WSBL

B S 2739

BROADCASTING STATION LICENSE RECORD

CREST BROADCASTING CORPORATION(AL-9-3-64;EFF: 9-4-64) WSBL (EFF. 12-1-80)
x GALE P. LEWIS TR/ AS SAN-LEE RADIO BROADCASTING CO.(BAL-4909 10-7-63)

Date first licensed 10-20-52 Call letters X W E Y E

x SANFORD RADIO BROADCASTING,
INCORPORATED (BAL 4-4-62 EFF: 6-24-62 per Form 323) Station location: Sanford, N. Car.
X GALE P. LEWIS, (AL 11-2-60; EFF: 11-15-60
x W E Y E, INC., (AL 10-21-59, EFF: 11-1-59)
x LEE BROADCASTING CORPORATION (AL 10-7-53 EFF 11-6-53)

Name of licensee x WALDO W. PRIMM

Raleigh Street at city limits, Sanford, North Carolina (BP 5-21-65)
Transmitter location XCool Springs Road, 1 mile west of Sanford, N. Car. (MP 6-23-52)
(Lic.10-20-52)

1819 Lee Avenue, Sanford, North Carolina(302-5-19-75)
x2612 Kendale Shopping Center, Sanford, North Carolina (BRC 6-14-63)
27332 X137 S. Steele Street, Sanford, North Carolina (Ltr. 3-9-53)
Main studio location X Cool Spring Road, 1 mile west of Sanford, N. Car. (MP 6-23-52)(Lic.10-20-52)

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
Letter) BP-7937)	10-4-51 approval	1290 T site	1kw and antenna	Day	Subj. filing MP
For a new standard broadcast station at Sanford, N.C.					
BP-7937 BMP-5860	6-23-52 Mod.CP (7937) for approval of T site and antenna & studio site	1290	1kw	Daytime (CONDITIONAL CLAUSE)	8-23 2-23-53
BL-4801	10-20-52 Lic. to cover CP (BP-7937, as mod.) which authorized new standard broadcast station. (Cond'l Clause	1290	1kw	Day	10-20-52 12-1-54
BAL-1620 EFF:	10-7-53 11-6-53	Vol. assignment of license to LEE BROADCASTING CORPORATION			
BR-2739	11-24-54	1290	1kw	Day	12-1 12-1-57
BRC-1184 (1)	8-30-57 by remote control from 137 South Steele Street, Sanford, North Carolina	Modification of license to operate trans.			
BTC-2528 EFF:	10-2-57 10-22-57	Voluntary transfer of control of licensee corporation from W.L.Simmons, J.R.Ingram and 8 others, to: Dallas L.Mackey and Martha R.Mackey.			
STEERAM	11-23-57	Action on renewal deferred- Continued operation authorized until final determination on renewal application.			
BR-2739	12-5-57	1290	1kw	Day RC	12-5 12-1-60
BAL-3646 EFF:	10-21-59 11-1-59	Voluntary assignment of license to W S Y E, INC.			
BAL-4611 EFF:	11-2-60 11-15-60	Voluntary assignment of license to Gale P. Lewis			
Telegram	12-2-60	Special Temporary Authority to operate in accordance terms of expired license for a period not to exceed 45 days pendin action on application filed 12-2-60.			
WIRE	1-13-61	Operate addition 30 days not to exceed 1-16-61			
BRC-2254	6-14-63	1290kc	1kw	Day	6-14 12-1-63
Mod. of license to change studio location and remote control point to 2612 Kendale Shopping Center, Sanford, North Carolina.					

Form BC 126
June 1954 #2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ....WEYE.....

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
BL-8176	1-25-61	1290kc	1kw	D	1-25-61	12-1-63
	Lic. to operate Radio Station WEYE, Sanford, N.C. on 1290kc, with power of 1kw, during daytime only from Main Studio loc. at 137 S. Steele St. and from trans. loc. on Cool Springs Rd., 1 mi. W. of Sanford, N.C.					
BAL-4375 EFF:	4-4-62 6-24-62	Voluntary assignment of license to Sanford Radio Broadcasting, Incorporated				
BRC-2254	6-14-63	Modification of license to change studio location and remote control point to 2612 Kendale Shopping Center, Sanford, North Carolina 1290kc, 1kw		Day	6-14	12-1-63
BAL-4909 Eff:	10-7-63 10-24-63	Voluntary assignment of license to Gale P.Lewis tr/as San-Lee Radio Broadcasting Co.				
	11-27-63	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.				
BR-2739	8-28-64	1290kc	1kw	Day	8-28	12-1-66
BAL-5145 Eff:9-4-64	9-3-64	Voluntary assignment of license to CREST BROADCASTING CORPORATION				
BP-16540	5-21-65	1290kc	1kw	Day	7-21	1-21-66
	CP to change ant-trans. loc., and make change in antenna system (decrease height; add top loading.					
BP-17,066 BMP-11682	2-9-66	1290kc	1kw	Day	4-9	10-9-66
	CP to chg. ant-trans loc. chgs in ant-sys (decr ht; add top loading) chgs in ant sys by deleting top loading and increase hgt. (side mount R Pickup ant. to replace expired permit (BP-16,540)					
BL-11,297	6-14-66	1290kc	1kw	Day	6-14	12-1-66
	Lic to cover CP(BP-17,066 as reinstated) which auth chg ant-trans loc chg ant-system					
BR-2739	12-9-66	RENEWAL OF LICENSE			12-9	12-1-69

Form BC 126
June 1954 CARD #3

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WEYE

Station location SANFORD, N.C.

Name of licensee CREST BROADCASTING CORPORATION

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To-
TELEGRAM	10-17-67	PSA	500w		
BR-2739(S)	6-25-70	Renewal of License			12-1-72
Letter	1-7-71	Trans:	Gates BC-1G		
BTC-6635	8-31-71	VOL. acc. of postive TC			EFF: 9-1-71
EBSA	6-12-72				
BR-2739	9-20-74	(LONG) RENEWAL OF LICENSE			12-1-75
BZ-8875(L)	7-21-75	Direct Measurement			12-1-75
BR-2739(S)	11-26-75		RENEWAL		12-1-78
BR780801ZB (S)	1/23/79		Renewal		12/1/81
E B S A	12-1-80	CALL SIGN CHANGE			

FCC Form 94

APPLICATION RECORD - BROADCASTING

Call Letters WEYE xNew

Name WALDO W. PRIMM
(P.O. 519 Cross St., Sanford, North Carolina)

File No.	Dated	Application for	Action Nature	Action Date
BP-7937 Rec'd Filed	12-14-50 12-14-50 12-14-50	Construction permit for a new standard broadcast station to be operated on: Frequency: ~~1360kc~~ 1290 kc Power: 1kw Hours of Operation: Daytime Trans. Location: To be determined Sanford, North Carolina Studio Location: To be determined Sanford, North Carolina Wm. P. Sims, Jr., Atty. A. D. Ring, Engr.	Docket No. 10012 GRANTED 10-4-51 after being removed from hearing, Subj. filing MP approval T site and ant. Ltr. written 10-9-51 Issued with MP-5860	
AMEND. Rec'd Filed	5/14/51 5/15/51 5/15/51	Amended to change frequency from 1360 kc to 1290 kc.		

Gates BC-1E

#2

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WEYE

Name WALDO W. PRIMM

File No.	Dated	Application for	Action Nature	Action Date
BMP-5860 Rec'd Filed	4-9-52 4-9-52 4-9-52	Modification of construction permit (BP-7937 which auth. a new standard broadcast station) for approval of antenna, transmitter and studio location as Cool Springs Rd., 1 mile West of Sanford, North Carolina. Robert L. Irwin, Atty. Howard T. Head, Engr.	GRANTED Conditional re blanketing	6-23-52
BL-4801 Rec'd Filed	9-23-52 9-23-52 9-23-52	License to cover construction permit (BP-7937, as modified) which authorized a new standard broadcast station. Robert L. Irwin, Atty. Phil Hedrick, Engr.	GRANTED re blanketing clause	10-20-52
BAL-1620 Rec'd Filed	9-9-53 9-9-53 9-9-53	Voluntary assignment of license to Lee Broadcasting Corporation. John B. Jacob, Atty.	GRANTED EFF:	10-7-53 11-6-53

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

#3

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD · BROADCASTING

Call Letters WEYE

Name LEE BROADCASTING CORPORATION

File No.	Dated	Application for	Action Nature	Action Date
BR-2739 Rec'd Filed	10-9-54 10-18-54 10-18-54	Renewal of License Filed by Alfred C. Cordon, Jr., Atty.	GRANTED	11-24-54
BTC-2528 Rec'd Filed	5-27-57 5-29-57 5-29-57	Voluntary transfer of control of licensee corporation from W. L. Simmons, J. R. Ingram, O.P. Makepeace, E.L. Morgan, W.M. Holt, Ralph Groce, Ellen Staton, W. G. Sugg, Elderlene Keller and M.B. Harper to Dallas L. Mackey and Martha H. Mackey.	GRANTED EFF:	10-2-57 10-22-57
BRC-1184 Rec'd Filed	8-26-57 8-27-57 8-27-57	Modification of license to operate transmitter by remote control from 137 South Steele Street, Sanford, North Carolina	GRANTED	8-30-57
BR-2739 Rec'd Filed	8-30-57 9-4-57 9-4-57	Renewal of license.	GRANTED	12 - 5 - 57

FORM BC-121
AUG. 1955

#4

APPLICATION RECORD - BROADCASTING

Call Letters W E Y E

Name LEE BROADCASTING CORPORATION

File No.	Dated	Application for	Action Nature	Action Date
BAL-3646 Rec'd. Filed	9-22-59 9-22-59 9-22-59	Voluntary assignment of license to W E Y E, Inc. Leo Resnick, Atty.	GRANTED EFF:	10-21-59 11-1-59
BAL-4011 Rec'd Filed	8-4-60 9-23-60 9-23-60	Voluntary assignment of license to GALE P. LEWIS John F. Clagett, Atty (CONTINGENT ON GRANT OF BAL-3994 - WFVG)	GRANTED EFF:	11-2-60 11-15-60
BL-8176 Rec'd Filed	12-2-60 12-2-60 12-2-60	License to operate Radio Station W E Y E on 1290 kilocycles, with power of 1 kilowatt daytime only, from Main Studios located at 137 South Steele Street and from Transmitter located on Cool Springs Road, 1 mile west of Sanford, North Carolina. John F. Clagett, Attorney.	GRANTED	1-25-61

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

FORM BC-121 #5

AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WEYE

GALE P.LEWIS tr/as SAN-LEE RADIO BROADCASTING CO.
xSANFORD RADIO BROADCASTING,INCORPORATED

Name xGale P. Lewis

SANFORD, NORTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BAL-4375 Rec'd Filed	9-18-61 10-31-61 10-31-61	Voluntary assignment of license to Sanford Radio Broadcasting, Incorporated.	GRANTED EFF: per	4-4-62 6-24-62 Form 323
BRC-2254 Rec'd Filed	6-4-63 6-12-63 6-12-63	Modification of license to change studio location and remote control point to 2612 Kendale Shopping Center, Sanford, North Carolina.	GRANTED	6-14-63
BAL-4909 R & F	9-12-63 9-16-63	Voluntary assignment of license to Gale P. Lewis tr/as San-Lee Radio Broadcasting Co.	GRANTED Eff:	10-2-63 10-24-63
BR-2739 Rec'd Filed	10-10-63 10-28-63 10-28-63	Renewal of license	GRANTED	8-28-64
BAL-5145 Rec'd Filed	6-13-64 6-12-64 6-18-64	Voluntary assignment of license to CREST BROADCASTING CORPORATION Atty. - Wilner & Bergson (John Smith)	GRANTED	9-3-64 Eff:9-4-64)

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

#6

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WEYE

Name CREST BROADCASTING CORPORATION
Sanford, North Carolina

File No.	Dated	Application for	Action Nature	Action Date
BP-16,540 R.& F.	1-6-65 1-22-65	Construction permit to change ant.-trans.loc. from Cool Springs Road, 1 mi.W.of Sanford, N.C. to Raleigh Street at City Limits, Sanford, North Carolina; make change in antenna systm. (decrease height; add top loading) Atty: John Smith (Wilner & Bergson) Engr: Jules Cohen & Assoc.	GRANTED	5-21-65
BMP-11,682 R. & F.	11-1-65 11-3-65	Mod. of CP (BP-16540, which auth. change ant-trans. loc., and make changes in ant. system (decr. ht; add top loading) to make changes in antenna system by deleting top loading and increase height (side mount Remote Pickup antenna). Atty: Wilner & Bergson Engr: Jules Cohen & Assoc.	GRANTED Issue with BP-17,066	2-9-66

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

FORM BC-121
AUG. 1955

#7

APPLICATION RECORD - BROADCASTING

Call Letters WEYE

Name Crest Broadcasting Corporation
Sanford, N. C.

File No.	Dated	Application for	Action Nature	Action Date
BP-17,066 R. & F.	1-31-66 2-2-66	CP to replace expired permit BP-16540 which auth. change ant-trans. location, and make changes in antenna system. Atty: Wilner & Bergson	GRANTED issue with BMP-11,682	2-9-66
BL-11,297 Rec'd Filed	10/14/65 10/15/65 4/15/66	Lic. to cover CP (BP-17,066 as reinstated) which auth. chng. ant-trans. loc., chng. ant-system. Attys; Wilner & Bergson	GRANTED	6-14-66
BR-2739 R & F	8-26-66 8-31-66	Renewal of license Atty- John Gordon Smith (Wilner & Bergson)	GRANTED	12-9-66

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

FORM BC-121
AUG. 1955 #8

APPLICATION RECORD - BROADCASTING

1290kc

Call Letters WEYE

Name CREST BROADCASTING CORPORATION
SANFORD, NORTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BR-2739 R & F #537303 475 P. N.	8-28-69 8-29-69 8-29-69 8-29-69	Renewal of License Atty: John R. Wilner (Wilner, Scheiner & Greeley) AMENDED 11-18-69 re: Programming & commercial matter AMENDED 1-28-70 re: Supplemental programming data	GRANTED	6-25-70
BTC -6635 R & F FEE PD: $250 #020264 CODE 053 (Form 316) ALSO SEE: WIZS & WRMT	7-27-71 7-29-71	Voluntary acquisition of positive control of lic corp by Stanley H. Fox thru purchase of stock from Seymour L. Dworsky Atty - Wilner, Scheiner & Greeley	GRANTED EFF:	8-31-71 9-1-71

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

Form BC-121 #9
September 1969

APPLICATION RECORD - BROADCASTING

1290 kc

Call Letters WEYE

Name CREST BROADCASTING CORPORATION
SANFORD, NORTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BR-2739 R & F PN Recd. PRESS SEP 27 1972	8-31-72 9-5-72 " 	RENEWAL OF LICENSE Ed.S.O'Neill,Atty.(Wilner & Scheiner)	Designated for Hearing Min. 31 MAY 1973 / 97.58 GRANTED	 9-20-74
THE COMMISSION on 1-7-75 notified licensee of an apparent liability of $1500 for willful or repeated violation of Sec. 73.52(a) or 73.113(a) of the Rules.				
BZ-8875 R & F DM PRESS JUN 24 1975	5-14-75 5-19-75 6-5-75 	Direct Measurement RC & SL: 1819 Lee Avenue, Sanford, N. C.	GRANTED	7-21-75
BR-2739 R & F PN Recd. PRESS	7-31-75 8-1-75 " SEP 9 1975	RENEWAL OF LICENSE Ed.S.O'Neill,Atty. AMENDED 11-5-75 re: programming	GRANTED	11-26-75

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

#10
Form BC-121
May 1976

12-52

APPLICATION RECORD - BROADCASTING

1290kc

Call Letters WSBL XW E Y E

Name CREST BROADCASTING CORPORATION
SANFORD, NORTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BR780801ZB PRESS	SEP 22 1978	RENEWAL OF LICENSE	Granted	1/23/79
BAL810715HE Form 314 PRESS PN filed 8-27-81	JUL 27 1981	Vol AL to Simmons Broadcasting Corporation Atty. for assignor Edward S. O'Nell Atty for assignee Gary S. Smithwick		

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.