W J L J

SPERRY RAND

REMOVABLE LABEL TAB

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/5

Form BC 126
June 1954

#4916

BROADCASTING STATION LICENSE RECORD

Date first licensed June 7, 1973

Call letters W J L J (EFF 2-14-72 X W T L E

J.A. BAXTER, JR., GORDON L. BOSTIC and RAYMOND F. AKIN, dba LEE COUNTY BROADCASTING CO. (AL 2-12-81, EFF:
x ALL AMERICA BROADCASTING COMPANY (AL: 5-30-79 EFF: 7/1/79
x NORTH EAST RADIO, INC. (AL 2-15-78 EFF: 2-24-78
x TOWN AND COUNTRY BROADCASTING COMPANY OF TUPELO, INC. (AL 9-26-74 EFF: 10-2-74

Station location Tupelo, Mississippi

Name of licensee x JAMES L. JUMPER, tr/as TOWN 'N COUNTRY BROADCASTING COMPANY

Transmitter location Redes: 1 mi. S. of Elizabeth St., at Frisco RR., Tupelo, Miss. BRC-6-10-75
x Eason Blvd. & Frisco RR Tupelo, Mississippi (BP 9-1-71)

ZIP: 38801

Main studio location 113 Industrial Road, Tupelo, Mississippi (LETTER - 6-18-81)
X First Floor, Professional Bldg., 420 West Main St., Tupelo, Miss.
xxx same as transmitter
To be determined

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BP-17,986	9-1-71	1060kc	250w DA-	Day	9-1-72
	CP for a new standard broadcast station.				
BP-17,986(1)	11-15-71	Call letters assigned.			
BP-17,986(2)	2-14-72	ML to change call letters.			
EBSA	6-12-72				
WIRE	8-18-72	PSA	250watts (protected station KYW)		
BMP-13,475(3)	8-30-72	MP(BP-17,986) ext. time to 12-1-72			
BL-13,354(L)	6-7-73	Lic(BP-17,986)for new station			6-1-76
BP-17,986(4)	8-22-74	MP(BP-17,986) to correct MEOV 10° - true - 135 mv/m.			
BS-4916	8-5-74	chg monitor point values; chg directional antenna system (p. 2); and chg common point current.			
BAL-8221	9-26-74	VOL. AL	EFF:		
COMLET	7-15-75	Potomac Instrument AM-19 (204) antenna monitor installed			
BRC-3767	6-10-75	Mod. of lic. to chg. SL & RC			
BS-4916(L)	11-6-75	ML to changes for 10° Montoring point			6-1-76
BR-4916(S)	5-12-76	RENEWAL			6-1-79
BAL-9226	2-15-78	VOL. AL	EFF: 2-24-78		
BAL790112EG	5-30-79	VOL. AL		EFF:	
BR790201VE	5-18-79	RENEWAL			6-1-82
BAL801124EP	2-12-81	VOL AL,		EFF:	
LETTER	6-18-81	SL & RC 113 Industrial Road, Tupelo, Mississippi			

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters ~~new~~ ~~W T L E~~ W J L J

Name James L. Jumper, tr/as Town 'N Country Broadcasting Company
Tupelo, Mississippi (Hwy 15, South, Ripley, Miss. 38663)

File No.	Dated	Application for	Action Nature	Action Date
BP-17,986 Rec'd Filed MAR 15 1968	11-27-67 11-29-67 11-29-67	CP for a new standard broadcast station to be operated on: Frequency: 1060kc Power: 250w , DA-D Hours: Daytime Trans: RCA BTA-1R1 Trans loc: Eason Blvd & Frisco RR, Tupelo, Mississippi Studio loc: To be determined, Tupelo, Miss. Remote control: To be determined, Tupelo, Miss. atty-none engr-Ralph J. Bitzer St.Louis,Mo.	GRANTED	9-1-71

7-11-69. PETITION TO DENY filed by Shrinsky behalf James W. Eatherton, (WACR, Columbus, Miss.
7-31-69. REQUEST FOR ADDITIONAL TIME TO FILE OPPOSITION. By Eugene T. Smith for applicant.
9-9-69. OPPOSITION TO PETITON TO DENY filed by Eugene Smith.

Amended 11-7-69 re community survey.
Amended 2-2-70 re: Engineering
Amended 2-27-70 re: Engr. Exhibits(Part 1, Para. 1b & 1c and Sect. IV-A
Amended 2-27-70 re: Change to DA-D

DEC 1 1970 F.C.C. - WASHINGTON, D.C. (over)

CONTACT: JAMES L. JUMPER
PHONE: CODE 601; 837-7586
ADDRESS: HIGHWAY 15, SOUTH
RIPLEY, MISS.

Amended 2-22-71 re: Programming

JOINT REQUEST FOR APPROVAL OF AGREEMENT RELATING TO DISMISSAL OF APPLICATION OF FRANK E. HOLLADAY AND JOSEPH W. CARSON, PARTNERS filed 4-16-71 by Leonard Joyce and Eugene Smith on behalf of applicants.

Amended 5-21-71 re: Sect. III (Financial Information)
Amended 8-3-71 re: Statistical Data

1060kc.

Form BC-121
September 1969 #2

APPLICATION RECORD - BROADCASTING

Call Letters W J L J

Name JAMES L. JUMPER, tr/as TOWN "N COUNTRY BROADCASTING COMPANY
Tupelo, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BMP-13,475 R & F $50-096662 AC-067 AUG	7-24-72 8-1-72 8-1-72 2 3 1972	MP(BP-17,986) for extension of completion date to 12-1-72 (new) Atty: Eugene T. Smith	GRANTED to	8-30-72 12-1-72
BL-13,354 R & F W 100014-$50. *LTD PTA Amended PTA ext. PRESS	8-9-72 8-14-72 8-14-72-067 8-17-72 9-19-72 9-12-72 DEC 2 1 1972	Lic.(BP-17,986, as mod.) for New AM Broadcast (Am) Station. Transmitter: CCA, AM, 250-D. T-SL redes as: 1 mi. S. of Elizabeth St., at Frisco RR. *pend. rec. engr. exhibits Section VI Atty: Eugene T. Smith	GRANTED	6-7-73
BZ-8615 R & F DM PRESS AUG 8 1974	2-11-74 2-13-74 7-31-74	Direct Measurement	GRANTED as informal application.	8-5-74

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

FORM BC-121 #3
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WJLJ

Name × TOWN AND COUNTRY BROADCASTING COMPANY OF TUPELO, INC.
JAMES L. JUMPER tr/as TOWN "N" COUNTRY BROADCASTING COMPANY
Tupelo, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BAL-8221 R & F FEE PD: $250 #336233 CODE 047 (Form 316) SEP 11 1974	8-7-74 8-14-74	Voluntary assignment of license to TOWN AND COUNTRY BROADCASTING COMPANY OF TUPELO, INC. Atty - E.T. Smith	GRANTED EFF: 10-2-74	9-26-74
BP19,910 Rec'd Filed $200-398759 AC-017 PN filed JUN 3 1975	3-6-75 3-6-75 3-6-75 4-22-75	Construction permit to change frequency from 1060khz. to 1280khz., increase power from 250w DA-Day to 500w DA-2, chg. hours of operation to Unl. install trans. Gates BC-1H Atty: Eugne T. Smith (OVER) Eng. Marvin Blumberg	"Major Environmental Action Sec. 1.1305" DISMISSED 7-20-76 not in accord Sec.73.37a MO&O	
BRC-3767 R & F $100-412467 AC-056 APR 28 1975	4-3-75 4-10-75 4-10-75	Modification of license to change main studio location to First Floor, Professional Bldg., 420 West Main Street, Tupelo, Miss. Atty: Eugene T. Smith. operate transmitter by remote control from studio loc.	GRANTED	6-10-75

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

BP-19,910
Amended 6-24-75 re: Eng. statement, supplementary data.

PETITION TO DENY filed 7-25-75 by Leonard S. Joyce on behalf of West Alabama Broadcasting Company

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PETUTION TO DENY OR DISMISS filed 7-28-75 by Robert Coll on behalf of Lee Broadcasting Company

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MOTION FOR ADDITIONAL TIME filed 8-7-75 by Eugene T Smith on behalf of Town and Country Broadcasting co of Tupelo, Inc WJLJ

MOTION FOR ADDITIONAL TIME filed 8-11-75 by Eugene T. Smith on behalf of WJLJ

OPPOSITION TO PETITION TO DENY filed 11-3-75 by Charles W. Russell General Manager on behalf of Town and Country Broadcasting company of Tupelo, Inc.

OPPOSITION TO PETITION TO DENY filed 12-4-75 by Charles Russeel -Sec.-Treas of Station Town & Country B/C Co. on behalf of station WJLJ

#4

1060 kc

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters W J L J

ALL AMERICA BROADCASTING COMPANY
xNORTH EAST RADIO, INC.

Name xTOWN and COUNTRY BROADCASTING COMPANY OF TUPELO, INC.
TUPELO, MISSISSIPPI

File No.	Dated	Application for	Action Nature	Action Date
BR-4916 R & F PN Recd. PRESS	1-26-76 2-2-76 " APR 1 1976	RENEWAL OF LICENSE	GRANTED	5-12-76
BAL-9226 R & F FORM 314 PN FILED	11-28-77 12-2-77 DEC 30 1977 1-25-78	Voluntary assignment of license to NORTH EAST RADIO, INC. Atty for assignee - Daly, Joyce & Borsari Over	GRANTED EFF:	2-15-78 2-24-78
BAL 790112EG PRESS Form 314 PN FILED	JAN 22 1979 2-2-79	Vol AL to All America Broadcasting Company CONTINGENT ON GR OF AL FOR WELO(AM,FM) (SEE OVER) Atty-Richard F. Kennedy	GRANTED EFF:	5-30-79 7/1/79

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

RE: BAL-9226 - Exh 2A not filed with appl.(current bal sheet for assignor)

AMENDED 2-10-78 re:Balance sheet Exh.2-A

RE: BAL/EG - NOTEB: Assignor is proposed assignee for WELO(AM,FM)

Amended 1-23-79 re: Plan of Financing

Amended 1-24-79 re:line of credit from Peoples Bank & Trust for plan of financing

AMENDED 5-15-79 re: Cert. By-laws; other B/c int. of James E. Poole, Jr.; plan of financing; EEO and promissory notes.

Form BC-121
May 1966

#5

1060 khz

APPLICATION RECORD - BROADCASTING

J. A. BAXTER, JR., GORDON L. BOSTIC and RAYMOND F. AKIN, dba
LEE COUNTY BROADCASTING CO.
xx ALL AMERICA BROADCASTING COMPANY

Call Letters WJLJ

Name xNORTH EAST RADIO, INC.
Tupelo, MS

File No.	Dated	Application for	Action Nature	Action Date
BR790201VE PRESS MAR 12 1979		Renewal of License Richard F. Kennedy, Atty.	GRANTED	5-18-79
BAL801124FP Form 314 PRESS DEC 18 1980 PN filed 12-30-80		Vol AL to J.A. Baxter, Jr., Gordon L. Bostic and Raymond F. Akin, dba Lee County Broadcasting Co. Atty-John A.Borsari Request WAIVER OF Sec 73.3597 of the rules OVER	GRANTED EFF: 2-24-81	2-12-81

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

BAL801124FP AMENDED 1-15-81 re: Sect. IV-A; program logs;

AMENDED 1-27-81 re: Financial Plan

AMENDED 1-27-81 re: Balance sheet, Request for exception of 3 yr Rule.

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.