WHSC

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

B-S-1317

BROADCASTING STATION LICENSE RECORD

Date first licensed 11-14-46

Call letters W H S C

Location: Hartsville, South Carolina

Name of licensee HARTSVILLE BROADCASTING COMPANY

[redacted]

On Highway 15, 1 mile south of Hartsville, South Carolina (redescription ltr./ 8-14-59)

xJust East of U. S. Highway #15, ½ miles South of Hartsville, S.Car. (MP 7-3-46) (Lic. 11-14-46)

Transmitter location x Swift Creek Highway, Hartsville, S. Car. (MP 5-13-46)

On Highway 15, 1 mile south of Hartsville, South Carolina (Ltr. 8-14-59)

x 1306 College Avenue, Hartsville, South Carolina (Ren. 8-31-54)

xCollege Avenue, Community "B" Bldg., Hartsville, S. C. (Lic. 7-16-47)

Just East of U.S. Highway #15, ½ mile S. of Hartsville, S.Car. (MP 7-3-46)

29550

Main studio location x1321 Carolina Ave., Hartsville, S. Car. (MP 5-13-46) (Lic. 11-14-46)

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
B3-P-4222	1-3-46	1450	250w	U	
Letter filing	1-25-46 C.P. granted for new station subject to MP for approval of T site and antenna				
B3-P-4222 B3-P-1854	5-13-46	1450	250w	U	7-13 1-13-47
	Mod.C.P. (P-4222) for change in type of T and approval of antenna and T & studio sites				
B3-MP-1954	7-3-46	Mod.C.P.(4222 as mod.) for change in T and S sites and extension C & C dates			9-1 2-28-47
B3-L-2087 B3-Z-1908	11-14-46	1450	250w	U	11-14- 2-1-48
	(Lic. to cover CP (4222) as modified for a new station and determine operating power by direct measurement. (Cond'l clause)				
B3-L-2087 B3-Z-1908	11-14-46	1450	250w	U	11-14 2-1-48
	Superseded Lic. to correct lighting specs. (Conditional Clause)				
BS-1317	5-22-47	SA to operate from Temp. studios in Community Center Bldg. Hartsville, S.C. from 5-22-47 to no later than 6-21-47, pending completion of main studioto be located 1½ mile south city limits, Hartsville, S.C.			
BS-1317 6-21-47	6-6-47	Extension of SA dated 5-22-47 from to no later than 6-20-47.			
BML-1258	7-16-47	1450	250w	U	7-16 2-1-48
Mod. of Lic. to change studio location. (Conditional Clause)					
BS-1317	1-30-48	Extension of license			2-1 6-1-48
BS-1317	5-27-48	Extension of license			6-1 9-1-48
BR-1317	7-6-48	1450	250w	U	7-6 2-1-51
BP-7176	6-6-49	1450	250w	U	8-6 2-6-50
	CP to install a new vertical antenna. (COND. CLAUSE)				
BL-3810	2-2-50	1450	250w	Un	2-2 2-1-51
	Lic. o cover CP (7176) for installation of a new vertical antenna. (COND. CLAUSE)				
BR-1317	1-29-51	1450	250w	U	2-1 2-1-54
BR-1317	1-27-54	Renewal of License			2-1 12-1-54

B-S- #2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WHSC

Name of licensee .....

Transmitter location .....

Main studio location .....

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BZ-3578 (1)	5-5-54	Authority to determine operating power by direct measurement of antenna power.			
BR-1317	11-10-54	1450	250w	U	12-1 12-1-57
BRC-702 (1)	4-20-55	Modification of license to operate transmitter by remote control from 1306 College Avenue, Hartsville, South Carolina			
BR-1317	11-13-57	1450	250w	U	12-1 12-1-60
BR-1317	11-30-60	1450kc	250w	U	12-1 12-1-63
BP-12,169	7-24-61	1450	250w 1kw	Night Day	9-24 3-24-62
(Cond'l)	CP to increase daytime power and install new transmitter(RCA BTA 1R)				
BL-9089 Aux.	5-21-62	1450kc	250w	Aux.	5-21 12-1-63
	License to use old main trans.(Raytheon RA-250) for aux. purposes only.				
BL-9769 Main (1)	5-21-62	1450kc	250w,1kw	U	(Cond'l.)
	License to cover CP(BP-12169) which auth. incr. daytime power and install new trans.(RCA,BTA-1R)				
BR-1317	11-27-61	1450kc	250w,1kw,LS	U	12-1 12-1-66
AUX		1450kc	250w	Aux	12-1-66
BR-1317	11-18-66	RENEWALS(Main & Aux.)			12-1-66 12-1-69
BR-1317 (S)	1-13-70	Renewals (MAIN & AUX. (NBEA)			12-1-72
EBSA	5-25-72				
BR-1317(L)	12-6-72	RENEWAL MAIN & AUX.			12-1-75
BZ-8419(L)	11-14-73	Direct Measurement (Main & Auxiliary)			12-1-75
BR-1317(S)	12-15-75	RENEWAL (MAIN & AUX.)			12-1-78
BR780727UO(S)	5-11-79	Renewal of License			12-1-81

Form 94

APPLICATION RECORD - BROADCASTING

Call Letters WHSC x New

Name HARTSVILLE BROADCASTING COMPANY
(P.O. Hartsville, S.C.)

File No.	Dated	Application for	Action Nature	Action Date
B3-P-4222 Rec'd Filed	10-1-45 10-15-45 10-15-45	Construction Permit for a new standard broadcast station to be operated on: Frequency: 1450 kc Power: 250w Hours of Operation: Unlimited time Trans. Location: ~~Highway 151,~~ Hartsville, S.C. Studio Location: To be determined, Hartsville, S.C.	GRANTED subject filing MP for approval of T site and antenna Letter written 1-25-46 Issued with MP-1854	1-3-46
AMENDED Recd. Filed	12-15-45 12-17-45 12-17-45	AMENDED to change transmitter location from Highway 151, Hartsville, S. Car. to a site to be determined, Hartsville, S. Car., and change type of transmitter.		

COMPOSITE Transmitter

H. L. Hanks (Radio Station WOLS, Florence, S.C.),
Engr.

Form 94

#2

APPLICATION RECORD - BROADCASTING

Call Letters W H S C

Name HARTSVILLE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B3-MP-1854 Rec'd Filed	2-12-46 2-13-46 2-13-46	Mod. of C.P. (B3-P-4222, which authorized a new standard broadcast station) for change in type of transmitter (Raytheon RA-250), approval of antenna and approval of transmitter and studio locations at Swift Creek Highway, Hartsville, So. Car. and 1321 Carolina Ave., Hartsville, So. Car., respectively.	GRANTED	5-13-46

Form 94

APPLICATION RECORD - BROADCASTING

#3

Call Letters W H S C

Name HARTSVILLE BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
B3-MP-1954 Rec'd Filed	6-15-46 6-17-46 6-17-46	Mod. of C.P. (B3-P-4222, as mod., which authorized a new standard broadcast station) To change transmitter and studio locations from: Swift Creek Highway, Hartsville, So. Carolina and 1321 Carolina Avenue, Hartsville, So. Carolina, respectively to: Just east of U. S. Highway No. 15 and 1/2 mile So. of City limits of Hartsville So. Carolina, and extend commencement and completion dates from: 7-13-46 and 1-13-47 respectively to: 60 days after grant and 180 days thereafter. (Filed by Everett L. Dillard, Engr.)	GRANTED	CA 7-3-46

Form 94

APPLICATION RECORD - BROADCASTING

Call Letters W H S C

Name HARTSVILLE BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
B3-L-2087 Rec'd Filed	9-27-46 9-28-46 9-28-46	License to cover C.P. (B3-P-4222, as mod.,) which authorized a new standard broadcast station and	GRANTED (Cond'l re waiver 3.55(b)	11-14-46
B3-Z-1908 Rec'd Filed	9-25-46 9-28-46 9-28-46	Authority to determine operating power by direct measurement of antenna power.		
B-ML-1258 Rec'd Filed	6-18-47 6-26-47 6-26-47	Modification of License to change studio location from Just East of U.S. Highway 15 and ½ mile South of city limits of Hartsville, South Carolina, TO College Ave., Community "B" Building, Hartsville, South Carolina.	GRANTED cond. re waiver 3.55(b)	7-16-47

Form 94

APPLICATION RECORD - BROADCASTING

#5

Call Letters WHSC

Name HARTSVILLE BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BR-1317 Rec'd	11-29-47 12-1-47	Renewal of license Amend. filed 1-2-48	Granted	7-6-48
BP-7176 Rec'd Filed	4-1-49 4-5-49 4-5-49	Construction Permit to install a new vertical antenna.	GRANTED 6-6-49 re blanketing clause	
BL-3810 Rec'd Filed	9-6-49 9-13-49 9-13-49	License to cover construction permit (BP-7176) which authorized installation of a new vertical antenna.	GRANTED 2-2-50 re blanketing clause	
BR-1317 Rec'd Resub.	12-12-50 12-14-50 12-26-50	Renewal of license ~~(Signed by the Gen. Mgr.)~~	~~Ret'd~~ GRANTED	~~12-20-50~~ 1-29-51
BR-1317 Rec'd Filed	10-28-53 10-30-53 10-30-53	Renewal of license	Granted	1-27-54

FORM A-170 #6

FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WHSC

Name HARTSVILLE BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BZ-3578 Rec'd Resub. Rec'd Filed	3-18-54 3-22-54 4-15-54 4-16-54 4-16-54	Authority to determined operating power by direct measurement of antenna power.	~~RETURNED~~ ~~--Sect. I should be signed and notarized~~ GRANTED	~~MAR 31 1954~~ 5-5-54
BR-1317 Rec'd Filed	8-31-54 9-2-54 9-2-54	Renewal of License	GRANTED	11-10-54
BRC-702 Rec'd Filed	4-13-55 4-14-55 4-14-55	Modification of license to operate transmitter by remote control from 1306 College Avenue, Hartsville, South Carolina	GRANTED	4-20-55

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

FORM BC-121 #7
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters ...W.H.S.C.....

Name ...HARTSVILLE BROADCASTING COMPANY.....

File No.	Dated	Application for	Action Nature	Action Date
BR-1317 Rec'd Filed	9-3-57 9-5-57 9-5-57	Renewal of License	GRANTED	11-13-57
BP-12,169 Rec'd Filed	7-5-58 7-10-58 7-10-58	Construction permit to increase daytime power from 250w to 1kw and install new transmitter (RCA BTA 1R) Engr. - Palmer A. Greer, Greenville, S.C.	GRANTED After Hearing D-11356, Cond'l re accept interference other existing stati ns inc. pwr. 1kw.	7-24-61
BR-1317 Rec'd Resub. Rec'd Filed	8-5-60 8-11-60 8-22-60 8-26-60 8-26-60	Renewal of license	RETURNED Signed by General Manager. ~~Xxxxxxxx~~ GRANTED	8-19-60 11-30-60

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

FORM BC-121
AUG. 1955 #8

APPLICATION RECORD - BROADCASTING

Call Letters WHSC

Name HARTSVILLE BROADCASTING COMPANY
Hartsville, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BL-9009 R. & F.	11-24-61 11-27-61	Lic to cover CP(BP-12,169) which auth. incr. in daytime power and installation of new trans.	GRANTED Cond'l: accept interference from other Class IV 250watt stations	5-21-62
BL-9009 R.&F.	12-11-61 12-14-61	Lic to use old main trans.(Raytheon RA-250) at present loc. of main trans. to be operated on 1450kc, 250w, for Auxiliary purposes only.	GRANTED	5-21-62
BR-1317 Rec'd Filed	8-23-63 8-27-63 8-27-63	Renewal of license (Main & Auxiliary)	GRANTED	11-27-63
BR-1317 R & F	8-1-66 8-8-66	Renewal of license (Main & Auxiliary)		

#9

1450kc

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WHSC

Name HARTSVILLE BROADCASTING COMPANY
Hartsville, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BR#1317 R & F #538619$30 BR-1317 R & F #538620$75 P.N. filed PRESS SEP 9 1969	8-5-69 8-28-69 8-28-69 8-5-69 8-28-69 8-28-69 8-28-69	Renewal of license (Auxiliary) Renewal of license (Main) AMENDED 10-9-69 re: Programming	GRANTED	1-15-70
BR-1317 R & F PN PRESS SEP 18 1972	8-11-72 9-5-72 9-5-72	Renewal of License(Main & Auxiliary)	GRANTED	12-6-72
BZ-8419 R&F DM NOV 12 1973 PRESS DM 5-29-73 (Main & Aux)	5-15-73 5-21-73 5-29-73	DIRECT MEASUREMENT(Main and Aux.) 5-21-73	GRANTED	11-14-73

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

#10

Form BC-121
September 1969

1450 kc

APPLICATION RECORD - BROADCASTING

Call Letters W H S C

Name HARTSVILLE BROADCASTING COMPANY
HARTSVILLE, SOUTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BR-1317 R & F PN Recd. PRESS	7-25-75 7-29-75 " AUG 26 1975	RENEWAL OF LICENSE (MAIN & AUXILIARY) AMENDED 11-19-75 re: commercial matter & EEO	GRANTED	12-15-75
BR780727UO PRESS	7-25-78 SEP 15 1978	RENEWAL OF LICENSE (MAIN & AUXILIARY)	GRANTED	5-11-79

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.