WRTH

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Form BC 126
June 1954

4072

BROADCASTING STATION LICENSE RECORD

Date first licensed 2-14-62 Call letters WRTH (Ltr.4-12-65) XWBBY

Station location WOOD RIVER, ILLINOIS

Name of licensee

KING RADIO BROADCASTING COMPANY (BML 11-29-77)
xAVCO RADIO CORPORATION (ML 2-10-69)
x AVCO BROADCASTING OF CALIFORNIA (AL 2-7-69 EFF. 3-16-69)
xMADISON COUNTY BROADCASTING CO., INC. (AL 6-29-62, EFF: 7-1-62)
x ROBERT W. SUDBRINK AND MARGARETA S. SUDBRINK d/b as MADISON COUNTY BROADCASTING CO.

Transmitter location 2 miles NW of Bethalto, Illinois (BP 6-28-61)

62095

Main studio location ~~To be determined~~ 2 miles N.W. ofBethalto, Illinois, Wood River Illinois (BP 6-28-61)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	To
BP-13646	6-28-61	590kc	500w-DA-Day		8-28	2-28-62
	CP for a new standard broadcast station (Cond'l)					
BMP-9822 (1)	10-5-61	Mod. of CP(BP-13,646) to make changes in DA system (add top loading).				
BL-8815	2-14-62	590kc	500w DA-Day		2-14-62	12-1-64
	Lic. to cov. construction permit (BP-13646, as mod.) which auth a new standard broadcast station and specify studio location as 2 mi NW of Bethalto, Illinois (same as transmitter location)					
BAL-1552 (TFS)	6-29-62 7-1-62	Voluntary assignment of license to Madison County Broadcasting Co., Inc.				
BP-15473	6-17-64	590kc	1kw-500w-LS DA-2	U	8-17	2-17-65
	CP to change hours of operation to Unlimited using power of 1kw-500wLS, install new trans. (GATES BC-1T) and change to DA-2 (Cond'l).					
BR-1072	11-9-64	590kc.	500w, DA Day		12-1	12-1-67
BL-10,731	3-8-65	590kc	1kw,500-LS DA-2	U	3-8	12-1-67
	Lic to cover CP(BP-15,473 which auth change hours of operation, install new trans. change DA-2, 1kw, 500w-LS					
BP-17202	5-5-66	590kc	1kw-500w-LS	U	7-5	1-5-67
	CP to install an alternate main trans. (Gates Vanguard II) at main trans. loc. to be operated on 590kc, 1kw, 500w-LS, DA-2, Un.					
BL-11,378	8-17-66	590kc	1kw,500-LS DA-2	Alt.	8-17	12-1-67
	Lic to cover (CP(BP-17,202) which auth intsall new alt-main trans., at main trans. loc to be operated on 590kc 1kw 500w LS-DA-2 U.					
BS-4072	6-13-67 (Memo)	590kc	1kw-500w	U	6-13	12-1-67
	Mod. of lic. to chg. operating spec.					
BR-1072	11-24-67	Renewal of License (Main & Alt. Main)			12-I	12-I-70

Form BC 126
June 1954 #2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WRTH

Station location .....

Name of licensee SEE CARD #1

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BAL-6480	2-7-69	Vol. AL	EFF.	3-16-69	
BML-2276(L)	2-10-69	ML to chg. name (Main & Alt.)			
BR-4072	11-25-70	RENEWAL OF LICENSES MAIN & ALTERNATE MAIN			12-1-73
Ltr. rec'd 6-28-71 stating that a Gates, Vanguard II is installed and operating as an Alt-Main					
EBSA	5-22-72				
BR-4072(L)	11-30-73	RENEWAL & MOD. OF MAIN & ALT.			12-1-76
BTC-8175	11/23/76	Vol TC	EFF: 11/30/76		
BR-4072(L)	12-27-76	Renewal of license Main & Alt.			12-1-79
BTC-8386	8/22/77	Vol TC	EFF:		
BML-2655(1)	11-29-77	Mod. of lic. to change licensee name			
BP-21,253 (L)	12-20-78	590khz 1kw (DA-2) CP to incre. daytime power			12-20-79
BR790730(L)	11-30-79	RENEWAL & MOD.			12-1-82
BMP791129AH (1)	2-19-80	MP (BP-21,253) for ext. of time to:			8-15-80
BMP-801014AQ (2)	12-10-80	MP (BP-21253, as mod.) for ext. of time to:			5-31-81
COMTEL	7-11-80	AU. & TERMS COMTEL 7-2-80 HEREBY MOD. TO ALLOW NON DIRECTIONAL OPERATION AT 500 WATTS DAYTIME FOR PURPOSES OF TAKING MEASURFMENTS. ALL OTHER TERMS STILL APPLY.			
COMTEL	10-6-80	AU. & TERMS COMTELS 7-11-80 & 7-3-78 EXT. THRU 12-30-80.			
COMTEL	1-8-81	AUTH. & TERMS COMTELS 7-11-80 & 7-3-78 EXT. THRU 3-30-81			

FORM BC-121
AUG 1955

APPLICATION RECORD - BROADCASTING

Name ROBERT W. SUDBRINK AND MARGARETA S. SUDBRINK d/b as MADISON COUNTY BROADCASTING CO.
(P.O. 210 Washington St., Beardstown, Illinois)

Call Letters NEW W B BY

File No.	Dated	Application for	Action Nature	Action Date
BP-13646 Rec'd Filed	10-13-59 10-30-59 10-30-59	Construction permit for a new standard broadcast station to be operated on: Frequency: 590kc Power: 500w DA-D Hours of Operation: Daytime Transmitter location: 2 miles NW of Bethalto, Illinois Studio location: To be determined Wood River, Illinois STATION LOCATION: WOOD RIVER, ILLINOIS Leo Rosnick, Atty. Walter F. Kean, Engr., Riverside, Illinois	GRANTED Cond'l re: Phase Mon., Field meas. equip., DA & non-DA proof.	6-28-61
AMENDMENT R & F	3-14-61 3-20-61	AMENDED to make changes in DA system		

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

GATES RC-500T

FORM BC-121
AUG. 1955

#2

APPLICATION RECORD - BROADCASTING

Call Letters WBBY

Name Robert W. Sudbrink and Margareta S. Sudbrink d/b/a MADISON COUNTY BROADCASTING CO.

File No.	Dated	Application for	Action Nature	Action Date
BMP-9684 Rec'd Filed	7-29-61 7-31-61 7-31-61	Modification of CP (BP-13646 which authorized a new standard broadcast station) to change station location from WoodRiver, Illinois to ~~Alton-Wood-River~~, Illinois and specify studio location as 2 miles NW of Bethalto, Bethalto, Illinois (same as transmitter). Atty: Leo Resnick Engr: Walter F. Kean	DISMISSED Order - Docket 14589 with prejudice	4-17-62
SEE AMENDMENT BELOW				
BMP-9822 Rec'd Filed	9-27-61 10-2-61 10-4-61	Mod of CP (BP-13646 which auth a new standard broadcast station) to make changes in Directional Antenna system (add top loading). Atty: Leo Resnick	GRANTED	10-5-61
BMP-9684 (cont'd) AMENDMENT R & F	1-31-62 2-2-62	AMENDED to change station designation to WOOD RIVER-ALTON, ILLINOIS		

FORM BC-121
AUG. 1955

#3

APPLICATION RECORD · BROADCASTING

Call Letters WBRY

Name ROBERT W. SUDBRINK and MARGARETA S. SUDBRINK d/b as MADISON COUNTY BROADCASTING CO.

File No.	Dated	Application for	Action Nature	Action Date
BL-8815 R & F ✓	9-19-61 9-21-61	License to cover C.P. (BP-13646 as modified) which authorized a new standard broadcast station and specify studio location as 2 miles northwest of Bethalto, Ill. (same as transmitter) Atty. Resnick	GRANTED	2-14-62
BP-15,473 Rec'd Filed	3-30-62 4-10-62 4-10-62	CP to change hours of operation from Daytime to Unlimited using power of 1kw-500wLS; install new transmitter (Gates BC-1T and change from DA-D to DA-2 Atty. Leo Resnick Eng. Robert A. Jones, La Grange, Ill.	GRANTED Cond'l re:Phase Mon., Field meas. equip., DA & non-DA proof. Pre-sunrise operation Vertical plane field intensity measurements.	6-17-64
Amend R&F	5-29-63 5-31-63	AMENDED 5-31-63 to change applicant name to: Madison County Broadcasting Co., Inc. (BAL-4552 gr. 6-29-62)		
AMENDED R&F	11-16-63 11-19-63	AMENDED to make chg. in DA system (array) and make change in DA patterns		

(SEE CARD #4 FOR AMENDMENT)

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

FORM BC-121 #4
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters X WRTH WBBY

MADISON COUNTY BROADCASTING CO., INC.

Name x ROBERT W. SUDBRINK AND MARGARETA S. SUDBRINK d/b as MADISON COUNTY BROADCASTING CO.

WOOD RIVER, ILLINOIS

File No.	Dated	Application for	Action Nature	Action Date
BAL-4552 Rec'd Filed	6-16-62 6-18-62 6-18-62	Voluntary assignment of license to Madison County Broadcasting Co., Inc. Leo Resnick, Atty.	GRANTED EFF:	6-29-62 7-1-62
BP-15,473 AMENDMENT R&F	CON'T 4-16-64 4-17-64	AMENDED 4-17-64 to make change in DA system (array) and make change in DA patterns	GRANTED	6-17-64
BR-4072 RecId Filed	8-29-64 9-1-64 9-1-64	Renewal of license Atty. Leo Resnick	GRANTED	11-9-64
BL-10,731 R. & F.	8-28-64 9-3-64	License to cover construction permit (BP-15,473) which authorized change hours of operation, install new transmitter; change to DA-2. Atty- Leo Resnick 1kw, 500w-LS	GRANTED	3-8-65

FORM BC-121 #5
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WRTH

Name Madison County Broadcasting Co., Inc.
Wood River, Illinois

File No.	Dated	Application for	Action Nature	Action Date
BP-16,612 R. & F. SEE AMEND BELOW	2-15-65 2-17-65	CP to increase daytime power from 500w to 5kw, install new transmitter (Gates BC-5P2), make changes in the daytime directional antenna system (add 2 towers). Atty: Leo Resnick Engr: Robert A. Jones	DISMISSED 1-12-68 with prejudice. D-16980, #11421.	
BP-17,202 Rec'd Filed	3-8-66 3-10-66 4-25-66	CP to install an alternate-main trans (Gates Vanguard II) at main trans. location to be operated on 590kc, 1kw, 500w-LS, DA-2, Un. Atty - Leo Resnick	GRANTED	5-5-66
BP-16,612 cont'd Amendment R & F	6-20-66 6-21-66	Amended to change daytime DA pattern.	DISMISSED 1-12-68.	

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

FORM BC-121 #6
AUG. 1955

APPLICATION RECORD - BROADCASTING

590kc

Call Letters W R T H

Name MADISON COUNTY BROADCASTING CO., INC.
Wood River, Illinois

File No.	Dated	Application for	Action Nature	Action Date
BL-11,378 R & F	6/17/66 6/22/66	Lic. to cover CP (BP-17,202) which auth. install new alt-main trans., at main trans. loc. to be operated on 590kc 1kw 500w LS DA-2 Un Atty: Leo Resnick	GRANTED	8-17-66
BR-4072 Received Filed	8-30-67 9-5-67 9-18-67	Renewal of license (main & alternate-main) Atty: Leo Resnick	GRANTED	11-24-67
SEP 25 1967				
BAL-6480 R & F FEE PD: $105 -#160097 REFUND $30 -not nec for aux. transmitter SEP 30 1968 Pub. notice filed 10-10-68	9-20-68 9-20-68	Voluntary assignment of license to AVCO BROADCASTING OF CALIFORNIA Atty for assignor - Leo Resnick for assignee - Hogan & Hartson	GRANTED EFF.	2-7-69 3-16-69

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

#7

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WRTH

Name AVCO RADIO CORPORATION
XAVCO BROADCASTING OF CALIFORNIA
Wood River, Illinois

File No.	Dated	Application for	Action Nature	Action Date
BML-2276 R. & F. #489644 $30 FEB 11 1969	12-4-68 2-10-69 2-10-69	ML to change name of licensee to AVCO RADIO CORPORATION. atty-Hogan & Hartson(Edgar W. Holtz)	GRANTED	2-10-69
BR-4072 R & F P.N. OCT 15 1970	8-7-70 8-28-70 8-28-70	Renewal of License (Main & Alt. Main) Atty: Edgar W. Holtz (Hogan & Hartson)	GRANTED GRANTED	11 11-25-70
Annual filing fee $520.00 paid 12-1-70 #647075.				
BR-4072 R & F PN Recd. PRESS	8-24-73 8-29-73 18 SEP 1973	RENEWAL OF LICENSE (MAIN & ALT.MAIN) E.W. Holtz,Atty.(Hogan & Hartson)	GRANTED	11-30-73

#8

590 khz

Form BC-121
May 1976
12-62

APPLICATION RECORD - BROADCASTING

Call Letters W R T H

Name AVCO RADIO CORPORATION
WOOD RIVER, ILLINOIS

File No.	Dated	Application for	Action Nature	Action Date
BR-4072 R & F PN Recd. PREBS	7-19-76 7-27-76 " OCT 6 1976	RENEWAL OF LICENSE (MAIN & ALTER. TRANS.) Edgar W.Holtz,Atty. (HOGAN & HARTSON)	GRANTED	12-27-76
BTC-8175 Rec'd Filed See KYA(AM) for fee pd Code 047 (FORM 316) NOV 1 9 1976	10/29/76 10/29/76 11/8/76	Voluntary transfer of control of lic corp. from Avco Broadcasting Corporation to Avco Corporation Atty - Hogan & Hartson (William Reyner, Jr.)	GRANTED EFF: NO FEE:	11/23/76 11/30/76
BTC-8386 R & F FORM 315(ALSO SEE KYA JUL 1 8 1977 (AM & FM) PN filed	6-29-77 6-29-77 7/20/77	Voluntary transfer of control of lic corp from Avco Corporation to King Broadcasting Company Atty for transferor - Hogan & Hartson for transferee - Fletcher, Heald etc	GRANTED EFF:	8/22/77

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

Form BC-121
May 1976

CARD NO. 9

APPLICATION RECORD - BROADCASTING

590khz

Call Letters WRTH

Name King Radio Broadcasting Company
x Avco Radio Corporation
Wood River, Illinois

File No.	Dated	Application for	Action Nature	Action Date
BML-2655 R&F PRESS: NOV 23 1977	11-7-77 11-11-77	Mod. of lic. to change name to: King Radio Broadcasting Company Atty: Edward Hummers, Jr.	GRANTED	12-29-77
BP-21,253 Rec PRESS JUL 12 1978 PN FILED	6-13-78 6-20-78 8-2-78 SEP 25 1978	CP increase day power to 1kw, make changes in daytime DA (DA-2). Atty: Ed. Hummers	GRANTED	12-20-78
BR 790730 PRESS SEP 14 1979	UY	RENEWAL OF LICENSE (MAIN & ALTER. TRANS.) Ed.W.Hummers,Jr.,Atty.	GRANTED	11-30-79

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

#10

APPLICATION RECORD-BROADCASTING

590KHz.

Call Letters: W R T H

Name: KING RADIO BROADCASTING COMPANY

Station Location: WOOD RIVER, ILLINOIS

File No.	Date	Description	Action and Date
BMP791129AH PRESS (0)	DEC 1 1 1979	MP (BP21,253) For Extension of Time to: 6-20-80 (FOR CHANGES) Atty. Edward W. Hummers, Jr. (Fletcher,Heald & Hildreth)	GRANTED 2-19-80 TO: 8-15-80
BMP801014AQ PRESS (0)	NOV 6 1980	MP (BP-21,253, as Mod.) For Extension of Time to: 2-1-81 (FOR CHANGES) Atty. Edward W. Hummers, Jr. (Fletcher,Heald & Hildreth)	GRANTED: 12-10-80 TO: 5-31-81
BL-810128AD R & F PTA PRESS	1-28-81 2-6-81 FEB 27 1981	Lic. to cover BP-21,253 as mod) for changes. Atty: Robert L. Heald (Fletcher,Heald & Hildreth)	ISSUED

Form BC-121
March 1979

#11

APPLICATION RECORD-BROADCASTING
590KHz.

Call Letters: W R T H

Name: KING RADIO BROADCASTING COMPANY

Station Location: WOOD RIVER, ILLINOIS

File No.	Date	Description	Action and Date
BP810128AM PRESS (O)	MAR 16 1981	CP to make chgs. in Ant. Sys. (Augment Day & Night Patterns & Correct Spacing & orientation of Array). Atty. Robert L. Heald (Fletcher,Heald & Hildreth)	

Form BC-121
March 1979

W P I K - - - RECORD OF DENIAL OF INFORMAL APPLICATIONS

Ltr. 10-30-50 To remain on air beyond normal sunset hour
11-7-50 to broadcast election results.

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.