of completion date to			1-2-67
BTC-5110 EFF:	7-11-66 8-11-66	Voluntary transfer of control of lic. corp. from Leon S. Walton to WMC, INC			
BRC-3003 (1) (Eff:12-23-66)	11-30-66	Mod. of license to operate transmitter by remote control and change studio location to 816 Broad Street, Chattanooga, Tennessee.			
BMP-11,936 (2)	12-7-66	Mod. of CP(BP-16,704 as mod) for ext. of completion date to			7-2-67
BMP-12,106 (3)	7-20-67	Mod. of CP(BP-16,704 as mod) for ext. fo completion date to			12-2-67
BR-2656	9-7-67	1260kc	1kw	Day	9-7 8-1-70
		Renewal of NDEA			9-7 8-1-70
BTC-5413	9-8-67	Voluntary transfer of control.			
TELEGRAM	10-17-67	PSA	500w		
BMP-12,231 (4)	1-8-68	Mod. of CP (BP-16,704, as mod.) for ex of completion date to			6-2-68
BS-2656 (1)	11-27-67	Mod. of license to chge. name.(memo)			
BMP-12375 (5)	5-14-68	MP(BP-16,704) ext. time			11-2-68
BMP-12539 (6)	11-6-68	MP(BP-16,704) ext. time			5-2-69
BL-12,202(L)	12-18-68	Lic.(BP-16,704 as mod.) chg. ant-trans & studio loc. (RC)			8-1-70
BTC-6043	10-31-69	Vol. TC			

Form BC 126 #3
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WNOO

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.
BR-2656(L)	7-30-70	Renewal	and NDEA		8-1-73
EBSA	5-25-72				
BR-2656(S)	9-14-73	RENEWAL	OF LICENSE		8-1-76
BR-2656(S)	4-18-77	Renewal	of License		8-1-79
BP-20,155{L} 6-16-77 CP inc. daytime power and chg. Type of Trans. Harris MW-5					6-16-78
BL-14,406(L) 3-27-78 Lic. to cover BP-20,155 for changes					
BR790330XI (S)	7-18-79	RENEWAL	OF LICENSE 8-1-82)		8-1-79

FCC Form 94

APPLICATION RECORD - BROADCASTING

Call Letters WMFS

Name William F. Stone, J. Leslie Doss, John A. Thompson and J. E. [illegible] d/b as LOOKOUT BROADCASTING COMPANY
(P.O. Box 241, Chattanooga, Tennessee)

File No.	Dated	Application for	Action Nature	Action Date
BP-7725 Rec'd Filed	6-20-50 6-23-50 6-23-50	Construction permit for a new standard broadcast station to be operated on: Frequency: 1260kc Power: 1kw Hours of Operation: Daytime Trans. Location: ~~To be determined~~ Chattanooga, Tennessee Studio Location: To be determined Chattanooga, Tennessee Frank Stollenwerk, Atty. William E. Bonns, Jr., Engr.	GRANTED	3-21-51
AMENDED Rec'd Filed	1-31-51 2-16-51 2-16-51	AMENDED to change transmitter location from To be determined, Chattanooga, Tennessee to 3500 Alton Park Boulevard, Chattanooga, Tennessee.		

Bates BC-1F

#2

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Name WILLIAM F. STONE, J. LESLIE DOSS, JOHN A. THOMPSON and J. E. REYNOLDS d/b as LOOKOUT BROADCASTING COMPANY

Call Letters WMFS

File No.	Dated	Application for	Action Nature	Action Date
BMP-5614 Rec'd Filed	6-8-51 6-11-51 6-11-51	Modification of construction permit (BP-7725 which auth a new standard broadcast station) to change type of transmitter (Composite CLB-51).	GRANTED Conditional re T to comply with 3.46	6-21-51
BL-4468 Rec'd. Filed	6-14-51 6-15-51 6-15-51	License to cover construction permit (BP-7725, as modified) which authorized a new standard broadcast station, and specify studio location as 215 West 9th Street, Chattanooga, Tennessee.	GRANTED	11-2-51
BAL-1350 Rec'd. Filed	2-15-52 3-3-52 3-3-52	Voluntary assignment of license to WMFS, Inc. Dwight D. Doty, Atty.	GRANTED EFF:	4-18-52 5-10-52
BR-2656 Rec'd Filed	6-26-52 7-1-52 7-1-52	Renewal of license Leonidas P. B. Emerson, atty.	GRANTED	7-24-52

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

FORM A-170 #3
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WMFS

Name WMFS, INC.
Chattanooga, Tennessee

File No.	Dated	Application for	Action Nature	Action Date
BRC-450 Rec'd Filed	6-29-54 7-1-54 7-1-54	Modification of license to operate transmitter by remote control from 835 McCallie Avenue, Chattanooga, Tennessee	GRANTED	7-22-54
BR-2656 Rec'd Filed	4-29-55 5-3-55 5-3-55	Renewal of License Filed by Philip M. Baker, Atty.	GRANTED	7-20-55
BP-10,261 Rec'd Filed	12-27-55 12-29-55 12-29-55	Construction permit to install a new transmitter (COLLINS 20-V). Philip M. Baker, Atty.	GRANTED	1-31-56
BL-6158 Rec'd Filed	4-24-56 5-2-56 5-2-56	License to cover construction permit (BP-10,261) which authorized the installation of a new transmitter. Philip M. Baker, Atty.	GRANTED	5-23-56

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

FORM BC-121 #4
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WNOO (4-12-60) xWMFS

Name WMFS, INC.

File No.	Dated	Application for	Action Nature	Action Date
BR-2656 Rec'd. Filed	4-18-58 5-6-58 5-6-58	Renewal of license. Philip M. Baker, Atty.	GRANTED	7-9-58
BTC-3358 Rec'd Filed	1-11-60 1-19-60 1-19-60	Voluntary transfer of control of licensee corporation from B. F. J. Timm to Leon S. Walton. Philip M. Baker, Atty. for transferor D. F. Prince, Atty. for transferee	GRANTED EFF:	2-10-60 2-29-60
BP-14569 R & F	1-10-61 1-12-61	Construction permit to change antenna-trans. location from 3525 Ohls Street, Chattanooga, Tenn., to Between Citico Creek & Riverside Drive, 1.3 miles east of John Ross Bridge, Chattanooga, Tenn. & make chges. in ground system. Atty: D. F. Prince	GRANTED CANCELLED Request permittee	2-24-61 8-22--61

FORM BC-121 #5
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WNOO

Name WMFS, INC.
CHATTANOOGA, TENN.

File No.	Dated	Application for	Action Nature	Action Date
BR-2656 Rec'd Filed	4-20-61 5-1-61 5-1-61	Renewal of License. D. F. Prince & Ray R. Paul, Attys.	GRANTED	7-20-61
BZ-4684 R. & F.	1-8-62 1-12-62	Authority to determine operating power by direct measurement of antenna power. Atty- PRINCE, TAYLOR & PAUL	GRANTED	6-27-62
BR-2656 R & F	4-30-64 5-18-64	Renewal of license. Atty: Prince & Paul	GRANTED	7-15-64
BP-16,704 R&F	7-19-65 7-22-65	Construction permit to change antenna-trans. and studio location to Foot of Sholer Avenue, Chattanooga, Tennessee and delete remote control. Atty: Prince & Paul	GRANTED	10-18-65

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

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FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WNOO

Name WMFS, INC.
CHATTANOOGA, TENNESSEE

File No.	Dated	Application for	Action Nature	Action Date
BMP-11,797 R & F	5-12-66 5-18-66	Modification of CP(BP-16,704 which authorized change antenna-transmitter and studio location and delete RC) for extension of completion date from 6-18-66 to 1-17-67. Atty - Prince & Paul	GRANTED to	6-3-66 1-2-67
BTC-5110 R & F	5-26-66 5-27-66	Voluntary transfer of control of lic. corp. from Leon S.Walton to WNOO, Inc. Atty - Ray Paul	GRANTED EFF:	7-11-66 8-11-66
BMP-11,936 R+F	11-23-66 11-28-66	Mod. of CP(BP-16,704 as mod) which auth chg. ant-trans and studio loc and delete RC) for extension of completion date from 1-2-67 to 7-2-67 Atty. Prince & Paul	GRANTED	12-7-66

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

FORM BC-121
AUG. 1955 #7

APPLICATION RECORD - BROADCASTING

Call Letters WNOO

Name WMFS, INC.
CHATTANOOGA, TENNESSEE

File No.	Dated	Application for	Action Nature	Action Date
BRC-3003 R & F	11-23-66 11-28-66	Mod. of lic to operate transmitter by Remote Control and change studio location to 816 Broad Street, Chattanooga, Tennessee.	GRANTED	11-30-66 (Eff:12-23-66)
BR-2656 Rec'd	4-15-67 5-3-67	Renewal of license. atty: Prince & Paul	GRANTED	9-7-67
BMP-12,106 R & F JUL 14 1967	6-28-67 6-30-67	Mod. of CP(BP-16,704 as mod. which auth chg. ant-trans and studio loc and delete RC) for ext. of completion date from 7-2-67 to 12-2-67 Atty. Fletcher, Heald, etc.(Russell Rowell)	GRANTED to	7-20-67 12-2-67
BTC-5413 R & F (FORM 316) AUG 22 1967	8-12-67 8-15-67	Voluntary transfer of control of WNOO, Inc. (parent corp) from George W. Dean, Jr. and Jane Watt Dean (as a Family Group) to William Watt Atty - Fletcher, Heald etc	GRANTED EFF:	9-8-67 10-12-67

FORM BC-121
AUG. 1955

#8

APPLICATION RECORD - BROADCASTING

1260kc

Call Letters WNOO

Name W.M.F.S., INC.
CHATTANOOGA, TENNESSEE

File No.	Dated	Application for	Action Nature	Action Date
BMP-12,231 R.&F JAN 2 1968	11-16-67 11-20-67	Mod. of CP(BP-16,704 as mod. which auth.chg. ant-trans & studio loc. & delete RC) for extension of completion date from 12-2-67 to 6-2-68. Attys-Fletcher,Heald,Rowell,Kenehan&Hildreth	GRANTED	1-8-68
BMP-12,375 R.& F. #419380 $30 Press APR 22 1968	4-1-68 4-8-68 4-8-68	MP(BP-16,704,as mod.) for extension of compl. date from 6-2-68 to 11-2-68. Atty: Fletcher,Heald,Rowell,Kenehan & Hildreth	GRANTED to	5-14-68 11-2-68
BMP-12,539 R. & F. #459936 $30 NOV 1 1968	9-16-68 9-18-68 9-18-68	MP(BP-16,704, as mod) for extension of completion date to 5-2-69 (changes). atty-Fletcher, Heald, Rowell, Kenehan & Hildreth (Marvin Rosenberg)	GRANTED to	11-6-68 5-2-69

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

#9

1260kc

FORM BC-121
AUG. 1955

APPLICATION RECORD · BROADCASTING

Call Letters WNOO

Name W.M.F.S., INC.
Chattanooga, Tennessee

File No.	Dated	Application for	Action Nature	Action Date
BL-12,202 R & F #471483 $30 ~~DM~~ PT AMENDED DEC 11 1968	11/8/68 11/13/68 11/13/68 11/22/68 11/29/68	License (BP-16,704 as mod.) chng. ant-trans. & studio loc. (KC) Atty: Russell Rowell Engr: James E. Walker, Chattanooga, Tenn. Re ant-hgt.	GRANTED	12-18-68
BTC-6043 R & rd FEE PD: $60 - #538563 (Form 316) REFUND $30 (10-1-69) not nec for aux FILED AMENDED 9-23-69 - Sec. II & Bal. sheet Wm. Watt OCT 2 1969	8-25-69 8-27-69 9-23-69	Vol. transfer of control of lic. corp from WNOO, INC. to William Watt Atty - Fletcher, Heald etc	GRANTED Eff:	10-31-69 12-31-69

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

#10

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters WNOO

Name W.M.F.S., INC.
CHATTANOOGA, TENNESSEE

File No.	Dated	Application for	Action Nature	Action Date
BR-2656 R & F $75 #598567 PN Recd. PRESS JUN 9 1970	4-24-70 5-4-70 " "	RENEWAL OF LICENSE Russell Rowell, Atty.	GRANTED	7-30-70
BR-2656 R & F PN Recd. PRESS MAY 1 1973	2-15-73 2-16-73 4-6-73	RENEWAL OF LICENSE Russell Rowell, Atty.	GRANTED	9-14-73
BP- 20,155 Rec'd Filed $400-501117 AC-001 PN REC'd	11-2-75 11-24-75 11-24-75 1976 DEC 3 12-31-75	Construction permit to increase daytime power to 5kw, change type transmitter Harris MW-5. 35° 03' 08" 85° 16' 22" Atty: Russell Rowell Eng. Serge Bergen	GRANTED	6-16-77

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

Amended 1-8-76 re: Sec. 301, Sec. IV-A programing

BP- Amended 5-14-76 re financial

Amended 9-28-76 re: response Eng. statement

Amended 10-8-76 re: Eng. statement, Photos

#11

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call Letters W N O O

Name W.M.F.S., Inc.
Chattanooga, Tennessee

File No.	Dated	Application for	Action Nature	Action Date
BR-2656 R & F P.N. Press	3-12-76 4-1-76 4-1-76 JUN 14 1976	RENEWAL OF LICENSE Atty: Marvin Rosenberg (Fletcher, Heald etc.) AMENDED 6-18-76 re: comm. leader AMENDED 6-21-76 re: prog. AMENDED 8-23-76 re: EEO	Granted	4-18-77
BL-14,406 R & F PTA PRESS NOV 3 1 1977	10-25-77 10-27-77 11-11-77	Lic. to cover BP-20,155 for changes Atty: Marvin Rosenberg(Fletcher, Heald,etc.)	GRANTED	3-27-78
BR790330XI PRESS MAY 2 5 1979		Renewal of License Atty. Roderick K. Porter	GRANTED	7-18-79

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

~~W-M-F-S~~ W N O O

DENIAL OF INFORMAAL REQUESTS FOR STA's

Telegram 12-29-51 - Denied remain on air midnight to 6 am 1-1-52 to promote interest in station

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.