WAGS

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 2350199

B-S- 2943

BROADCASTING STATION LICENSE RECORD

AM

Date first licensed May 7, 1954 SEE CARD #2 FOR NAME Call letters W A G S

JAMES F. COGGINS AND EDWARD L. B. OSBORNE, d/b as LOCATION: BISHOPVILLE, S. C.
LEE COUNTY BROADCASTING COMPANY (AL 3-23-55 EFF: 7-30-55) Station Location: Bishopville, S. Car.
xH. L. GINSBERG, A. RAY GODSHALL, JAMES B. JEFFERIES, CLAUDE W. SMITH, HELEN G.
SMITH AND GLADYS A. JOHNSTON d/b as LEE COUNTY BROADCASTING COMPANY (AP 12-17-53
H. L. GINSBERG, W. G. DesCHAMPS, JR., J. L. DuBOSE, G. H. McELVEEN and
Name of licensee xTHURSTON WEBB d/b as LEE COUNTY BROADCASTING COMPANY (MP 1-27-54)

Transmister location On Highway 341, Approx. 1.6 miles S.E. of Intersection of Hwys 341 & 15, Near Bishopville, South Carolina (MP 6-17-53) Lic. 5-7-54

29010

Main studio location On Highway 341, Approx. 1.6 miles SE of Intersection of Hwys. 341 & 15, Near Bishopville, South Carolina (MP 6-17-53) Lic. 5-7-54

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BP-8203	8-13-52	1380	1kw	Daytime	
Ltr.	8-19-52 CP for new station granted subject to filing MP for approval of T site and antenna				
BP-8703	2-4-53	1380	1kw	Day	
	CP for reinstatement of CP(BP-8203) which authorized new standard broadcast station				
BP-8703	6-17-53	1380	1kw	Day	8-17 2-17-54
BMP-6129	MP approval antenna, trans. & Studio site & change type trans.(COND'L CLAUSE)				
BAP-222	12-17-53	Voluntary assignment of CP to H. L.			
EFF:	1-27-54	GINSBERG, A. RAY GODSHALL, JAMES B. JEFFERIES, CLAUDE W. SMITH, HELEN G. SMITH AND GLADYS A. JOHNSTON d/b as LEE COUNTY BROADCASTING COMPANY			
BMP-6401	1-7-54	Mod. of CP (BP-8703, as mod.) for			
(1)	change type trans. (COND'L)				3-7-54 9-7-54
BL-5259	5-7-54	1380	1kw	Day	5-7 12-1-54
Lic. cover C.P. Standard Broadcast Station (8703) as reinstated and mod., for a new					
BR-2943	11-3-54	Renewal of license			12-1 12-1-57
BAL-1980	3-23-55	Vol. assignment of license to James F.			
EFF:	7-30-55	Coggins and Edward L. B. Osborne, d/b as Lee County Broadcasting Company			
BR-2943	11-13-57	1380	1kw	Day	12-1 12-1-60
	11-30-60	Commission deferred action on renewal pending further consideration.			
BR-2943	2-8-61	Renewal of License			2-8 12-1-63
BAL-4459	4-12-62	Voluntary assignment of license to Lee			
EFF:	6-12-62	County Broadcasting Company, Inc.			
BR-2943	3-10-64	1380kc	1kw	Day	3-10 12-1-66
BR-2943	12-21-66	1380kc	1kw	Day	12-21 12-1-69
TEMPORARY	11-17-67	TSA	500w		
BR-2943(S)	11-26-69	Renewal of License			12-1-72
EBSA	6-12-72				

Form BC 126
June 1954 #2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WAGS

Station location .....

Name of licensee LEE COUNTY BROADCASTING COMPANY, INC. (BAL 4-12-62 EFF: 6-12-62 per Form 323)

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	Period To
BR-2943(S)	12-6-72	RENEWAL			12-1-75	
BR-2943(L)	12-15-75		RENEWAL		12-1-78	
BR 780802	UA 2-26-79	(S)	REN.OF LIC.			12-1-81

#1

FORM A-170

FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WAGS

Name H.L. GINSBERG, W.G. DesCHAMPS, JR., J.L. DuBOSE, G.H.McELVEEN and THURSTON WEBB d/b as LEE COUNTY BROADCASTING COMPANY

P.O. c/o H.L. Ginsberg, Bishopville, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BP-8203 Rec'd Filed	7-23-51 7-25-51 7-25-51	Construction permit for a new standard broadcast station to be operated on: Frequency: ~~620kc~~ 1380kcs Power: 1kw Hours of Operation: Daytime Trans. Location: To be determined Near Bishopville, South Carolina Studio Location: To be determined Near Bishipville, South Carolina R. L. Easley, Engr.	DOCKET No. 10079 Removed from hearing & GRANTED subject to filing MP for approval of T site and antenna Letter	8-13-52 8-19-52
AMENDED Rec'd Filed	1-10-52 1-15-52 1-23-52	AMENDED to change frequency from 620kc to 1380kcs.		

Gates BC-1F

FORM A-170 #2

FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Name H.L. GINSBERG, W.G. DESCHAMPS, JR., J.L. DUBOSE, G.H. McELVEEN AND THURSTON WEBB d/b as LEE COUNTY BROADCASTING COMPANY

Call Letters W A G S

File No.	Dated	Application for	Action Nature	Action Date
BP-8703 Rec'd Filed	11-18-52 12-23-52 12-23-52	Construction permit to replace expired construction permit (BP-8203, which authorized a new standard broadcast station) to be operated on 1380kc, power of 1kw, daytime only.	GRANTED Sub. filing MP for approval of T. Site and antenna	2-4-53
BMP-6129 Rec'd Filed	8-21-52 12-4-52 2-4-53	Modification of construction permit (BP-8703, which auth. a new standard broadcast station) for approval of antenna, transmitter and studio location as ~~U.S. Highway 15, opposite American Legion Club House, near Bishopville, South Carolina~~ and change type transmitter (Collins 20-V). R. L. Easley, Engr.	GRANTED blanketing clause	6-17-53
AMENDED Rec'd Filed	4-25-53 4-27-53 4-27-53	AMENDED to change antenna, transmitter and studio locations to On Highway 341 approx. 1.6 miles SE of Intersection of Highways 341 and 15, near Bishopville, South Carolina.		

#3

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Name H. L. GINSBERG, W. G. DES CHAMPS, JR., J. L. DU BOSE, G. H. MC ELVEEN AND THURSTON WEBB, d/b as LEE COUNTY BROADCASTING COMPANY

Call Letters W A G S

File No.	Dated	Application for	Action: Nature	Action: Date
Rec'd	7-27-53 7-29-53	Voluntary assignment of C.P. to Lee County Broadcasting Corporation.	RETURNED filed in very incomplete.	8-4-53 wrong name and
BAP-222 Rec'd Filed	10-27-53 11-12-53 11-12-53	Voluntary assignment of construction permit to H.L. Ginsberg, A. Ray Godshall, James B. Jefferies, Claude W. Smith, Helen G. Smith & Gladys L. Johnston, d/b as Lee County Broadcasting Company.	GRANTED EXT:	12-17-53 1-27-54
BMF-6401 Rec'd Filed	12-22-53 12-28-53 12-28-53	Modification of construction permit (BP-8703, as reinstated and mod., which auth. a new standard broadcast station) to change type transmitter (Gates BC-1F).	GRANTED re blanketing	1-7-54

#4

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WAGS

Name H. L. GINSBERG, A. RAY GODSHALL, JAMES B. JEFFERIES, CLAUDE W. SMITH, HELEN G. SMITH AND GLADYS A. JOHNSTON d/b as LEE COUNTY BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BL-5259 Rec'd Resub. Rec'd Filed	2-20-54 2-24-54 2-23-54 3-29-54 3-29-54	License to cover construction permit (BP-8703 as reinstated and mod.) which auth. a new standard broadcast station. Robert D. Lambert, Jr., Engr.	~~RETURNED~~ ~~Engr. dtd. after Sect. I~~ GRANTED	~~8-24-54~~ 5-7-54
BR-2943 Rec'd Filed	9-8-54 9-10-54 9-10-54	Renewal of License	GRANTED	11-3-54
BAL-1980 Rec'd Filed	2-26-55 2-28-55 2-28-55	Voluntary assignment of license to James F. Coggins and Edward L. B. Osborne, d/b as Lee County Broadcasting Company.	GRANTED EFF:	3-23-55 7-30-55

FORM BC-121 #5
AUG. 1955

APPLICATION RECORD - BROADCASTING

Name LEE COUNTY BROADCASTING COMPANY, INC.
H. L. GINSBERG, A. RAY GODSHALL, JAMES B. JEFFERIES,
CLAUDE W. SMITH, HELEN G. SMITH AND GLADYS A. JOHNSTON d/b as LEE COUNTY BROADCASTING COMPANY
BISHOPVILLE, SOUTH CAROLINA

Call Letters WAGS

File No.	Dated	Application for	Action Nature	Action Date
BR-2943 Rec'd Filed	9-2-57 10-14-57 10-14-57	Renewal of License	GRANTED	11-13-57
BR-2943 Rec'd Filed	9-2-60 9-6-60 9-6-60	Renewal of license	GRANTED	2-8-61
BAL-4459 Rec'd Filed	1-2-62 2-13-62 2-13-62	Voluntary assignment of license to Lee County Broadcasting Company, Inc.	GRANTED EFF: per Form 323	4-12-62 6-12-62
BR-2943 R. & F.	8-31-63 9-3-63	Renewal of license.	GRANTED	3-10-64
BR-2943 R & F	8-31-66 9-6-66	Renewal of license	GRANTED	12-21-66

#6

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WACS

Name LEE COUNTY BROADCASTING COMPANY, INC.
Bishopville, S. C.

File No.	Dated	Application for	Action Nature	Action Date
BR-2943 R & F #537376 $75. P. N.	8-30-69 9-2-69 9-2-69 9-2-69 OCT 2 - 1969	Renewal of License AMENDED 11-18-69 re: commercial matter	GRANTED 11-26	11-26-69
BR-2943 R & F PN Recd. PRESS SEP 25	8-31-72 9-5-72 " [illegible]	RENEWAL OF LICENSE AMENDED 11-27-72 re: commercial policy	GRANTED	12-6-72
BR-2943 R & F PN Recd. PRESS	7-31-75 8-4-75 " AUG 27 1975	RENEWAL OF LICENSE AMENDED 10-6-75 re: comp. of area	GRANTED	12-15-75

1380khz.

Form BC-121
May 1976

#7

APPLICATION RECORD - BROADCASTING

Call Letters W A G S

Name LEE COUNTY BROADCASTING COMPANY, INC.
Bishopville, South Carolina

File No.	Dated	Application for	Action Nature	Action Date
BR780802UA R & F PRESS	7-31-78 8-2-78 AUG 11 1978	RENEWAL OF LICENSE	GRANTED	2-26-79

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 one set is known to 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.