

W R E V



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

B.S. #2537

BROADCASTING STATION LICENSE RECORD

#1

Date first licensed 11-9-50

Call letters WREY

Location: Reidsville, North Carolina

MHR BROADCASTING COMPANY, INC. (AL gr 9/29/76 EFF: 11/1/76)
Name of licensee xREIDSVILLE BROADCASTING COMPANY, INC.

1013 Madison St., Reidsville, North Carolina (Redescribed BZ-4-18-77)
x1013 Madison Street, Reidsville, North Carolina (BL-8-14-59)
Transmitter location xOn W side of U.S.Hwy.29, 1 mi. N of city limits of Reidsville, N.C.
(CP 8-17-50)

Same as above

x1013 Madison Street, Reidsville, North Carolina (BL-8-14-59)
xOn W. side of U.S.Hwy.29, 1 mi. N of city limits of Reidsville, N.C. (Ltr.
Main studio location x114-1/4 West Scales St., Reidsville, North Carolina (CP 8-17-50) 7-17-53)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BP-7553	8-17-50	1220	250w	Day	10-17 4-17-51
CP for a new standard broadcast station.					
BL-4259	11-9-50	1220	250w	Daytime	11-9 5-1-51
Lic. cover CP(BP-7553) which auth. new std station					
BR-2537	4-25-51	1220	250w	Day	5-1 5-1-54
BTC-1179	9-26-51	Acquisition of control of licensee corp. by WILLIAM M. OLIVER, SR. through purchase of stock from C.R. Oliver, Sr. and C.R. Oliver, Jr.			
Eff.	10-1-51				
Telegram	4-30-54	Action on renewal deferred 4-28-54 and continued operation auth. until final determination on renewal			
BR-2537	6-2-54	1220	250w	Day	6-2 12-1-54
BR-2537	11-10-54	Renewal of license			12-1 12-1-57
BR-2537	11-13-57	Renewal of license			12-1 12-1-60
BP-12759	2-13-59	1220kc	250w	Day	4-13 10-13-59
CP to install a new transmitter.					
BL-7476	8-14-59	License to cover CP (BP-12,759) which authorized installation of new transmitter			
BR-2537	11-8-60	1220kc	250w	Day	12-1 12-1-63
BP-12589	1-18-61	1220kc	1kw	Day	3-18-61 9-18-61
CP to increase power from 250w to 1kw & install new transmitter (Cond'L)					
BR-4385	2-2-61	Authority to determine operating power by direct measurement of antenna power.			
(1)					
BL-8448	8-3-61	License to cover CP(BP-12,589) which auth increase power and the installation of a new transmitter.			
(2)					
BR-2537	12-19-63	1220kc	1kw	Day	12-19 12-1-66
BZ-6176	11-10-66	Auth. to determine operating power by direct meas. of antenna power.			
(1)					
BR-2537	11-18-66	1220kc	1kw	Day	12-1 12-1-69
BR-2537(s)	11-2-70	RENEWAL & NDEA			
PSA	11-24-70	500w			
BZ-7888(1)	11-11-71	Direct Measurement			
EBSA	5-25-72				

Form BC 126
June 1954

BROADCASTING STATION LICENSE RECORD

#2

Date first licensed

Call letters W R E V

Station location REIDSVILLE, NORTH CARO

Name of licensee

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To
BTC-7025	1-24-73	VOL RELINQ.		EFF:	3-6-73
BR-2537(L)	12-6-72	Renewal			12-1-75
BR-2537(S)	11-12-75		RENEWAL		12-1-78
BAL-8760	9/29/76	Vol AL	EFF: 11/1/76		
BZ-9400(L)	5-20-77	Direct Measurement			12-1-78
BR-780801WF(S)	11-20-78	RENEWAL			12-1-81
BZ-791106AC(L)	1-10-80	Direct Measurement			12-1-81

APPLICATION RECORD - BROADCASTING

Call W R E V
Letters X NEWName REIDSVILLE BROADCASTING COMPANY, INC.
(114½ North Scales Street, Reidsville, North Carolina)

File No.	Dated	Application for	Action	
			Nature	Date
BP-7553	2-21-50	Construction permit for a new standard	GRANTED	8-17-50
Rec'd	2-24-50	broadcast station to be operated on:		
Filed	2-24-50	Frequency: 1220kc Power: 250w Hours of Operation: Daytime Trans. location: On West side of U.S. Highway No. 29, 1 mile North of Reidsville, North Carolina Studio location: 114½ West Scales Street Reidsville, North Carolina Stephen Tuhy, Atty. Commercial Radio, Engrs.		

GATES BC-250-GY

APPLICATION RECORD - BROADCASTING

Call
Letters

W R E V

Name REIDSVILLE BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BL-4259 Rec'd Filed	10-19-50 10-23-50 10-23-50	License to cover construction permit (EP-7553) which authorized a new standard broadcast station. Stephen Tuhy, Jr., Atty.	GRANTED	11-9-50
BR-2537 Rec'd	3-29-51 3-30-51	Renewal of license Filed by Stephen Tuhy, Jr., Atty.	GRANTED	4-25-51
BTC-1179 Rec'd Filed	8-6-51 8-9-51 8-9-51	Voluntary acquisition of control of licensee corporation by William M. Oliver, Sr., through purchase of 87 shares of common stock from C. R. Oliver, Sr., and C. R. Oliver, Jr. (50%) Stephen Tuhy, Jr. Atty.	GRANTED Eff.	9-26-51 10-1-51

APPLICATION RECORD - BROADCASTING

Call
Letters **WREY**

Name **REIDSVILLE BROADCASTING COMPANY, INC.**

File No.	Dated	Application for	Action	
			Nature	Date
BR-2537 Rec'd Filed	1-25-54 2-1-54 2-1-54	Renewal of License Filed by Stephen Tuhy, Jr., Atty.	Granted	6-2-54
BR-2537 Rec'd Filed	8-13-54 8-23-54 8-23-54	Renewal of License (Informal Request) Filed by Stephen Tuhy, Jr., Atty.	GRANTED	11-10-54
BR-2537 Rec'd Filed	8-31-57 9-3-57 9-3-57	Renewal of License	GRANTED	11-13-57

Aug. 1955

Call
Letters W R E VName REIDSVILLE BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BP-12,589 Rec'd Filed	11-15-58	CP to increase power from 250w to 1kw and install new transmitter (Gates BC-1T) Engr. Edward F. Lorentz	Subject to acceptance of interference as may be imposed by BP-13093	GRANTED 1-18-61
	11-19-58			
	11-19-58			
BP-12,759 Rec'd Filed	1-27-59	Construction permit to install a new transmitter (GATES BC-250T).	GRANTED	2-13-59
	1-28-59			
	1-28-59			
BL-7476 R & F	3-27-59	License to cover C.P. (BP-12,759) which authorized installation of a new transmitter.	GRANTED	5-14-59
	3-30-59			
BR-2537 Rec'd Filed	8-31-60	Renewal of license	GRANTED	11-8-60
	9-1-60			
	9-1-60			

APPLICATION RECORD - BROADCASTING

Call
Letters WREY

Name REIDSVILLE BROADCASTING COMPANY, INC.
Reidsville, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BZ-4385 Rec'd Filed	10-27-60 10-31-60 10-31-60	Authority to determine operating power by direct measurement of antenna power.	GRANTED	2-2-61
BL-8448 R. & F.	4-10-61 4-11-61	License to cover C. P. (BP-12,589) which auth. increase power and the installation of a new transmitter.	GRANTED	8-3-61
BR-2537 Rec'd Filed	8-30-63 9-3-63 9-3-63	Renewal of license	GRANTED	12-19-63
BR-2537 R & F	8-3-66 8-22-66	Renewal of license Atty- Mark Fields	GRANTED	11-18-66
BZ-6176 R & F	8/25/66 8/30/66	Auth. to determine operating power by direct meas. of antenna power. Engr: C. Leon Lasley, Kernersville, N.C.)	GRANTED	11-10-66

FORM BC-121

AUG. 1955

APPLICATION RECORD - BROADCASTING

1220kc

Call
Letters W R E VName REIDSVILLE BROADCASTING COMPANY, INC.
Reidsville, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BR-2537 R & F #539599\$75. P.N. filed PRESS SEP 6 1969	August 8-69 9-2-69 9-2-69 9-2-69	Renewal of license Atty-Fly, Shuebruk, Blume & Gaguine (J. K. Edmundson, Jr.)	GRANTED	11-26-69
BZ-7888 R & F DM PRESS NOV 9 1971	9-9-71 9-27-71 9-29-71	Direct Measurement Atty: Benito Gaguine (Fly, Shuebruk, etc.)	GRANTED	11-11-71
BTC-7025 R & F FEE PD: \$250 #108548 CODE 053 (Form 316) ALSO SEE: FM WWMO RESUBMITTED R & F .. 10-19-72 DEC 8 1972	9-8-72 9-12-72	Voluntary transfer of control of lic corp from William M. Oliver, Sr. to William M. Oliver, Sr., William M. Oliver, Jr., & Katye O. Sowell and Katye P. Oliver, as a Family Group (SEE OVER) Atty - Fly, Shuebruk, Blume & Gaguine	GRANTED	1-24-73 EFF: 3-6-73

RE: BTC-7025 - Form 316 resubmitted - OK TO ACCEPT PER
DICK RIEHL

Ltr from atty filed 1-22-73 re finances

APPLICATION RECORD - BROADCASTING

MHR BROADCASTING COMPANY, INC.

Call Letters **WREX**

Name **x REIDSVILLE BROADCASTING COMPANY, INC.**
Reidsville, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BR-2537 R & F PN PRESS	8-15-72 9-5-72 9-5-72	Renewal of License Atty-James K. Edmundson	Granted	12-6-72
BR-2537 R & F P. N. Rec'd Press	7-10-75 8-1-75 8-1-75 SEP 16 1975	Renewal of License. Atty: Arthur G. House (Fly, Shuebruk etc.)	GRANTED	11-12-75
BAL-8760 R & F FEE PD: \$200 #599999 CODE 047 PN filed	7-27-76 8-3-76 AUG 21 1976 9/17/76	Voluntary assignment of license to MHR BROADCASTING COMPANY, INC. Atty - Fly, Shuebruk, Blume & <u>Gaguine</u> (SEE OVER)	GRANTED EFF: FEE REQ:	9/29/76 11/1/76 pd 11/5/76 W 632906

RE: BAL-8760 - Attys. was called 8-24-76 - cert of
by laws nec. *filed 9-2-76*

AMENDED 9-13-76 - re replacement costs (Par. 10 & 12, Part I
^{show}
assets not involved in assignment

APPLICATION RECORD - BROADCASTING

1220khz

Call

Letters W R E V

Name MHR BROADCASTING COMPANY, INC.
Reidsville, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BZ-9400 R & F DM PRESS MAY 9 1977	4-15-77 4-18-77 4-29-77	Direct Measurement SL & TL: 1013 Madison Street, Reidsville, North Carolina	GRANTED	5-20-77
BR780801WF R & F PRESS	6-28-78 8-1-78 AUG 18 1978	RENEWAL OF LICENSE Atty. Stuart A. Shorenstein (Fly, Shuebruk, Blume etc.)	GRANTED	11-20-78
BZ-791106AC R & F DM PRESS DEC 8 1 1979	11-6-79 11-13-79	Direct Measurement	GRANTED GRANTED	1-10-80

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.

