W M Y B

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

B-S- 2038

BROADCASTING STATION LICENSE RECORD

Date first licensed 8-19-48

Call letters x WMRA

WMYB (7-29-54)

Location: Myrtle Beach, S. Carolina

RAWLEY COMMUNICATIONS CORPORATION (AL 4-22-81 EFF:
xGOLDEN STRAND BROADCASTING COMPANY ,(AL 5-3-61; EFF: 5-11-61)
x COASTAL CAROLINA BROADCASTING CORPORATION (AL 7-21-54 EFF: 8-1-54)
xELIZABETH EVANS (AL 10-18-50 Eff; 10-26-50)

Name of licensee xMYRTLE BEACH BROADCASTING COMPANY

(BP 7-9-74)

On 21st Ave. 0.8 mile NW of Oak St., & 21st Ave., intersec. Myrtle Beach. SC.
x2801 Oak Street, Myrtle Beach, South Carolina (BRC 7-20-72)

Transmitter location X Oak Street at 28th Avenue, Myrtle Beach, South Carolina (CP & MP 5-28-48)
(Lic. 8-19-48)

Oak Street & 28th Avenue, Myrtle Beach, South Carolina (7-25-74) ///(BP 7-9-74)
xOn 21st Ave. 0.8 mile NW of Oak St., & 21st Ave., intersec. Myrtle Beach. S.C.
x 2801 Oak Street, Myrtle Beach, South Carolina (BRC 7-20-72) per BP-9938 and
xOak Street at 28th Ave., Myrtle Beach, South Carolina (Atty. John Clagett)

Main studio location xOcean Forest Hotel, Myrtle Beach, S. C. (CP & MP 5-28-48) (Lic. 8-19-48)

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BP-6135	2-20-48	1450	250w	U	
	Ltr. 2-27-48. CP for new station granted subj. to filing MP for approval T site and antenna.				
BP-6135 BMP-3796	5-28-48	1450	250w	U	7-28 1-28-49
	Mod. CP (6135) for approval of antenna and T site and specify studio site. (COND. CLAUSE)				
BL-3219	8-19-48	1450	250w	U	8-19 2-1-51
	Lic. to cover CP (6135 as mod) for a new broadcast station. (COND. CLAUSE)				
BL-3219	8-19-48	superseding lic. issued as of same date to correct typographical errors: studio site and call letters.			8-19 2-1-51
BTC-759	7-6-49	Vol. transfer of control of licensee corp. from Joe C. Ivey to P. T. Watson and L. B. Hyman.			
EFF:	8-6-49				
BAL-1081 Eff:	10-10-50 10-26-50	Voluntary assignment of license to ELIZABETH EVANS			
BR-2038	1-17-51	1450	250w	U	2-1 2-1-54
Telegram	3-7-51	Authority granted to remain silent for period 90 days.			
Teleg.	1-29-54	Action on renewal deferred 1-27 and continued operation auth. until final determination on renewal.			
BR-2038	7-21-54	RENEWAL OF LICENSE			7-21 12-1-54
BAL-1809 EFF:	7-21-54 8-1-54	Vol. assignment of license to COASTAL CAROLINA BROADCASTING CORPORATION			
BR-2038	11-24-54	1450	250w	U	12-1 12-1-57
BTC-1981 EFF:	6-2-55 8-1-55	Vol. acquisition of positive control by James Olin Tice, Jr.			
BR-2038	11-13-57	1450	250w	U	12-1 12-1-60
BR-2038	11-30-60	Renewal of license			12-1 12-1-63
BAL-4177 EFF:	5-3-61 5-11-61	Voluntary assignment of license to Golden Strand Broadcasting Company			
BP-14881	10-11-61	1450kc	250w,1kw-LS	U	12-11 6-11-62
(Cond'l)	CP for an increase in daytime power to 1kw and installation of a new transmitter (GATES BC-1T)				

Form BC 126 #2
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W M Y B

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--
BZ-4452	9-6-61	1450kc	250w	U	9-6 12-1-63
	Authority to determine operating power by direct measurement of antenna power.				
BL-9040	5-3-62	1450kc	250w,1kw,	LS U	5-3-62,12-1-63
	Lic. to cov. C.P. (BP-14,881) which auth inc. in daytime power and installation of transmitter.				
BR-2038	11-29-63	Renewal of license			12-1 12-1-66
BTC-4614 EFF:	9-10-64 9-11-64	Voluntary transfer of control of lic. corp. Hugh E. Holder, James G.W. MacLamroc & Ralph C. Price to Clarence McRae Smith, Jr. and John T. Stanko			
BZ-5426 (1)	3-31-65 (Main)	Authority to determine operating power by direct measurement of antenna power			
BL-10,802	3-31-65	1450kc	250w	Aux	3-31 12-1-66
	Lic to use old main trans (Gates BC-250 GY) at present loc of main trans to be operated on 1450kc, 250w for Aux purposes only.				
BR-2038	11-30-66	1450kc	250w,1kw-	LS U	12-1 12-1-69
	Renewal of lic. Aux.				
BR-2038	11-26-69	Renewal of license Main-S-Aux.		&NDEA	12-1-72
EBSA	5-25-72				
BRC-3585(1)	7-20-72	ML to operate trans. by RC,TL & SL redr			
BR-2038(L)	12-6-72	RENEWAL MAIN & AUX.			12-1-75
BP-19,703	7-9-74	1450khz. 250w 1kw U			7-9-75
	CP to chg. ant. TL & SL. inc. ant. height.and add series resistor.				
BP-19,703 (1)	7-25-74	Mod. to chg. Studio.			
BP-19,703	7-25-74	Superseding auth. to correct licensee name.			
BMP-12,012					

BC-126
February 1974

#3

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W M Y B

Station location .....

Name of licensee GOLDEN STRAND BROADCASTING COMPANY

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To-
BMP-14,019 (2)	7-30-75	MP(BP-19,703) ext. time to			9-30-75
BR-2038 BL-14,022(L)	11-12-75	Renewal and Modifiction			12-1-78
BR780727UM(S)		RENEWAL OF LICENSE			12-1-81
BAL810123EB	4-22-81	Vol AL EFF:			

Form 94

APPLICATION RECORD - BROADCASTING

Call Letters W M R A New

Name MYRTLE BEACH BROADCASTING COMPANY
(PO c/o E. E. Stone, Box 1031, Florence, South Carolina)

File No.	Dated	Application for	Action Nature	Action Date
BP-6135 Rec'd Filed	5-27-47 5-29-47 5-29-47	Construction Permit for a new standard broadcast station to be operated on: Frequency: 1450kc Power: 250w Hours of operation: Unlimited Trans. location: To be determined- Myrtle Beach, South Carolina Studio location: To be determined- Myrtle Beach, South Carolina (Filed by Francis X. McDonough, Atty.; Edward W. Desters, Engr.)	GRANTED subj. to approval antenna. LTR. 2-27-48 Issued with MP 3796	2-20-48 filing MP for T site and

Transmitter-RCA BTA-250-L

Form 94 #2

APPLICATION RECORD - BROADCASTING

Call Letters WMRA

Name MYRTLE BEACH BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BMP-3796 Rec'd Filed	4-3-48 4-13-48 4-13-48	Mod. of C.P. (BP-6135, which authorized a new standard broadcast station) to change type of transmitter (~~Raytheon RA-250~~), for approval of antenna and transmitter location at Oak Street at 28th Avenue, Myrtle Beach, South Carolina, and to specify studio location as Ocean Forest Hotel, Myrtle Beach, S. C. (Filed by Francis X. McDonough, Atty.)	GRANTED re blanketing clause	5-28-48
AMENDED Rec'd Filed	5-15-48 5-24-48 5-24-48	AMENDED to change type of transmitter (Gates BC-250-GY).		

Form 94

APPLICATION RECORD - BROADCASTING

#3

Name ELIZABETH EVANS (AL 10-18-50 Eff: x MYRTLE BEACH BROADCASTING COMPANY

Call Letters WMRA

File No.	Dated	Application for	Action Nature	Action Date
BL-3219 Rec'd Filed	6-12-48 6-14-48 6-14-48	License to cover C.P. (BP-6135, as mod.,) which authorized a new standard broadcast station. (Francis X. McDonough, Atty.)	GRANTED re blanketing clause	8-19-48
BTC-759 Rec'd Filed	3-25-49 4-25-49 4-25-49	Voluntary transfer of control of licensee corporation from Joe C. Ivey to P. T. Watson and L. B. Hyman. 126 shares of common stock. William P. Sims, Jr., Atty.	GRANTED EFF:	7-6-49 8-6-49
BAL-1081 Rec'd Filed	9-7-50 9-11-50 9-11-50	Voluntary assignment of license from Myrtle Beach Broadcasting Company to Elizabeth Evans. P. W. Seward, Atty.	GRANTED Eff:	10-18-50 10-26-50
BR-2038 Rec'd	11-28-50 11-30-50	Renewal of license Filed by P. W. Seward, Attn'y.	GRANTED	1-17-51

FORM A-170 #4
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters ~~WNBA~~ WMYB

Name ELIZABETH EVANS

File No.	Dated	Application for	Action Nature	Action Date
BR-2038 Rec'd Filed	12-7-53 1-20-54 1-20-54	Renewal of License Filed by A. L. Stein, Atty.	GRANTED	7-21-54
BAL-1809 Rec'd Filed	6-11-54 6-16-54 6-16-54	Voluntary assignment of license to Coastal Carolina Broadcasting Corporation. John F. Clagett, atty. for Assignee A. L. Stein, Atty for assignor	GRANTED EFF:	7-21-54 8-1-54
BR-2038 Rec'd Filed	11-4-54 11-12-54 11-12-54	Renewal of License (Informal Request) Filed by John F. Clagett, Atty.	GRANTED	11-24-54

FORM A-170 #5
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WMYB

Name Coastal Carolina Broadcasting Corporation

File No.	Dated	Application for	Action Nature	Action Date
BTC-1981 Rec'd Filed	4-28-55 5-5-55 5-5-55	Voluntary acquisition of positive control of licensee corporation by James Olin Tice, Jr., thru purchase of 100 shares of stock from Hugh E. Holder.	GRANTED EFF:	6-2-55 8-1-55
BP-9938 Rec'd Filed	6-10-55 6-17-55 6-17-55	Construction permit to change frequency from 1450kc to 1240kc. (Contingent on grant of BP-9648 and BP-9917) John F. Clagett, Atty. Palmer A. Greer, Engr., Greenville, S.C.	DISMISSED request of attorney	4-13-56

FORM BC-121
AUG. 1955

#6

APPLICATION RECORD - BROADCASTING

Call Letters WMYB

Name COASTAL CAROLINA BROADCASTING CORPORATION
MYRTLE BEACH, SOUTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BR-2038 Rec'd Filed	9-3-57 9-4-57 9-4-57	Renewal of License	GRANTED	11-13-57
BP-13,437 Rec'd Filed	8-17-59 8-24-59 8-24-59	Construction Permit to change freq. from 1450kc to 1480kc; increase power from 250w day and night to 1kw night and 5kw day; change antenna-trans.-studio location from Oak St. & 28th Avenue/to 0.3 miles NE of US 501 at Konig Station, Myrtle Beach, South Carolina; install directional antenna system (DA-N) & new transmitter (GATES BC-5P) Atty.- John F. Clagett Engr.- Palmer A. Greer, Greenville, S.C.	DISMISSED Order-Docket 14012	9-20-61
AMENDED RECD FILED(order)	6-15-61 6-22-61 7-12-61	AMENDED to change name to GOLDEN STRAND BROADCASTING COMPANY (BAL gr. 5-3-61)		

PET. filed 9-2-60 BY SAMUEL MILLER FOR WMFJ REQUESTING ORDER TO SHOW CAUSE WHY WMYB AUTHOR. SHOULD NOT BE MODIFIED TO SPECIFI 1kw DAY - DENIED 3-1-61 - MEMO OPINION & ORDER

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

FORM BC-121 #7 APPLICATION RECORD - BROADCASTING
AUG. 1955

Call Letters WMYB

Name COASTAL CAROLINA BROADCASTING CORPORATION
MYRTLE BEACH, SOUTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
PETITION FOR ORDER TO SHOW CAUSE why the license of WMYB should not be modified to specify daytime operation with power of 1kw, 250w night contingent upon grant of all four applications in preceeding Docket 13356 et al filed 9-2-60 by Samuel Miller for WMFJ, Inc.				
BR-2038 R & F	10-21-60 10-28-60	Renewal of license John F. Clagett, Atty.	GRANTED	11-30-60
BZ-4452 Rec'd Resub. R. & F.	1-28-61 1-31-61 3-10-61 3-13-61	Authority to determine operating power by direct measurement of antenna power. Robert D. Lambert, Jr., Engr.	~~RETURNED 2-13-61~~ ~~Signed by Chief Engr.~~ GRANTED	9-6-61
AMENDED R.&F.	7-17-61	Amended to chg. name to GOLDEN STRAND BROADCASTING COMPANY(BAL-4177 gr. 5-3-61) Atty- Spearman & Roberson (Robert Heald)		

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

FORM BC-121 #8
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W M Y B

Name X COASTAL CAROLINA BROADCASTING CORPORATION
MYRTLE BEACH, S. Carolina

File No.	Dated	Application for	Action Nature	Action Date
BAL-4177 Rec'd Filed ***	3-10-61 3-15-61 3-15-61	Voluntary assignment of license to Golden Strand Broadcasting Company. Robert L. Heald, Atty.	GRANTED EFF:	5-3-61 5-11-61
BP-14,881 Rec'd Filed Accepted per Memorandum Opinion & Order	5-31-61 6-5-61 6-5-61 7-19-61	Construction permit to increase daytime power from 250w to 1kw and install a new transmitter (GATES BC-1T). Atty-Spearman & Roberson Engr-Robert M. Silliman	GRANTED	10-11-61

Cond'l re: Permittee shall accept such interf. as may be imposed by other existing 250w Class IV stations.

Petition for Immediate Action filed 6-9-61 requesting waiver of Section 1.308 and Section 1.310 GRANTED 7-19-61.

[illegible]

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

FORM BC-121
AUG. 1955 #9

APPLICATION RECORD - BROADCASTING

Call Letters WMYB

Name GOLDEN STRAND BROADCASTING COMPANY
Myrtle Beach, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BL-9040 R. & F.	12-15-61 12-18-61	Lic to dover CP(BP-14,881) which auth. incr. in daytime power and installation of trans.	GRANTED	5-3-62
BR-2038 Rec'd Filed	8-23-63 9-3-63 9-3-63	Renewal of license	GRANTED	11-29-63
BTC-1614 R & F	7-21-64 7-24-64	Voluntary transfer of control of licensee corp. from Hugh E. Holder, James G.W. MacLamroc and Ralph C. Price to Clarence McRae Smith, Jr. and John T. Stanko Atty. - Spearman & Roberson(R. Heald)	GRANTED EFF:	9-10-64 9-11-64

FORM BC-121 #10
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WMYB

Name GOLDEN STRAND BROADCASTING COMPANY
Myrtle Beach, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BP- Recd.	9-30-64 10-6-64	Construction permit to install former main trans. (GATES RADIO CO. BC-250GY) at main trans. loc. to be operated on 1450kc 250w for auxiliary purposes only.	RETURNED	11-13-64 as unnecessary, fee ret.)
BL-5426 R. & F.	11-9-64 11-12-64	Authority to determine operating power by direct measurement of antenna power. (Main Transmitter) Atty. - Robert Heald	GRANTED	3-31-65
BL-10,802 R. & F.	12-1-64 12-3-64	License to use old main transmitter (Gates BC-250BY) at present location of main transmitter; to be operated on: 1450kc, 250w, for Auxiliary purposes only. Atty. - Robert Heald	GRANTED	3-31-65
BR-2038 R & F	8-19-66 8-29-66	Renewal of license (Main & Auxiliary) Atty- Robert L. Heald	GRANTED	11-30-66

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

#11

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WMYB

Name GOLDEN STRAND BROADCASTING COMPANY
Myrtle Beach, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BR-2038 R & F #536674$105 P.N. filed PRESS AUG 29 1969	8-15-69 8-21-69 8-21-69 8-21-69	Renewal od license (Main & Aux.) Atty-Fletcher, Heald, Roell, etc. (V. J. Curtis, Jr.)	Granted	11-26-69
BRC-3585 R & F $50-087075 AC-067 PRESS: AUG 4 1972	6-26-72 6-29-72 6-29-72	Modification of license to operate trans. by remote control from 2801 Oak Street, Myrtle Beach, South Carolina. Atty. Fletcher, Heald, Rowell etc.	GRANTED	7-20-72
BR-2038 R & F PN PRESS SEP 26 1972	8-1-72 8-29-72 8-29-72	Renewal of License(Main & Auxiliary) Atty-Vincent J. Curtis, Jr. AMENDED 9-12-72 re: commercial policy	GRANTED	12-6-72

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

#13
Form BC-121
September 1969

12-48

APPLICATION RECORD - BROADCASTING

1450 khz

Call Letters W M Y B

Name GOLDEN STRAND BROADCASTING COMPANY
MYRTLE BEACH, SOUTH CAROLINA

File No.	Dated	Application for	Action Nature	Action Date
BR-2038 R & F PN Recd. PRESS	7-9-75 7-31-75 " SEP 23 1975	RENEWAL OF LICENSE (MAIN & AUXILIARY) Robert L. Heald, Atty. (Fletcher & Hildreth) AMENDED 10-15-75 re: EEO	GRANTED issued with BL-14,022	11-12-75
BL-14,022 R & F $100 #468423 Amend PTA PRESS OCT 8 1975	8-22-75 8-25-75 8-27-75 9-8-75 - 9-26-75	Lic. to cover BP-19,703 for changes (Main and auxiliary) audio proofs SL & RC: 2801 Oak Street, Myrtle Beach, Carolina Att: Robert L. Heald	GRANTED issued with RENEWAL	10-31-75
BR780727UM PRESS SEP 15 1978		RENEWAL OF LICENSE (MAIN & AUX.) R.L.Heald, Atty.	GRANTED	11-28-78

APPLICATION RECORD-BROADCASTING

Call Letters: WMYB

Name: RAWLEY COMMUNICATIONS CORPORATION
xxGOLDEN STRAND BROADCASTING COMPANY

Station Location: Myrtle Beach, South Carolina

File No.	Date	Description	Action and Date
BAL810123EB Form 314 PRESS FEB 25 1981 PN filed 2-20-81		Vol AL to Rawley Communications Corporation Atty for assignor Wade H. Alley Atty for assignee Gary S. Smithwick	GRANTED 4-22-81 EFF: 4-23-81

Form BC-121
March 1979

BAL/EB
Amended 4-16-81 re: Certification of Articlas of Inc.
Bank Ltr.

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.