WSSO

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

B-S- 2250

BROADCASTING STATION LICENSE RECORD

Date first licensed 4-14-49

Call letters WSSO

(SEE CARD 2 NAME)

LOCATION: STARKVILLE, MISSISSIPPI

X JOE PHILLIPS, GRADY IMES, C. C. HOLLINSHEAD AND MRS. HARRIET K. HARTNESS d/b as THE STARKVILLE BROADCASTING COMPANY (AL 9-1-54 EFF: 10-6-54)

x GRADY IMES, MISS RUTH HARTNESS, EXECUTRIX OF THE ESTATE OF JAMES P. HARTNESS, DECEASED, C. C. HOLLINSHEAD AND JOE PHILLIPS, A PARTNERSHIP d/b as THE STARKVILLE BROADCASTING COMPANY

Name of licensee x GRADY IMES, JAMES P. HARTNESS, C. C. HOLLINSHEAD AND JOE PHILLIPS, A Partnership d/b as THE STARKVILLE BROADCASTING COMPANY (AL 4-1-53 EFF: 4-29-53)

Transmitter location Yellowjacket Dr., Starkville, Miss. (Ltr. 7-19-68)
X New State Highway 12, 0.79 mile SSW of center of Starkville, Miss.
(Lic. 4-14-49) (MP 7-7-48)

Main studio location Yellowjacket Dr., Starkville, Miss. (Ltr. 7-19-68)
X New State Highway 12, 0.79 mi. SSW of center of Starkville, MIss.
(Lic. 4-14-49) (MP 7-7-48)

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-6173	5-6-48	1230	250w	U	
	Ltr. 5-12-48. CP for new station granted subj. filing MP for approval of T site and antenna.				
BP-6173 BMP-3942	7-7-48	1230	250w	U	9-7 3-7-49
	Mod. CP (6173) for approval of antenna, T and studio sites. (COND. CLAUSE)				
BL-3443	4-14-49	1230	250w	U	4-14 2-1-52
	Lic. to cover CP (6173 as mod) for a new station. (COND. CLAUSE)				
BR-2250	1-16-52	1230	250w	U	2-1 6-1-52
BR-2250	5-21-52	1230 kc	250 w	Unl Con.clse.	6-1-52 6-1-55
BAL-1524 EFF: 4-29-53	4-1-53	Invol. assignment of license to GRADY I IMES, TRUTH HARTNESS, EXECUTRIX OF THE ESTATE OF JAMES P. HARTNESS, DECEASED, C. C. HOLLINSHEAD AND JOE PHILLIPS, A PARTNERSHIP d/b as THE STARKVILLE BROADCASTING COMPANY			
BAL-1836 EFF:	9-1-54 10-6-54	Vol. AL to JOE PHILLIPS, GRADY IMES, C. C. HOLLINSHEAD AND MRS. HARRIET K. HARTNESS d/b as THE STARKVILLE BROADCASTING COMPANY.			
BR-2250	5-11-55	1230kc	250w	U	6-1 6-1-58
BR-2250	5-21-58	Renewal of license			6-1 6-1-61
	4-1-61	Cont. deferred action on renewal pending further consideration.			
BR-2550	7-27-61	Renewal of License			7-27 6-1-64
BP-15902	10-9-63	1230kc	250w,1kw-LS	U	12-9 6-9-64
	CP to increase daytime power to 1kw and install new transmitter (GATES BC-1T) (Cond'l).				
BR-220	5-7-64	Renewal of License			6-1 6-1-67
BL-10579	6-12-64	1230kc	250W-1kw	U	6-12 6-1-67
	Lic. to cover CP(BP-15,902) which auth. incr. daytime power and install new trans; specify type trans. as collins 20V-2.				

Form BC 126
June 1954

#2

BROADCASTING STATION LICENSE RECORD

SEE CARD #3

Date first licensed .....

Call letters W S S O

xJOE PHILLIPS AND HARRIET K. HARTNESS dba STARKVILLE BROADCASTING COMAPNY (AL 3-14-73 EFF: 4-18-73

Joe Phillips, Harriet K. Hartness, and Margaret B. Imes, Executrix of the Estate of Grady Imes, deceased dba The Starkville Broadcasting Company(AL 12-21-71 EFF; 12-30-71)

Station location .....

x JOE PHILLIPS, C. C. HOLLINSHEAD, MRS. HARRIETT K. HARTNESS and MRS. MARGARET B. IMES, EXECUTRIX OF THE ESTATE OF GRADY IMES, DECEASED, dba THE STARKVILLE BROADCASTING COMPANY (AL-2-14-66; EFF: 4-9-66)

Name of licensee .....

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	To
BAL-5685 EFF:	2-14-66 4-9-66	Involuntary assignment of license to Joe Phillips, C. C. Hollinshead, Mrs. Harriet K. Hartness and Mrs. Margaret B/ Imes, Executrix of the Estate of Grady Imes, Deceased, dbe The Starkville Broadcasting Company				
BR-2250	5-29-67	1230 kc	250kw-1kw	U	6-1	6-1-70
BL-11,917 (L)	4-24-68	Lic. to use former main trans as Aux. Day-Alt. N Night				6-1-70
Ltr. 7-19-68 - T-SL		now Yellowjacket Dr., Starkville.				
BZ-6978 (1)	10-29-68	Direct Meas. (Main)				
BZ-6979(1)	10-29-68	Direct Meas. (Alt-Aux.)				
BR-2250(L)	10-29-70	Renewal of Main				6-1-73
BAL-7478	12-21-71	VOL. AL	EFF: 12-30-71			
FRSA	5-22-72					
BAL-7818	3-14-73	VOL AL	EFF:			
BR-2250(L)	5-31-73	Renewal				6-1-76
BR-2250(S)	5-27-76		RENEWAL			6-1-79
BAL781218EG	12-29-78	INVOL. AL		EFF:		
BR 79013 OUL	7-31-79	RENEWAL OF LICENSE				6-1-82
BAL800520GN	8-8-80	VOL AL	EFF:			

BC-126
June 1975

BROADCASTING STATION LICENSE RECORD

Date first licensed _____

Call letters W S S O

Station location STARKVILLE, MISSISSIPPI

(AL 8-8-80 EFF:

Name of licensee HELEN S. PHILLIPS AND HARRIET K. HARTNESS DBA STARKVILLE BROADCASTING COMPANY/

*HELEN PHILLIPS, Executrix of the Estate of Joe Phillips, (deceased) and HARRIET K. HARTNESS dba STARKVILLE BROADCASTING COMPANY (AL 12-29-78

(EFF:

Transmitter location _____

Main studio location _____

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To

Form 94 #2

APPLICATION RECORD - BROADCASTING

Name GRADY IMES, JAMES P. HARTNESS, C.C. HOLLINSHEAD and JOE PHILLIPS, A Partnership d/b as THE STARKVILLE BROADCASTING COMPANY

Call Letters WSSO

File No.	Dated	Application for	Action Nature	Action Date
BMP-3942 Rec'd Filed	5-27-48 6-2-48 6-2-48	Mod. of C.P. (BP-6173, which authorized a new standard broadcast station) for approval of antenna, transmitter and studio locations at New State Hwy. 12, 0.79 mile SSW of center of Starkville, Mississippi. (Filed by Russell Rowell, Atty.)	GRANTED re blanketing clause	7-7-48
BL-3443 Rec'd Filed	11-1-48 11-8-48 11-8-48	License to cover C. P. (BP-6173, as mod.) which authorized a new standard broadcast station.	GRANTED 4-14-49 re blanketing clause	

Form 94

APPLICATION RECORD - BROADCASTING

#3

Call Letters WSSO

Name GRADY IMES, JAMES P. HARTNESS, C. C. HOLLINSHEAD and JOE PHILLIPS, a Partnership d/b as THE STARKVILLE BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BAP- Recd.	11-1-48 11-12-48	Voluntary assignment of construction permit from Grady Imes, James P. Hartness, C. C. Hollinshead and Joe Phillips, a partnership d/b as THE STARKVILLE BROADCASTING COMPANY TO THE STARKVILLE BROADCASTING COMPANY.	Returned application incomplete	Letter 11-29-48
BR-2250 Rec'd Filed	10-25-51 10-29-51 10-25-51	Renewal of license	GRANTED	1-16-52
BR-2250 Rec'd Filed	4-29-52 5-1-52 5-1-52	Renewal of license (Informal request)	GRANTED	5-21-52

FORM A-170 #4

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call Letters W S S O

Name x GRADY IMES, JAMES P. HARTNESS, C. C. HOLLINSHEAD AND JOE PHILLIPS, A Partnership d/b as THE STARKVILLE BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BAL-1524 Rec'd Resub. Rec'd Filed	2-9-53 3-2-53 3-23-53 3-25-53 3-25-53	Involuntary assignment of license to Grady Imes, Miss Ruth Hartness, Executrix of the estate of James P. Hartness, Deceased, C. C. Hollinshead and Joe Phillips, A Partnership d/b as The Starkville Broadcasting Company.	~~RETURNED~~ ~~Appli. not filed in part. name.~~ GRANTED EFF	~~6-11-53~~ 4-1-53 4-29-53
BAL-1836 Rec'd Resub. Rec'd Filed	6-11-54 6-14-54 6-11-54 8-9-54 8-9-54	Voluntary assignment of license to Joe Phillips, Grady Imes, C. C. Hollinshead, and Mrs. Harriet K. Hartness, d/b as The Starkville Broadcasting Company.	~~RETURNED~~ ~~Application not complete~~ GRANTED EFF:	~~6-18-54~~ 9-1-54 10-6-54
BR-2250 Recd Resubmitted Recd Filed	2-28-55 3-12-55 2-28-55 3-30-55 3-30-55	Renewal of license	GRANTED	~~Returned, Ltr. 3-22 re. Sec. II date, Sec. IV, p3, par. 12~~ 5-11-55

FORM BC-121 #5
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WSSO

Name GRADY IMES, JAMES P. HARTNESS, C.C. HOLLINSHEAD AND JOE PHILLIPS, A Partnership d/b as THE STARKVILLE BROADCASTING COMPANY
Starkville, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BR-2250 Rec'd Filed	3-3-58 3-5-58 3-5-58	Renewal of License	GRANTED	5-21-58
BR-2250 Rec'd&Filed	3-3-61 3-6-61	Renewal of License	GRANTED	7-27-61
BP-15902 Rec'd Filed	4-6-63 4-8-63 4-8-63	CP to increase daytime power from 250w to 1kw and install new transmitter(Gates BC-1T) Eng. Claude M. Gray, Birmingham, Ala.	GRANTED 250w Class IV stations. Section 3.54 of the Commission Rules.	10-9-63
BR-2250 Rec'd Filed	3-3-64 3-6-64 3-6-64	Renewal of license	GRANTED	5-7-64
BL-10,579 Rec'd Filed	4-8-64 4-13-64 4-14-64	Lic to cover CP(BP-15,902) which auth incr daytime power and install new trans; specify type trans as Collins 20V-2.	GRANTED	6-12-64

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

FORM BC-121 #6
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WSSO

x X Joe Phillips, Grady Imes, C.C. Hollinshead and Mrs. Harriet
Name K. Hartness dba THE STARKVILLE BROADCASTING COMPANY
Starkville, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BAL-5685 R & F (Form 316)	1-26-66 1-28-66	Involuntary assignment of license to Joe Phillips, C.C. Hollinshead, Mrs. Harriet K. Hartness and Mrs. Margaret B. Imes, Executrix of the Estate of Grady Imes, Deceased, dba THE STARKVILLE BROADCASTING COMPANY	GRANTED EFF:	2-14-66 4-9-66
BR-2250 R & F.	3-1-67 3-6-67	RENEWAL OF LICENSE	GRANTED Cond'l.	5-29-67 Class IV
BL-11,917 Rec'd Filed #403920 $30 PTA-3/5/68 MAR 28 1968	1/22/68 1/24/68 1/30/68 1/30/68	Lic. to use former main trans. WESTERN ELEC. 451-A1 as an Aux. day-alt-main night - 1230kc 250w Alt-Main-Aux.	GRANTED	4-24-68
BZ-6978 Rec'd AUG 14 1968 RESUB:R & F DM OCT 29 1968	8/14/68 8/8/68 8/15/68 8/16/68	Direct Meas. (Main)	~~RETURNED~~ ~~Sect. I~~ GRANTED	~~8/12/68 no~~ 10-29-68

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

FORM BC-121 #7 **APPLICATION RECORD · BROADCASTING** 1230kc

Aug. 1955 JOE PHILLIPS AND HARRIET K. HARTNESS dba STARKVILLE BROADCASTING COMPANY

Call Letters WSSO

X JOE PHILLIPS, ~~G. G. HOLLINGSHEAD~~, MRS. HARRIET K. HARTNESS and

Name MRS. MARGARET B. IMES, EXECUTRIX OF THE ESTATE OF GRADY IMES, DECEASED, dba THE STARKVILLE BROADCASTING COMPANY Starkville, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BZ-6979 R & F DM OCT 29 1968	10/14/68 10/17/68 10/23/68	Direct Meas. (Alt-Aux.)	GRANTED	10-29-68
BR-2250 R & F #581995 $75.	3-2-70 3-4-70 3-4-70	Renewal of License (Main) AMENDED 10-16-70 re: commercial policy	GRANTED	10-29-70
BAL-7478 R & F FEE PD: $250 #025149 CODE 053 (Form 316) ALSO SEE: WSMU-FM DEC 17 1971	12-8-71 12-10-71	Voluntary assignment of license to Joe Phillips, Harriet K. Hartness, and Margaret B. Imes, Executrix of the Estate of Grady Imes, Deceased, dba THE STARKVILLE BROADCASTING COMPANY	GRANTED EFF:	12-21-71 12-30-71
BAL-7818 R & F FEE PD: $250 #155217 CODE 053 (ALSO SEE FM Form 316 WSMU FEB 28 1973	2-14-73 2-20-73	Voluntary assignment of license to JOE PHILLIPS and HARRIET K. HARTNESS dba STARKVILLE BROADCASTING COMPANY	GRANTED EFF:	3-14-73 4-18-73

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

Form BC-121
September 1969

#8

APPLICATION RECORD · BROADCASTING

Call Letters W S S O

Name: JOE PHILLIPS AND HARRIET K. HARTNESS dba STARKVILLE BROADCASTING COMPANY

X JOE PHILLIPS, HARRIET K. HARTNESS and MARGARET B. IMES, EXECUTRIX OF THE ESTATE OF GRADY IMES, DECEASED d/b as THE STARKVILLE BROADCASTING COMPANY

STARKVILLE, MISSISSIPPI

File No.	Dated	Application for	Action Nature	Action Date
BR-2250 R & F PN Recd. PRESS	3-2-73 3-5-73 " MAR 14 1973	RENEWAL OF LICENSE AMENDED 4-19-73 re: to change name of applicant to "Joe Phillips and Harriet K. Hartness dba Starkville Broadcasting Company" MAY 1973	GRANTED	5-31-73

The Commission by letter of 10-17-73 notified station of apparent liability for $2000 for violation of sponsorship identification rule.

BR-2250 R & F PN Re cd. PRESS	1-29-76 2-2-76 2-20-76 APR 14 1976	RENEWAL OF LICENSE	GRANTED	5-27-76

F.C.C. · WASHINGTON, D. C.

Form 94

APPLICATION RECORD - BROADCASTING

Call Letters: WSSO New

Name: GRADY IMES, JAMES P. HARTNESS, C.C. HOLLINSHEAD and JOE PHILLIPS, A Partnership d/b as THE STARKVILLE BROADCASTING COMPANY (PO c/o Capt. Joe Phillips, Starkville, Mississippi)

File No.	Dated	Application for	Action: Nature	Action: Date
BP-6173 Rec'd Filed	6-9-47 6-24-47 6-24-47	Construction Permit for a new standard broadcast station to be operated on: Frequency: 1230kc Power: 250w Hours of operation: Unlimited Trans. location: To be determined-Starkville, Mississippi Studio location: To be determined-Starkville, Mississippi (Filed by Russell Rowell, Atty.)	GRANTED after being removed from hearing docket. Docket # 8494. subj. filing MP for approval T site and antenna. Ltr. 5-12-48 Issued with MP 3942	5-6-48

Transmitter-W.E. 451-A1

O.S.Droke,Engr.
Shreveport, Louisiana

19 1230khz

HELEN PHILLIPS AND HARRIET K. HARTNESS DBA STARKVILLE BROADCASTING COMPANY

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call Letters WSSO

x HELEN PHILLIPS, Executrix of the Estate of Joe Phillips, (deceased and HARRIET K. HARTNESS dba STARKVILLE BROADCASTING COMPANY

Name x JOE PHILLIPS and HARRIET K. HARTNESS dba STARKVILLE BROADCASTING COMPANY

Starkville, Mississippi

File No.	Dated	Application for	Action Nature	Action Date
BAL781218EG Form 316 (Also see WSMU-FM) PRESS	11-15-78 DEC 28 1978	Involuntary AL to HELEN PHILLIPS, Executrix of the Estate of Joe Phillips, Deceased and HARRIET K. HARTNESS dba STARKVILLE BROADCASTING COMPANY (see over)	GRANTED EFF: COND'L	12-29-78
BR790130UL PRESS	MAR 14 1979	Renewal of License		
BAL800520GN FORM 314 PRESS	JUN 9 1980	Vol AL to Helen S. Phillips and Harriet K. Hartness d/b as Starkville Broadcasting Company Atty--	GRANTED GRANTED EFF:	7-31-79 8-8-80

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

RE: TAL/EG - Part II, FCC Form 314, rec'd 10-30-79 for
assignment to Helen S. Phillips and Harriet K. Hartne
dba Starkville Broadcasting Company - RET'D 11-26-79
complete Form 314 (Partx I & II) nec.

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.