WGUS

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 139139

Form BC-126 Official No. 3673
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed 9-9-58 Call letters W G U S

Station Location: North Augusta, S. C.

Name of licensee xBROADCASTING ASSOCIATES OF AMERICA, INC. (BAL-9-9-59)EFF: 9-15-59
HOWARD C. GILREATH tr/as DIXIE BROADCASTING SYSTEM

Transmitter location xxCarolina Springs Road, North Augusta, S.C. (BL-7-26-60)
x3400' north on US #1 from Savannah River, North Augusta, S.C. (CP 2-20-58)

29841

Main studio location xxSAME AS TRANSMITTER (BL-7-26-60)
x6114 Georgia Avenue, North Augusta, South Carolina (PRC-1304)
3400' north on US #1 from Savannah River, North Augusta, S.C. (CP 2-20-58)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-	To-
BP-11112	2-20-58	1600kc	500w	Day	4-20	10-20-58
	C.P. for new standard broadcast station.					
BRC-1354 (1)	6-13-58	Modification of construction permit to change studio location from 3400' north on US #1 from Savannah River, North Augusta, S.C. TO 611 Georgia Avenue, North Augusta, S. C. and operate transmitter by Remote Control from same				
BL-7176	9-9-58	1600kc	500w	Day	9-9-	12-1-60
	License to cover CP (BP-11,112) as mod., which authorized a new Standard Broadcast Station.					
BAL-3602 EFF:	9-9-59 9-15-59	Voluntary assignment of license to Broadcasting Associates of America, Inc.				
BTC-3330 EFF:	1-14-60 2-14-60	Voluntary acquisition of positive control of licensee corporation by Henderson Belk thru retirement of stock to treasury by Hal Edwards.				
BP-12361	4-13-60	1380	1kw	Day	6-13	12-13-60
	CP to change frequency to 1380kc and increase power to 1kw.					
BL-7926	7-26-60	1380kc	1kw	Day	7-26	12-1-70
	Lic. to cover C.P. (BP12361) as mod. which auth. chg. of freq. to 1380kc and incr. power to 1kw.					
	11-30-60	Commission deferred action on renewal pending further consideration.				
BR-3673	2-1-61	Renewal of License			2-1	12-1-63
BTC-3685 EFF:	3-29-61 4-11-61	Voluntary transfer of control of licensee corporation from Henderson Belk to Martha White Mills, Inc., H.C.Young,Jr. and Jerome Glaser				
BTC-4088 eff:	8-2-62 8-9-62	Voluntary relinquishment of positive control of licensee corporation by Martha White Mills, Inc. thru sale of stock to H.C. Young, Jr. and Jerome Glaser				
	12-4-63	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.				
BR-3673 And BZ-5149	6-6-64	1380kc	1kw	Day	6-6	12-1-66

Form BC 126 # 2
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W G U S

Station location N. Augusta, S. C.

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-4756	2-11-65	Voluntary relinquishment of positive control of Martha White Mills, Inc.(50% stockholder of licensee corporation by the "Williams Family" thru sale of common stock to the general public.			
BZ-5485 (1)	4-20-65	Authority to determine operating power by direct measurement of antenna power			
BTC-4932 EFF:	11-9-65 12-18-65	Voluntary acquisition of positve control of lic.corp. by H.C.Young,Jr.(87.5%) thru purchase of stock from Martha White Mills, Inc.			
BP-3673	3-21-67	1380kc	1kw	Day	3-21 12-1-69
BP-17802	8-11-67	1380kc	1kw	Day	10-11 4-11-68
	CP to make changes in ant. system (increase height) Cond'l.				
TELEGRAM	10-17-67	PSA	500w		
BL-11,840	2-14-68	1380kc	1kw	Day	2-14 12-1-69
		Lic. to cover CP(BP-17,802)			
BR-3673	10-19-70	RENEWAL OF LICENSE			12-1-72
EBSA	6-12-72				
BR-3673(S)	11-14-73	RENEWAL (COND'L)			12-1-75
BR-3673(L)	1-15-76		RENEWAL		12-1-78
BR780727UD (S)	11-14-78	Renewal of License			12-1-81
BZ-790710AC(L)	10-4-79	Direct Measurement			12-1-81
BZ-790710AC	10-4-79	Superseded to correct July sunrise time			12-1-81
BP-800911AF (L)	2-10-81	1380khz -- 5kw DAYTIME CP to mke chgs. in ant. sys. & increase daytime power.			2-10-82

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters ~~NEW~~ W G U S

Name HOWARD C. GILREATH, tr/as DIXIE BROADCASTING SYSTEM
(P.O. - Box 391, Vidalia, Georgia)

File No.	Dated	Application for	Action Nature	Action Date
BP-11,112 Rec'd Filed	2-22-57 2-25-57 2-25-57	Construction permit for a new standard broadcast station to be operated on: Frequency - ~~1380kc~~ 1600kc Power - ~~1kw~~ 500w Hours of operation - Daytime Transmitter location - 3400' north on U.S.#1 from Savannah River, North Augusta, South Carolina Studio location - ~~To be determined, Augusta, Georgia~~ STATION LOCATION - ~~AUGUSTA, GEORGIA~~ NORTH AUGUSTA, SOUTH CAROLINA Engr. - John H. Mullaney Atty - John H. Midlen, (Let. 5-2-57)	GRANTED	2-20-58
AMENDMENT R & F	11-12-57 11-20-57	AMENDED to change studio loc. to Same as trans. North Augusta, South Car., change station loc. to North Augusta, South Carolina.		
AMENDMENT R & F	12-5-57 12-9-57	AMENDED to change frequency to 1600kc and decrease power to 500w.		

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

COLLINS 20V

FORM BC-121 #2
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WGUS

Name HOWARD C. GILREATH, tr/as DIXIE BROADCASTING SYSTEM

File No.	Dated	Application for	Action Nature	Action Date
BRC-1304 Rec'd Filed	6-7-58 6-10-58 6-10-58	Modification of construction permit to change studio location from 3400' north on US #1 from Savannah River, North Augusta, S. C., TO 611½ Georgia Avenue, North Augusta, South Carolina - and operate transmitter by Remote Control from same. John H. Midlen, Atty.	GRANTED	6-13-58
BL- 7176 Recd Filed	7-24-58 7-25-58 7-25-58	License to cover C.P (BP-11, 112) as mod. which authorized a new Standard Broadcast Station.	GRANTED	9-9-58

FORM BC-121 #3
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WGUS

Name HOWARD C. GILREATH, tr/as DIXIE BROADCASTING SYSTEM

File No.	Dated	Application for	Action Nature	Action Date
BP-12,361 Rec'd Filed AMEND - SEE BELOW	3-27-58 9-9-58 9-9-58	Construction permit to change frequency from 1600kc to 1380kc; increase power from 500w to 1kw. Atty. - ~~John H. Midlen~~ Marcus Cohn Engr. - John H. Mullaney (amend.10-9-59)	GRANTED	4-13-60
BAL-3602 Rec'd. Filed	7-30-59 8-13-59 8-13-59	Voluntary assignment of license to Broadcasting Associates of America, Inc. Cohn & Marks, Attys.	GRANTED EFF:	9-9-59 9-15-59
BP-12,361 AMENDMENT R & F AMENDMENT R & F	 9-30-59 10-9-59 3-14-60 3-14-60	AMENDED to change name to Broadcasting Associates of America, Inc. per BAL-3602 gr. 9-15-59. AMENDED 3-14-60 to reflect BTC-3330 gr 1-14-60 (filed by atty. per Sec. 1.303)	GRANTED	4-13-60

FORM BC-121 #4
AUG 1955

APPLICATION RECORD - BROADCASTING

Name BROADCASTING ASSOCIATES OF AMERICA, INC.

Call Letters WGUS

File No.	Dated	Application for	Action Nature	Action Date
BTC-3330 Rec'd Filed	12-11-59 12-22-59 12-22-59	Voluntary acquisition of positive control of licensee corporation by Henderson Belk thru retirement of stock to treasury by Hal Edwards. Marcus Cohn, Atty.	GRANTED EFF:	1-14-60 2-14-60
BL-7946 R & F	5-18-60 5-20-60	License to cover C.P. (BP 12,361) as modified which authorized the change of frequency from 1600kc to 1300kc and increase the power from 500w to 1kw. Atty's: Cohn and Marks.	GRANTED	7-26-60
BR-3673 R & F	9-28-60 10-4-60	Renewal of license.	GRANTED	2-1-61

FORM BC-121 #5
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WGUS

Name BROADCASTING ASSOCIATES OF AMERICA, INC.

File No.	Dated	Application for	Action Nature	Action Date
BTC-3685 Rec'd Filed	2-2-61 2-14-61 2-14-61	Voluntary transfer of control of licensee corporation from Henderson Belk to Martha White Mills, Inc., H. C. Young, Jr. and Jerome Glaser. Cohn & Marks, Attys. for Transferor Joseph M. Kittner, Atty. for Transferee	GRANTED EFF:	3-29-61 4-11-61
BTC-4088 Rec'd Resub. Rec'd Filed	5-30-62 6-4-62 6-22-62 7-3-62 7-3-62	Voluntary relinquishment of positive control of licensee corporation by Martha White Mills, Inc. thru sale of stock to H. C. Young, Jr. and Jerome Glaser. David S. Stevens, Atty.	~~RETURNED - 6-25-62~~ ~~Incomplete.~~ GRANTED EEE	8-2-62 8-9-62

FORM BC-121
AUG. 1955

06

APPLICATION RECORD - BROADCASTING

Call Letters WGUS

Name BROADCASTING ASSOCIATES OF AMERICA, INC.
NORTH AUGUSTA, S. C.

File No.	Dated	Application for	Action Nature	Action Date
BR-3673 Rec'd Filed	8-22-63 8-26-63 8-26-63	Renewal of license---12-1-63 Atty. James A. McKenna, Jr.	GRANTED ISSUED WITH BZ-5149	8-6-64
BZ-5149 R. & F.	10-27-63 12-11-63	Authority to determine operating power by direct measurement of antenna power.	GRANTED ISSUED WITH RENEWAL	8-6-64
BTC-4756 Rec'd Filed	1-27-65 1-26-65 1-28-65	Voluntary relinquishment of positive control of Martha White Mills, Inc. (50% stockholder of lic. corp.) of licensee corporation by the "Williams Family" thru sale of common stock to the general public. Atty. - McKenna & Wilkinson	GRANTED	2-11-65

FORM BC-121
AUG. 1955 #7

APPLICATION RECORD - BROADCASTING

Call Letters W G U S

Name BROADCASTING ASSOCIATES OF AMERICA, INC.
North Augusta, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BZ-5485 R. & F.	12-31-64 1-5-65	Authority to determine operating power by direct measurement of antenna power. Atty- McKenna & Wilkinson	GRANTED	4-20-65
BTC-4932 R & F (Form 316)	10-19-65 10-22-65	Voluntary acquisition of positive control of licensee corporation by H. C. Young, Jr. (87.5%) thru purchase of stock from Martha White Mills, Inc. Atty. McKenna & Wilkinson	GRANTED EFF:	11-9-65 12-18-65
BR-3673 R & F	8-19-66 9-1-66	Renewal of license. Atty: McKenna & Wilkinson	GRANTED	3-21-67
BP-17,802 Received Resubmited Filed	3-24-67 3-22-67 6-30-67 7-7-67	CP to make changes in ant. system(Increase height) Att . McKenna & Wilinson (D. S. Stevens) Engr. Ralph Bitzer	GRANTED ~~Returned 6-28-67 re: new Sect. 1 nec. pre-dated~~ Cond 1 re: FM B/Cast antenna.	8-11-67

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

FORM BC-121 #8
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WGUS

Name BROADCASTING ASSOCIATES OF AMERICA, INC.
North Augusta, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BL-11,840 R & F PTA-11/8/67 DEC 14 1967 PTA expired: PTA reinstated:	10/26/67 11/1/67 11/27/67 1/1/12/68	Lic. to cover CP (BP-17,802) which auth. chng. ant-system. Atty: John L. Tierney Engr: Edward Graham, Jr., Athens, Ga.	GRANTED	2-14-68
BR-3673 R & F #539545 $75. P.N. filed PRESS SEP 1 0 1969	8-8-69 9-2-69 9-2-69 8-15-69	Renewal of license Atty-McKenna & Wilkinson (David S. Stevens) AMENDED 12-18-69 re: Programming AMENDED 2-10-70 re: Programming AMENDED 4-27-70 re: commercial policy	GRANTED	10-19-70
BR-3673 R & F PN PRESS	7-31-72 9-5-72 9-8-72	Renewal of License Atty: John L. Tierney AMENDED 1-23-73 re: ascert. of comm. needs; employment program AMENDED 1-26-73 re: equal employment program	GRANTED (Cond'l	11-14-73 re: EEO REPORT)

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

#9
Form BC-121
September 1969
12-58

APPLICATION RECORD · BROADCASTING

1380 kc

Call Letters WGUS

Name BROADCASTING ASSOCIATES OF AMERICA, INC.
NORTH AUGUSTA, SOUTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BR-3673 R & F PN Recd. PRESS	9-25-75 10-1-75 OCT 3 1975	RENEWAL OF LICENSE Jas. R. Cooke, Atty.	GRANTED	1-15-76
BR780727UD R & F PRESS	7-21-78 7-27-78 SEP 1 1978	RENEWAL OF LICENSE Jas.R.Cooke, Atty.	GRANTED	11-14-78
BZ-790710AC R & F DM PRESS SEP 28 1979	7-10-79 7-18-79	Direct Measurement Atty: R. Michael Senkowski (McKenna, Wilkinson & Kittner)	GRANTED	10-4-79
BP-800911AF (C) ACCEPTED cut off date	12-28-80 1-5-81	Construction Permit to increase dayttime power from 1kw to 5kw; and make changes in antenna system. (OVER) ATTY: R. Michael Senkowski	GRANTED Con'd	2-10-81

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

800911AF 10-6-80 Public Notice

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.