WHCO

REMOVABLE LABEL GUIDE
Cat. No. 4550L
Patent No. 1399199

B.S. 3085

# BROADCASTING STATION LICENSE RECORD

Date first licensed February 1, 1955

Call letters WHGO

Station Location: Sparta, Illinois

Name of licensee HIRSCH COMMUNICATION ENGINEERING CORPORATION

Transmitter location On Hwy. 154, About .7 mile W of city limits of Sparta, Illinois.
(MP 10-29-53)
Lic. 2-1-55

Main studio location On Hwy. 154, About .7 mile W of city limits of Sparta, Illinois
(MP 10-29-53)
Lic. 2-1-55

FCC-65

# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Div. | Period From- To- |
|---|---|---|---|---|---|
| BP-7803 | 6-17-52 | 1230 | 250w | U | |
| CP for a new standard broadcast station subj. filing MP approval ant. & trans. site. | | | | | |
| BP-7803 BMP-6331 | 10-29-53 | 1230 | 250w | U | 12-29 6-29-54 |
| MP (BP-7803) for approval ant., trans. & studio sites. (COND'L) | | | | | |
| BMP-6536 (1) | 6-9-54 | Mod. of CP (7803) as mod., for ext. of completion date to December 24, 1954 | | | |
| BMP-6710 (2) | 12-3-54 | Mod. of CP(7803, as mod.) for ext. of completion date to June 24, 1955. | | | |
| BL-5608 | 2-1-55 | 1230 | 250w | U | 2-1 12-1-55 |
| Lic. cover CP (7803) as mod., for a new standard broadcast station | | | | | |
| BR-3085 | 11-9-55 | RENEWAL OF LICENSE | | | 12-1 12-1-58 |
| BR-3085 | 11-19-58 | Renewal of license | | | 12-1 12-1-61 |
| | 11-29-61 | Action on Renewal of License Deferred. | | | |
| BR-3085 | 2-28-62 | RENEWAL OF LICENSE | | | 2-28 12-1-64 |
| BP-15692 | 9-24-62 | 1230kc | 250w | U | 11-24 5-24-63 |
| CP to install new trans. (COLLINS 300-G1). | | | | | |
| BL-10,114 (1) | 8-19-63 | Lic. to cover CP (BP-15,692) which auth instl. new trans. (Collins 300-G) | | | |
| BL-10,270 | 3-31-64 | 1230kc | 250w | Aux. | 3-31 12-1-64 |
| Lic. to use old main trans. (GATES S-251) as an aux. (at main trans. loc.) for aux. purposes only. | | | | | |
| BR-3085 | 11-20-64 | 1230kc | 250w | U | 12-1 12-1-67 |
| BR-3085 | 11-24-67 | Renewal of License & NDEA | | | 12-1 12-1-70 |
| BR-3085(S) | 11-25-70 | Renewal and NDEA | | | 12-1-73 |
| BP-18,881 | 9-1-71 | 1230kc | 250w 1kw | U | 9-1-72 |
| CP to increase daytime power to 250w 1kw-LS U and install new trans. Gates Vanguard II. | | | | | |
| EBSA | 5-25-72 | | | | |
| BL-13,325(L) | 11-24-72 | Lic. to use former main trans. for aux. only | 1230kc | 250w | Aux. 12-1-73 |

Form BC 126
June 1954

Card # 2

# BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W H C O

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-13,296 | (L) 9-24-73 | Lic(BP-18,881) | | for changes | 12-1-73 |
| BR-3085(S) | 11-28-73 | RENEWAL MAIN & AUX. | | | 12-1-76 |
| BR-3085(S) | 11-15-76 | Renewal Main & Aux. | | | 12-1-79 |
| BR790727VD | 11-30-79 | (S) RENEWAL | | | 12-1-82 |

FCC Form 94

# APPLICATION RECORD - BROADCASTING

Call Letters WHCC x New

Name HIRSCH COMMUNICATION ENGINEERING CORPORATION
(P.O. c/o Oscar C. Hirsch, 324 Broadway, Cape Girardeau, Mo.)

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BP-7803<br>Rec'd<br>Filed | 8-3-50<br>8-22-50<br>8-22-50 | Construction permit for a new standard broadcast station to be operated on:<br>Frequency: 1230kc<br>Power: 250w<br>Hours of Operation: Unlimited<br>Trans. Location: To be determined In or near Sparta, Illinois<br>Studio Location: To be determined Sparta, Illinois | GRANTED subj. filing MP approval ant. & trans. site.<br>DOCKET NO. 9814<br>Granted after hearing.<br>ORDER ISSUED<br>Issued with BMP-6331 | 6-17-53 |

Gates S-251

#2

FORM A-170
FORMERLY FCC FORM 94

# APPLICATION RECORD - BROADCASTING

Call Letters WHCO

Name HIRSCH COMMUNICATION ENGINEERING CORPORATION

| File No. | Dated | Application for | Action: Nature | Action: Date |
|---|---|---|---|---|
| BMP-6331<br>Rec'd<br>Filed | 9-23-53<br>10-2-53<br>10-2-53 | Modification of construction permit (BP-7803 which auth. a new standard broadcast station) for approval of antenna, transmitter and studio location as On Hwy. #154, About .7 mile West of the west city limits of Sparta, Illinois.<br><br>William Thomson, Atty. | GRANTED Cond'l re before prog. test. permittee submit data re proposed trans. | 10-29-53 |
| BMP-6536<br>Rec'd<br>Filed | 5-21-54<br>5-24-54<br>5-24-54 | Modification of construction permit (BP-7803 as mod., which auth. a new standard broadcast station) for extension of completion date from 6-29-54 to 12-24-54.<br><br>Geo. O. Sutton, Atty. | GRANTED | 6-9-54 |

#3

FORM A-170
FORMERLY FCC FORM 94

# APPLICATION RECORD - BROADCASTING

Call Letters WHCO

Name HIRSCH COMMUNICATION ENGINEERING CORPORATION
SPARTA, ILLINOIS

| File No. | Dated | Application for | Action: Nature | Action: Date |
|---|---|---|---|---|
| BMP-6710<br>Rec'd<br>Filed | 11-23-54<br>11-26-54<br>11-26-54 | Modification of construction permit (BP-7803 as mod., which auth. a new standard broadcast station) for extension of completion date from 12-24-54 to 6-24-55. | GRANTED | 12-3-54 |
| BL-5608<br>Rec'd<br>Filed | 1-15-55<br>1-18-55<br>1-18-55 | License to cover construction permit (BP-7803, as modified) which authorized a new standard broadcast station. | GRANTED | 2-1-55 |
| BR-3085<br>Recd<br>Filed | 8-22-55<br>9-6-55<br>9-6-55 | Renewal of license<br>Geo O. Sutton, Atty. | GRANTED | 11-9-55 |
| BR-3085<br>Rec'd<br>Filed | 8-26-58<br>9-2-58<br>9-2-58. | Renewal of License | GRANTED | 11-19-58 |
| BR-3085<br>R.&F. | 8-23-61<br>9-5-61 | Renewal of license | GRANTED<br>GRANTED | 2-28-62<br>9-24-62 |
| BP-15,692<br>R.&F. | 8-17-62<br>8-22-62 | CP to install new transmitter(COLLINS 300 G-1) | Cond'l re: Before prog. tests may be auth. suff. data shall be submitted in accordance with Section 3.48 and 2.524. | |

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

FORM BC-121
AUG. 1955#4

# APPLICATION RECORD - BROADCASTING

Call Letters WHCO

Name HIRSCH COMMUNICATION ENGINEERING CORPORATION
Sparta, Illinois

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BL-10,114<br>R. & F. | 5-20-63<br>5-22-63 | Lic to cover CP(BP-15,692) which auth installing a new transmitter. | GRANTED | 8-19-63 |
| BL-10,270<br>R. & F. | 8-15-63<br>8-19-63 | Lic to use old main trans(Gates S-251) at present loc of main trans, to be operated on 1230kc, 250w, for Auxiliary Purposes ONLY. | GRANTED | 3-31-64 |
| BR-3085<br>Rec'd<br>Filed | 8-10-64<br>8-13-64<br>8-1[illegible]-64 | Renewal of license (MAIN) | GRANTED | 11-20-64 |
| BR-3085<br>R & F<br>SEP 25 1967 | 8-31-67<br>9-5-67 | Renewal of license | GRANTED | 11-24-67 |

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

Form BC-121
September 1969

#5

# APPLICATION RECORD - BROADCASTING

Call Letters WHCO

Name HIRSCH COMMUNICATION ENGINEERING CORPORATION
Sparta, Illinois

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BR-3085<br>R & F<br>P.N.<br>PRESS<br>SEP 28 1970 | 8-28-70<br>8-31-70<br>8-31-70 | Renewal of License | GRANTED | 11-25-70 |
| BP-18,881<br>Rec'd<br>Filed<br>$75-629029<br>$25-631163<br>AC-045<br>PN filed<br>PRESS: OCT 12 1970 | 8-31-70<br>9-4-70<br>9-21-70<br>9-4-70<br>9-21-70<br><br>9-18-70 | Construction permit to increase daytime power from 250w, U. to 250w, 1kw-LS, Unl. and install new transmitter Gates, Vanguard II.<br><br>Atty. George O. Sutton<br>Eng. James C. McNary | GRANTED | 9-1-71 |

Grant fee requested $900.00

Cond'l re: interference by other Class IV re: Section 73.54 of Comm. Rules. ~~Exx~~ without prejudice action of WKRO renewal.

Grant Fee Paid. $900.00
046, 10-7471 W-512387

Contact: Oscar C. Hirsch
324 Broadway
Cape Girardeau, Mo.
Telephone: Area Code 314 Local No. 335-5511

Form BC-121
September 1969

#6

# APPLICATION RECORD - BROADCASTING

1230kc.

Call Letters WHCO

Name HIRSCH COMMUNICATION ENGINEERING CORPORATION
Sparta, Illinois

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BL-13,296<br>Rec'd<br>W 106834-$50.<br>Filed<br>PTA<br>PRESS | 8-22-72<br>8-28-72<br>9-5-72-AC-067<br>9-5-72<br>9-12-72<br>OCT 4 1972 | Lic.(BP-18,881) for changes.<br><br><br><br><br>OVER | GRANTED | 9-24-73 |
| BL-13,325<br>R & F<br>W 117497-$50.<br>PTA<br>PRESS | 10-6-72<br>10-10-72<br>10-10-72-AC-067<br>10-18-72<br>NOV 14 1972 | License to use former Maintransmitter(COLLINS 300G) 250w for Auxiliary Purposes Only. | GRANTED | 11-24-72 |
| BR-3085<br>R & F<br>PN Recd.<br>PRESS | 8-29-73<br>9-4-73<br>"<br>19 SEP 1973 | RENEWAL OF LICENSE (Main)<br>AMENDED 9-24-73 re: balance sheet; business interests | GRANTED | 11-28-73 |
| BR-3085<br>R & F | 9-19-73<br>9-24-73 | Renewal of Auxiliary | | |
| Ltr. | 3-29-76 | Jonathan D. Blake &Covington and Burling now represents station WHCO | | |

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

BL-13296 - Ltr Amending type trans, should be: GATES, BC-1H.- 5-7-73

#7

1230 kc

Form BC-121
May 1976

# APPLICATION RECORD - BROADCASTING

Call Letters W H C O

Name HIRSCH COMMUNICATION ENGINEERING CORPORATION
SPARTA, ILLINOIS

| File No. | Dated | Application for | Action Nature | Action Date |
|---|---|---|---|---|
| BR-3085<br>R & F<br>PN Recd.<br>PRESS | 7-26-76<br>7-30-76<br>"<br>SEP 1 1976 | RENEWAL OF LICENSE (MAIN & AUXILIARY TRANS.)<br>AMENDED 10-12-76 re: commercial matter | GRANTED | 11-15-76 |
| BR790727VD<br>PRESS: | SEP 18 1979 | RENEWAL OF LICENSE | GRANTED | 11-30-79 |

# 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.