W X A M

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

R-S

3566

BROADCASTING STATION LICENSE RECORD

WXAM (1/7/80)

XW E L K (12-14-56)

Date first licensed 1-23-58 Call letters x W B F Y

See Card #2 Station Location: Charlottesville, Va.

x TURNBULL, DETER & SULLIVAN, INCORPORATED, MARGARET MILLAR, INCORPORATED, AND STERLING
X HARDWARE COMPANY, d/b as VIRGINIA BROADCASTING COMPANY (BML 8-4-60)
X TURNBULL, DETER & COMPANY, INCORPORATED, MARGARET MILLAR, INCORPORATED AND STERLING
X HARDWARE COMPANY, d/b as VIRIGNIA BROADCASTING COMPANY, (AL 5-4-60; EFF: 6-13-60)

Name of licensee x LAWRENCE LEE KENNEDY

N.E. Corner of 7th Street, S.W. & Deleven Street, Charlottesville, Va.
x S.R. 631, 0.1 mi. N.E. of CHARLOTTESVILLE, VIRGINIA (BP 4-14-72)
x Harris Road, Charlottesville, Virginia (MP 2-29-56) (BL-1-29-56)

Transmitter location x Cleveland Avenue and Cherry Avenue, Charlottesville, Va. (CP 7-27-55)

114 Fourth Street, S. E. Charlottesville, Virginia (10-2-75)

xxxx223 East Main Street, Charlottesville, Virginia (BRC 8-2-65)

X Harris Road, Charlottesville, Virginia (MP 2-29-56) (BL-1-29-56)

Main studio location x Cleveland Avenue and Cherry Avenue, Charlottesville, Va. (CP 7-27-55)

FCC 65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	Period To
BP-9660	7-27-55	1010kc	250w	Day	9-27-55	3-27-56
	CP for new station (CONDITIONAL CLAUSE)					
BMP-7055	2-29-56	1010kc	1kw	Day	4-29-56	10-29-56
	Mod. of CP(9660) to increase power, change type transmitter, change transmitter and studio location and make changes in antenna system (COND'L CLAUSE)					
BMP-7349 (1)	9-7-56	Mod. of CP(BP-9660) as mod. for extension of completion date to 12-29-56.				
BMP-7461 (2)	12-14-56	Mod. of CP(9660, as modified) for extension of completion date to 4-29-57				
BMP-7604 (3)	4-12-57	Mod. of CP(9660, as mod.) for extension of completion date to 8-29-57.				
BMP-7790 (4)	8-8-57	Mod. of CP(9660 as mod.) for extension of completion date to November 30, 1957				
BMP-7801 (5)	8-22-57	Mod. of CP(9660 as mod.,) for change in type transmitter.(RCA BTA-1M)				
BL-[illegible]	1-[illegible]-[illegible]	License to cover CP([illegible] as mod. which [illegible] as RCA [illegible]-1X.				
BML-3[illegible]29	5-4-60	Voluntary assignment of license to				
EFF:	6-13-60	Turnbull, Deter & Company, Incorporated,				
Margaret Millar, Incorporated and Sterling Hardware Company d/b as Virginia Broadcasting Company						
BML-1899	8-4-60	1010kc	1kw	Day	8-4	10-1-60
	Mod. of license to change name to TURNBULL, DETER & SULLIVAN, INCORPORATED, MARGARET MILLAR, INCORPORATED AND STERLING HARDWARE COMPANY, d/b as VIRGINIA BROADCASTING COMPANY.					
BR-[illegible]568	9-20-60	RENEWAL OF LICENSE			10-1	10-1-63
BML-2013 (1)	9-4-62	Mod. of license to change name of licensee to DETER & SULLIVAN, INC.; CHAIN GATE INVESTMENT COMPANY AND STERLING HARDWARE COMPANY, d/b as VIRGINIA BROADCASTING COMPANY				

Form BC 126
June 1954 #2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W E L K

Station location .....

WELK INCORPORATED(AL-3-9-65;EFF: 4-11-65)
xDETER & SULLIVAN, INC.and CHAIN GATE INVESTMENT COMPANY,
DBA VIRGINIA BROADCASTING COMPANY (AL-5-25-64 EFF: 6-26-64)

(BML 9-4-62)

Name of licensee xDETER & SULLIVAN. INC.; CHAIN GATE INVESTMENT COMPANY AND STERLING HARDWARE COMPANY, d/b as VIRGINIA BROADCASTING COMPANY

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	Period To
BR-3568	10-15-63	1010kc.	1kw	Day	10-15	10-1-66
BAL-5102 EFF	5-25-64 6-26-64	Voluntary assignment of license to Deter & Sullivan, Inc. and Chain Investment Company dba Virginia Broadcasting Company				
BAL-5349 EFF:	3-9-65 4-11-65	Voluntary assignment of license to WELK INCORPORATED				
BRC-2714	8-2-65	1010kc 1kw Day 8-2 10-1-66 Mod. of license to change studio loc. to223 East Main Street, Charlottesville Virginia and operate transmitter by remote control from studios.				
BR-3568	9-1-66	Renewal of License			10-1	10-1-69
BRC-2714	2-13-69	Vol. XC				
BR-3568(S)	9-25-69	Renewal				10-1-72
BP-17,872	4-14-72	1400kc, 250w 1kw U CP to change frequency to 1400kc, hours of operation to Unl. and TL.				4-14-73 cond'l.
EBSA	5-22-72					
BP-17,872	4-14-72	Superseding authorization to change transmitter site.				
BP-17,872	4-4-72	Superseding authorization to correct antenna & ground system.				
BR-3568(L) BL-13,444 Lic.(BP-17,872) for changes:	4-29-74 4-29-74	RENEWAL & MOD. 1400khz. 250w 1kw U :change Transmitter				10-1-75
BP-19,896	4-8-75	1400khz. 250w, 1kw U CP to install a new Alt. M. Trans.				4-8-76
BS-3568	10-9-75	ML to chg. SL and RC				
BR-3568(L)	9-29-75		RENEWAL			10-1-78
BL-14,043(L)	2-15-76	Lic. to cover BP-19,896 for Alternate transmitter				10-1-78
BR-3568	9-14-78	(S) REN. OF LIC. (MAIN & ALT. MAIN)				10-1-81

#3

BROADCASTING STATION HISTORY RECORD

First licensed 1-29-58

Call Letters WELK

Station Location CHARLOTTESVILLE, VIRGINIA

Name

Transmitter Location

Main studio location

Form BC-126
December 1978

Authorization Record

File No.	Granted	Facilities	Expires
BTC790605EW	8-8-79	VOL. TC EFF:	8-29-79
EBSA	1/7/80	CHANGE CALL	

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters: WBFY New

Name: LAWRENCE LEE KENNEDY
PO 1009 Wertland St., Charlottesville, Va.

File No.	Dated	Application for	Action: Nature	Action: Date
BP-9660 Rec'd Filed	1-28-55 1-28-55 1-28-55	Construction permit for a new standard broadcast station to be operated on: Frequency: ~~1400kc~~ 1010kc Power: 250w Hours of Operation: ~~Unlimited~~ Daytime Trans. Location: Cherry Ave. & Cleveland Ave., Charlottesville, Va. Studio Location: Same ~~(Contingent on WTON change to 1040kc)~~ Craven, Lohnes & Culver, Engr.	GRANTED Cond'l re permittee submi proof that he has divested himself of all ownership in and connections with WINA prior to commencing of program tests.	7-27-55
AMENDED Rec'd Filed	6-15-55 6-17-55 6-17-55	AMENDED to change frequency to 1010kc, and change hours of operation to Daytime.		

GATES BC-250GY

#2

FORM BC-121
FORMERLY FORM A-170

APPLICATION RECORD · BROADCASTING

Call Letters W.B.F.Y.

Name LAWRENCE LEE KENNEDY

File No.	Dated	Application for	Action Nature	Action Date
BMP-7055 Rec'd Filed	11-30-55 12-1-55 12-1-55	Modification of construction permit (BP-9660 which auth. a new standard broadcast station) to increase power from 250w to 1kw; change type transmitter (GATES BC-1J); change antenna-transmitter/location and studio from Cleveland Ave. & Cherry Ave., Charlottesville, Va. to Harris Road, Charlottesville, Va. and make changes in the antenna (increase height). Craven, Lohnes and Culver, Engrs.	GRANTED Cond'l re permittee submit proof that he has divested himself of all ownership in and con connections with WINA prior to commencing prog. tests; & assume responsibility for installation of filters or other equipment to prevent radiation to WINA.	2-29-56
BMP-7349 Rec'd Filed	8-27-56 8-28-56 8-28-56	Modification of construction permit(BP-9660 as mod., which auth a new standard broadcast station) for extension of completion date from 10-29-56 to 4-29-57.	GRANTED	9-7-56 Extended to 12-29-56

FORM BC-121 #3
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WELK

Name [illegible]

File No.	Dated	Application for	Action Nature	Action Date
BMP-7461 Rec'd Filed	11-26-56 11-27-56 11-27-56	Modification of construction permit (BP-9660, as mod., which authorized a new standard broadcast station) for extension of completion date from 12-29-56 to 6-29-57.	GRANTED Extended	12-14-56 to 4-29-57
BMP-7604 Rec'd Filed	3-28-57 3-28-57 3-28-57	Modification of construction permit (BP-9660, as mod., which authorized a new standard broadcast station) for extension of completion date from 4-29-57 to 10-29-57. Harry G. Sells, Atty.	GRANTED Extended	4-12-57 to 8-29-57.
BMP-7790 R. & F.	7-26-57 7-29-57	Modification of construction permit (BP-9660 as mod., which auth. a new standard broadcast station) for extension of completion date from 8-29-57 to 11,30,1957. Dow, Lohnes and Albertson, Attys.	GRANTED	8-8-57

FORM BC-121
AUG. 1955 04

APPLICATION RECORD - BROADCASTING

Call Letters WBLK

Name LAWRENCE LEE KENNEDY

File No.	Dated	Application for	Action Nature	Action Date
BMP-7801 Rec'd Filed	8-5-57 8-6-57 8-6-57	Modification of Construction Permit (BP-9660 as mod., which authorized a new standard broadcast station) to change type of transmitter to (RCA BTA-1H). Atty's: Dow, Lohnes & Albertson	GRANTED	8-22-57
BL-6895 F. & F.	10-31-57 11-4-57	License to cover construction permit (BP-9660 as mod.,)which auth. a new standard broadcast station & specify transmitter type as RCA BTA 1MX.	GRANTED	1-29-58
BAL-3829 Rec'd Filed	3-9-60 3-10-60 3-10-60	Voluntary assignment of license to Turnbull, Deter & Company, Incorporated, Margaret Millar, Incorporated and Sterling Hardware Company, ~~Incorporated~~ d/b as Virginia Broadcasting Company. Reed Miller, Atty.	GRANTED EFF: Cond'l re/Barbara C. T. Brown dispose of/stock in Margaret Millar, Inc.	5-4-60 5-13-60 not be consum. pref.

FORM BC-121 #5
AUG. 1955

APPLICATION RECORD - BROADCASTING

Name TURNBULL, DETER & COMPANY, INCORPORATED, MARGARET MILLAR INCORPORATED AND STERLING HARDWARE COMPANY, d/b/a VIRGINIA BROADCASTING COMPANY

Call Letters W.E.L.K.

File No.	Dated	Application for	Action Nature	Action Date
BR-3568 Rec'd Filed	6-14-60 6-15-60 6-15-60	Renewal of license Atty: Reed Miller	GRANTED	9-20-60
BML-1899 Rec'd Filed	7-12-60 7-18-60 7-18-60	Modification of license to change name to Turnbull, Deter & Sullivan, Incorporated, Margaret Millar, Inc. and Sterling Hardware Company, d/b/a Virginia Broadcasting Company. Atty's: Arnold, Fortas & Porter	GRANTED	8-4-60
BML-2013 R. & F.	8-16-62 8-20-62	Mod. of license to change ame of licensee from Turnbull, Deter & Sullivan, Incorporated to Deter & Sullivan, Inc.; Chain Gate Investment Company and Sterling Hardware Company, d/b as Virginia Broadcasting Company. Atty: THomas G. Fisher	GRANTED	9-4-62

FORM BC-121 #6

AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WELK

Name Deter & Sullivan, Inc; Chain Gate Investment Company and Sterling Hardware Company, d/b as Virginia Broadcasting Company
Charlottesville, Virginia

File No.	Dated	Application for	Action Nature	Action Date
BP-15,949 R. & F.	5-28-63 5-29-63	CP to Chg. freq. from 1010kc to 1470kc, chg hours of operation from Daytime to Unlimited, using power of 5kw, install DA-2, chg ant-trans. loc. from Harris Road, Charlottesville, to on State Rt.657 approx. 1.5 mi. NW of Intersec. w/ State Rt. 743, near Charlottesville; make chgs. in Ant. system (decrease height); make chgs in ground system; install new transmitter ITA AM5000A. Atty: Arnold, Fortas & Porter (Reed Miller) Engr: Silliman, Moffet & Kowalski (John A. Moffet)	DISMISSED (Per Sect. 1.568(b) of the Rules)	(Ltr.1-7-66)
SEE CARD #7	AMENDMENT			
BR 3568 Rec'd Filed	7-17-63 7-17-63 7-17-63	Renewal of license Arnold, Fortas & Porter, Attys.	GRANTED	10-15-63

FORM BC-121 #7
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W E L K

Name WELK INCORPORATED
x Deter & Sullivan, Inc., and Chain Gate Investment Company
~~and Sterling Hardware Company~~ dba VIRGINIA BROADCASTING COMPANY
Charlottesville, Virginia

File No.	Dated	Application for	Action Nature	Action Date
BAL-5102 R & F	5-1-64 5-7-64	Voluntary assignment of license to Deter & Sullivan, Inc. and Chain Gate Investment Company dba VIRGINIA BROADCASTING COMPANY Atty. - Arnold, Fortas & Porter	GRANTED EFF	5-25-64 6-26-64
(CONT'D) BP-15949 R&F	6-30-64 7-6-64	AMENDMENT to change partnership name to Deter & Sullivan, Inc. and Chain Gate Investment Company d/b as VIRGINIA BROADCASTING COMPANY to reflect BAL-5102 gr. 5-25-64	See card #6	
BAL-5349 R & F	1-22-65 1-27-65	Voluntary assignment of license to WELK INCORPORATED Atty. - Arnold, Fortas & Porter	GRANTED Cond'l re: Haden dispose of interest in WINA. EFF:	3-9-65 4-11-65

FORM BC-121
AUG. 1955

#8

APPLICATION RECORD - BROADCASTING

1010kc

Call Letters W E L K

Name WELK, INCORPORATED
Charlottesville, Virginia

File No.	Dated	Application for	Action Nature	Action Date
BRC-2714 Rec'd Filed	7-15-65 7-27-65 7-27-65	Modification of license to change studio location to 223 East Main Street, Charlottesville, Virginia and operate transmitter by remote control from studios.	GRANTED	8-2-65
BR-3568 R & F	6/29/66 7/5/66	Renewal of License Atty: Arnold & Porter	GRANTED	9-1-66
BP-17,872 Rec'd Filed OCT 17 1967	8-16-67 8-17-67 8-17-67	CP to change frequency from 1010kc to 1400kc, change hours of operation from Daytime to Unlimited, using power of 250w, 1kw-LS, change antenna-transmitter location to S.-R. 631,-0.1-mi.-N.-E.-of-Charlottesville, Virginia. atty-Arnold & Porter (Reed Miller) engr-Raymond E. Rohrer & Assoc. Sec. 73.37(a) waived and application accepted for filing by Comm action 9-27-67 Transmitter site - N.E. corner of 7th St. S.W. and Deleven Street, Charlottesville, Va. 38 01 49 78 29 22	JUN 25 1969 GRANTED	#18586 1-14-72

Amended 11-14-69
Re: finiancial statement and loan commitment
Amended 9-18-70 re agreement submitted.
Amended 5-14-71 re community survey.

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

Amended 12-21-71 re Sections, II, III, para. 27 of IV-A, VA & VG, change transmitter site.
Amended 1-24-72 re Engineering statement.
Amended 2-7-72 re Engineering.

CONTACT: ROBERT W. STROH
PHONE: CODE 703; 296-2144
ADDRESS: 223 EAST MAIN STREET
CHARLOTTESVILLE, VIRGINIA 22902

FORM BC-121 #9
AUG. 1955

APPLICATION RECORD · BROADCASTING

1010kc

Call Letters W E L K

Name WELK, INCORPORATED
Charlottesville, Virginia 22902

File No.	Dated	Application for	Action Nature	Action Date
BTC-5794 R & F EEE PD:$75 -#473972 DEC 4 1968	11-20-68 11-21-68	Voluntary transfer of control of lic. corp. from Jackson Park Realty Co., Inc. to Robert W. Stroh	GRANTED Eff:	3-13-69 4-3-69
Pub.notice filed 12-23-68 Atty - Arnold & Porter AMENDED 1-8-69 re stock redemption Agreement; bank ltr re loan(reply to ltr 12-19-68)				
BR-3568 R & F #525943 $75. P.N. filed PRESS JUL 1 1969	6-1 69 6-30-69 6-30-69 6-30-69	Renewal of license Atty-Arnold & Porter(David H. Lloyd)	GRANTED	9-25-69
3-11-71 Annual filing fee $20.00 paid 10-27-70. #639738.				
BR-3568 R & F P.N. PRESS JUL 6 1972	6-23-72 6-29-72 6-29-72	Renewal of License Atty: Reed Miller AMENDED 4-10-74 re: EEO program PP-4-12-74	GRANTED issued with BL-13,444	4-29-74

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

#10

1400khz.

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters WELK

Name WELK INCORPORATED
Charlottesville, Virginia

File No.	Dated	Application for	Action Nature	Action Date
BL-13,444	10-14-72	Lic.(BP-17,872) for changes. Transmitter:	GRANTED	4-29-74
Rec'd	10-18-72	GATES, BC-1H.	issued with renewal	
W 120135-$50.	10-18-72-AC-067			
LTD PTA	11-1-72	expired: 1-2-73		
Amended	11-10-72	Engr. data		
Amended & F	2-9-73	re compliance w/cond. on CP re WCHV		
PTA Ext.	2-21p73	Atty: Arnold & Porter(Reed Miller)		
PRESS	MAY 16 1973			
BP-19,896	8-8-74	Construction permit to install a new		
Rec'd	8-15-74	Alternate Main Transmitter RCA BTA 1-MX	RETURNED	10-8-74
Filed	8-[illegible]-74		(Sec. 1, page 2 not filed	
$50-340830	8-30-74		signature & date)	
AC-056			OCT 9 1974	
Resubmitted	2-24-75		GRANTED	4-8-75
MAR	10 1975			

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

#11
Form BC-121
September 1969
10-58

APPLICATION RECORD - BROADCASTING

~~1010 kc~~ 1400 kkg

Call Letters W E L K

Name WELK, INCORPORATED
CHARLOTTESVILLE, VIRGINIA

File No.	Dated	Application for	Action Nature	Action Date
BR-3568 R & F PN Recd. PRESS	5-20-75 5-27-75 " JUN 2 1975	RENEWAL OF LICENSE Reed Miller, Atty. AMENDED 7-21-75 re: programming AMENDED 7-23-75 re: programming AMENDED 9-4-75 re: programming AMENDED 9-15-75 re: commercial matter	GRANTED	9-29-75
BL-14,043 R & F S50#479943 PTA PRESS OCT 31 1975	9-16-75 9-25-75 9-26-75 10-10-75	Lic. to cover BP-19,896 for Alternate Transmitter, RCA BTA, 1MX Atty: Reed Miller (Arnold & Porter)	GRANTED	3-15-76
BR-3568 R & F PRESS	5-10-78 5-15-78 MAY 25 1978	RENEWAL OF LICENSE (MAIN & ALT. MIAN) Atty. Reed Miller (Arnold & Porter)	GRANTED	9-14-78

Form BC-121 #12
May 1976

APPLICATION RECORD · BROADCASTING

Call Letters WXAM X W E L K

Name WELK, INCORPORATED
Charlottesville, Virginia

File No.	Dated	Application for	Action Nature	Action Date
BTC 790605EW FORM 315 PRESS: JUN 18 1979 PN FILED	6-21-79	Vol TC from Robert W. Stroh, James T. Graves, Harold B. Wright, Jr., And Alton F. Martin to Latora Broadcasting, Inc. Atty for transferor - Reed Miller for transferee - Jason L. Shrinsky Amended 6-8-79 re revised Exh 1 re contract of sale	GRANTED EFF:	8-8-79 8-29-79
BAL810729GI Form 316 PRESS AUG 07	1981	Vol AL to Latora Broadcasting, Inc. Atty. Russell E. Arkin		

#13

APPLICATION RECORD-BROADCASTING

Call Letters: WXAM

Name: WELK, INCORPORATED

Station Location: CHARLOTTESVILLE, VIRGINIA

File No.	Date	Description	Action and Date
BR-810521UH Press: AUG 14 1981		Renewal of License Attorney: Russell E. Arkin AMENDED 8-28-81 to change name of applicant to "Latora Broadcasting, Inc."	

Form BC-121
March 1979

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.