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Form BC 126
June 1954 #4423

BROADCASTING STATION LICENSE RECORD

Date first licensed 12-7-64

Call letters W M I R

Station location Lake Geneva, Wisc.

Name of licensee SOUTHERN WISCONSIN CO., INC.

Transmitter location 2.3 mi. E. of center of city, Lake Geneva, Wisconsin (BP 5-22-63) (L 12-7-64)

53147

Main studio location 2.3 mi. E. of center of city, Lake Geneva, Wisconsin (BL-12-7-64)
x To be determined, Lake Geneva, Wisconsin

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To-
BP-12585	5-22-63	1550kc	1kw-DA-	Day	7-22 1-22-64
	CP for a new standard broadcast station (Cond'l)				
BP-12585 (1)	8-7-63	Mod. of CP(BP-12585) to assign Call letters.			
BP-16,108	3-5-64	1550kc	1kw-DA	Day	5-5- 11-5-64
	CP to replace expired CP (BP-12,585) which auth. a new standard broadcast station. (Cond'l)				
BL-10,636	12-7-64	1550kc	1kw-DA	Day	12-7 12-1-67
	Lic to cover CP(BP-16,108 as reinstated) which auth a new standard broadcast station; specify Main Studio loc Same as Trans; specify type trans as Gates BC-1F.				
BS-4423 (1)	1-14-66	Mod. of lic to have monitor point field measured every thirty days. (Telegraph)			
TELEGRAM	10-17-67	PSA	500w	(CBE Protected station)	
BR-4423	11-24-67	1550kc	1kw-DA	Day	12-1 12-1-70
		Renewal of NDEA			
BS-4423(L)	12-3-68	Memo cng. 2 monitor points.			
BR-4423	11-25-70	RENEWAL OF LICENSE & NDEA			12-1-73
EBSA	5-25-72				
BR-4423	3-22-74	(LONG) RENEWAL OF LICENSE			12-1-76
BR-4423(L)	12-13-76	RENEWAL			12-1-79
BR790719UH (S)	11-30-79	RENEWAL OF LICENSE			11-30-79
COMTEL	10-13-80	TEMP. AUTH. GR OPERATE PARAMETERS AT VARIANCE WHILE MAINTAINTING MONITOR POINTS WITHIN LIC. LIMITS TO CONTINUE SERVICE & FACILITE REPAIRS TO ANTENNA SYSTEM. FILE FCC FORM 302 AT LEAST 10 DAYS PRIOR TO EXPIRATION OF THIS AUTH. THIS AUTH. EXPIRS 12-31-80			
COMTEL	12-31-80	AUTH. & TERMS COMTEL 10-13-80 EXT. THRU 2-28-81.			

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters New W M I R

Name SOUTHERN WISCONSIN CO., INC.
(PO 735 N. Water St., Milwaukee 2, Wisconsin) % John F.Monroe,Jr. Vice Pres.)

File No.	Dated	Application for	Action Nature	Action Date
BP-12,585 Rec'd Filed	11-14-58 11-18-58 11-18-58	Construction permit for a new standard broadcast station to be operated on: Frequency - 1550kc Power - 1kw DA-D Hours of Operation: Daytime Trans. Location: 2.3 mi. east of center of city, Lake Geneva, Wisconsin Studio Location: To be determined Lake Geneva, Wisconsin Atty. Seymour Krieger Engr.-Charles E. Brennan & Associates, Milwaukee Wisc.	GRANTED Cond'l re: Phase Mon., Field meas equip., DA & complete non-DA proof. After Hearing Docket No. 12803 Order Issued	5-22-63
AMENDMENT R & F	2-24-59 2-25-59	AMENDED to install directional antenna (DA-D)		
AMENDMENT Rec'd Filed (order)	5-13-59 5-14-59 5-26-59	AMENDED to make changes in DA and ground systems.		

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

GATES BC 1T

FORM BC-121 #2
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WMIR

Name SOUTHERN WISCONSIN CO., INC.
LAKE GENEVA, WISCONSIN

File No.	Dated	Application for	Action Nature	Action Date
BP-16,108 R.&F.	1-29-64 1-30-64	Construction permit to replace expired CP (BP-12,585) which auth. a new Standard broadcast station. Atty: Krieger & Jorgensen	GRANTED Condl	3-5-64
BL-16,636 R. & F.	5-1-64 5-4-64	Lic to cover CP(BP-16,108 as reinstated) which auth a new standard broadcast station; specify Main Studio Loc SAME as Trans; specify type trans as Gates BC-1F. Atty- Krieger & Jorgensen	GRANTED	12-7-64
BR-4423 R & F	8-2-67 8-29-67	Renewal of license Atty- Norman E. Jorgensen	GRANTED	11-24-67

SEP 19 1967

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

#3

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters W M I R

Name SOUTHERN WISCONSIN CO., INC.
LAKE GENEVA, WISCONSIN

File No.	Dated	Application for	Action Nature	Action Date
BR-4423 R & F PN Recd. PRESS	7-14-70 8-7-70 AUG 18 1970	RENEWAL OF LICENSE AMENDED 9-17-70 re: commercial policies	GRANTED	11-25-70
BR-4423 R & F PN Recd. PRESS	8-21-73 8-28-73 " SEP 11 1973	RENEWAL OF LICENSE AMENDED 9-20-73 re: eng. data AMENDED 11-15-73 re: commercial policy: EEO	GRANTED	3-22-74
BR-4423 R & F PN Recd. PRESS	7-9-76 7-15-76 " SEP 30 1976	RENEWAL OF LICENSE	GRANTED	12-13-76
BR 790719 UH PRESS AUG 31 1979		RENEWAL OF LICENSE	GRANTED	11-30-79

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

#4

APPLICATION RECORD-BROADCASTING

1550 kHz
Call Letters: W M I R

Name: SOUTHERN WISCONSIN CO., INC.

Station Location: LAKE GENEVA, WISCONSIN

File No.	Date	Description	Action and Date
BZ-810423AG R & F DM PRESS JUL 29 1981	 4-23-81 7-7-81	DIRECT MEASUREMENT Atty: ---	g. 7-14-81 ISSUED

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.