

W M P S



Remington Rand Inc.
BRANCHES EVERYWHERE
MADE IN U. S. A.

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1330199

First WNER- 2-13-27
 Licensed WQBC- 11-14-24

#1

Call x WNER (5-1)
 Letter x WNER-WQBC
 Location: Memphis, Tennessee

PLOUGH BROADCASTING COMPANY, INC. (BAL 12-17-62 EFF: 12-31-62)
 Name of X W M P S, Inc. (AL 9-18-45, Eff. 9-19-45)
 Licensee: X MEMPHIS BROADCASTING COMPANY

3627 Benjestown Road, Memphis, Tenn. (CP 3-20-46) (Lic. 11-21-47)
 Transmitter 1690 Lauderdale St., Memphis, Tenn. (Lic. 11-27-31)
 Location: X 69 Jefferson Ave., Memphis, Tenn.

38103 112 Union Avenue, Memphis, Tennessee (Ltr. 4-4-49; Change made 2-28-49)

Main Studio x Columbian Mutual Tower, 62 North Main Street, Memphis, Tennessee (Eff. 9-1-37)
 Location: X Elks Hotel, 69 Jefferson Ave., Memphis, Tenn. Letter 8-30-37
 FRC-65 (Lic. 11-21-27)

CONSTRUCTION PERMIT AND LICENSE RECORD

Pl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD From To
L-B-809	(Granted	5-8-31	for Unltd. time,	issued with 618	
L-B-618	6-17-31	1430	500	Unltd.	6-17 11-1-31
		Move and chg. equip.			
S-B-479	6-26-31	Use trans. of WGBC			6-26 9-24-31
S-B-479	8-7-31	Use portable test for loc.			8-7 8-17-31
S-B-479	9-18-31	Use transmitter of WGBC			9-24 11-1-31
F-B-2331	10-2-31	Move Tr. locally			10-19 1-19-32
R-B-479	10-16-31	1430	500	Unltd.	11-1 5-1-32
L-B-740	11-27-31	1430	500 (Move)	Unltd.	11-27 5-1-32
R-B-479	4-22-32	1430	500	U (H)	5-1 11-1-32
F-B-242	5-27-32	Automatic Frequency Control			
R-B-479	5-31-32	1430	500	Unltd.	5-31 11-1-32
ter Min.	7-22-32	Postpone install. freq. monitor			8-31-32
R-B-479	10-11-32	1430	500	U.	11-1 5-1-33
R-B-479	4-11-33	1430	500	U	5-1 11-1-33
R-B-179	10-6-33	1430	500	U	11-1 5-1-34
R-B-79	4-13-34	1430	500	U	5-1 11-1-34
FEDERAL COMMUNICATIONS COMMISSION					
R-479	10-30-34	1430	500	U (H)	11-1 5-1-35
143	2-5-35	1430	500w, 1kw	LS U (H)	2-5 5-1-35
3-2-14	Direct measurement of antenna power				
B3-R-479	3-12-35	1430	500w, 1kw	LS U	3-12 5-1-35
B3-R-479	4-16-35	1430	500w, 1kw	LS U	5-1 11-1-35
B3-R-479	10-8-35	1430	500w, 1kw	LS U	11-1 5-1-36
B3-R-479	4-24-36	1430	500w, 1kw	LS U	5-1 11-1-36
B3-TC-44	7-2-36	Transfer of Control to Memphis Commercial Appeal, Incorporated			
B3-R-479	10-27-36	1430	500w, 1kw	LS U	11-1 5-1-37
B3-TC-87	3-16-37	Trans. of Control to Memphis Commercial Appeal COMPANY			
B3-S-479	4-27-37	Extension of License			5-1 6-1-37
B3-R-479	5-25-37	1430	500w, 1kw	LS U	5-25 11-1-37
B3-S-479	C.A. 7/16/37	Rebroadcast prog. material originating from temp. relay broadcast sta. WAXB, WAXC, granted to & opr. by Al. Williams for broadcast of radio control acrobatic from plane flying over vic. Memphis, 7/17.			

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W M P S

(see card 1)

Name of licensee XMEMPHIS BROADCASTING COMPANYTransmitter location See Card #1.Main studio location See Card #1.

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	DATE ISSUED	FREQ.	POWER	TIME Div.	PERIOD From— To—
B3-R-479	10-5-37	1430	500w, 1kw-LS	U	11-1 5-1-38
B3-S-479	C.A. 10/14/37	Opr. 100w port. trans. vic. Memphis, Tenn. 3am EST 11/1 to 11/16, bet. hrs. 12mid. & 6am CST purpose making measurements leading to possible selection of new trans. site. No operation during hrs. prescribed for Comm. monitoring sch.			
B3-R-479	4-13-38	1430	500w, 1kw-LS	U	5-1 11-1-38
B3-2-145	6-28-38	1430	500w, 1kw-LS	U	6-28 11-1-38
Mod. License for direct measurement.					
B3-TC-112	10-25-38 Eff. 10-31-38	Transfer of Control from Memphis Com- mercial Appeal Co. to MEMPHIS PRESS- SCIMITAR COMPANY			
B3-R-479	10-25-38	1430	500w, 1kw-LS	U	11-1 5-1-39
B3-R-479	4-3-39	1430	500w, 1kw-LS	U	5-1 11-1-39
B3-R-479	10-24-39	1430	500w, 1kw-LS	U	11-1 8-1-40
B3-P-2612	12-11-39	1430	500w, 1kw-LS	U	2-11 8-11-40
C.P. make changes in equipment					
B3-S-479	4-13-40	1430	500w 1kw-LS	U	4-13 8-1-40
Mod. Lic. to add sunrise					
B3-P-2612	4-13-40	Mod. C.P. 2612 to add SR			2-11 8-11-40
Order	6/12/40	Extension of License			8/1 10/1/40
B3-L-1184	7-10-40	1430	500w; 1kw-LS	U	7-10 10-1-40
Lic cover CP(B3-P-2612) for equipment changes.					
Order	9-10-40	Extension of license			10-1 3-29-41
B3-TC-228	11-26-40	Transfer of control of corporation to Memphis Publishing Co. Effective:			6:25 p.m. 12-18-40
NARBA REALLOCATION					
B3-R-479	3-24-41	1460	500w, 1kw-LS	U	3-29 8-1-41
B3-R-479	7-22-41	1460	500w 1kw-LS	U	8-1 8-1-42
B3-R-479	7-7-42	1460	500w, 1kw-LS	U	8-1 12-1-42
B3-R-479	11-17-42	1460	500w, 1kw-LS	U	12-1 12-1-44
Renewal and modification in accordance with Order 107					

B.S.

BROADCASTING STATION LICENSE RECORD

Card No. 3

Date first licensed

Call letters W.M.P.S.

(see card #1)

X W M P S, INC. (AL 9-18-45, Eff. 9-19-45)

Name of licensee X MEMPHIS BROADCASTING COMPANY

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
B3-S-479	11-28-44	Extension of license			12-1 2-1-45
B3-TC-411 Eff. 3-16-45	12-27-44	Transfer of control of licensee corporation from Memphis Publishing Company to W M P S, INC.			
B3-S-479	1-25-45	Extension of license			2-1 4-1-45
B3-R-479	3-14-45	1460	500w, 1kw-LS U		3-14 11-1-47 (Cond'l Clause)
B3-AL-492 EFF: 9-19-45	9-18-45	Voluntary assignment of license to WMPS, INC.			
B3-S-479 Mod. Lic. Order 107A	9-25-45	1460	500w, 1kw-LS U (Cond'l Clause)		10-1 11-1-47
B3-S-479 Mod. Lic. Order 107A	9-25-45	1460	500w, 1kw-LS U Supersedes Lic. dated 9-25-45 also eliminates clause		10-1 11-1-47 issued in new name
B3-P-4310	3-20-46	680	5kw*10kw-LS U		5-20 11-20-46 C.P. change frequency, increase power, install new T and *DA for night use and change T site
B3-MP-2036	8-14-46	Mod.C.P.(4310) for change in type of transmitter			5-20 11-20-46
B3-MP-2260	11-27-46	Mod.C.P.(4310 as mod.) for extension of completion date			5-20 2-20-47
BMP-2708	5-5-47	680kc	10kw-LS U 5kw-DA-N		5-20 8-20-47 Mod. of C.P.(4310) for extension of compl.date.
BMP-2986	8-12-47	680	5kw*10kw-LS U *DA for night use		5-20-46 to 11-20-47 Mod. C.P.(4310, as mod.) for ext. completion date
BR-479	10-16-47	1460	500w, 1kw-LS U		11-1 11-1-50
BL-2657 B2-2493	11-21-47	680	5kw*, 10kw-LS U		11-21 11-1-49 Lic. to cover CP (4310 as mod), change freq., increase power, install new T and *DA-N, change T site and determine cpr. power by direct method.
BP-6464 Auxiliary	12-15-47	680	1kw	Auxiliary	2-15- 8-15-48 C.P. to install auxiliary transmitter
BL-2025 Aux.	3-24-48	680	1kw*, 10-KW-LS U *DA-N		3-24 11-1-49 Lic. to cover CP (6464 to install aux. T at present site of main T.

B-S

BROADCASTING STATION LICENSE RECORD

Card No. 4

Date first licensed

Call letters W.M.P.S.

(see card #1)

W M P S, INC. (AL 9-18-45, eff. 9-19-45)

Name of licensee x MEMPHIS BROADCASTING COMPANY

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BR-479 Aux.	10-21-49	680	5kw*10kw-LS 1kw* *DA-N	U Aux.	11-1 11-1-52
BS-479	6-26-50	680	5kw*10kw-LS *DA	U	6-26 11-1-52
Mod. lic. correcting the value of the field intensity at night of Mon. point 5. (CONDL. CLAUSE)					
BS-479	10-18-50	680	5kw*10kw-LS 1kw* *DA-N	U Aux.	10-18 11-1-52
Mod lic. changing description of monitoring point #1					
BS-479 Aux.	10-18-50	680	5kw*10kw-LS 1kw* *DA-N	U	10-18 11-1-52
Superseding license correcting antenna resistance at common point for directional antenna					
BR-479 and Aux.	10-15-52	680kc	5kw-10kw DA-N 1kw DA-N	Unl.	11-1 8-1-55
BR-479	7-20-55	Renewal of license Main & Auxiliary			8-1 8-1-58
BR-479	7-20-55	Renewal of license Main & Auxiliary			8-1 8-1-61
	7-26-61	Comm.deferred action on renewal pending further consideration.			
BR-479	10-26-61	Renewal of license Main & Aux			10-26 8-1-64
BAL-4677 EFF:	12-17-62	Voluntary assignment of license to Plough Broadcasting Company, Inc.			
BAL-4677 EFF:	12-17-62	Voluntary assignment of license to Plough Broadcasting Company, Inc.			
Superseding authorization issued to correct assignee name.					
BR-479	8-31-64	680kc	5kw-10kw-LS	Un(DA-N)	8-31 8-1-67
BR-479	8-31-64	680kc	1kw DA-N	Aux.	8-31 8-1-67
BR-479	7-24-67	Renewal of License (Main & Auxiliary) Renewal of NDEA			8-1 8-1-70

Form BC 126
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W M P S

Station location

Name of licensee

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BR-479(S)	7-30-70	RENEWAL - MAIN(S) AUX.(S) & NDEA			8-1-73
BTC-6369	12-9-70	VOL. TC			
EFF.	1-15-71				
EBSA	5-25-72				
BP-19,237	6-14-72	680kc, 5kw 10kw	U DA-N	6-14-73	
		CP to install a 5 tower in the nighttime directional ant. array and make chgs. in the radiation pattern.			
BMP-13,463(1)	7-28-72	MP(BP-19,237) to use 5th tower for daytime non-directional operation.			
BMP-13,630(2)	6-8-73	MP(BP-19,237) ext. time to 9-14-73			
BMP-13,663(3)	8-22-73	MP(BP-19,237) ext. time to 12-14-73			
BMP-13,714(4)	11-30-73	MP(BP-19,237) ext. time 3-14-74			
BR-479(L)	5-31-74	Renewal & Mod. of Main & Aux. 8-1-76			
BL-13,630(L)	5-31-74	Lic. to cover BP-19,237 for chgs. 680khz., 5kw 10kw DA-N (issued together)			
BS-479 (1)		Mod. of license to correct coordinates xxxx xxxxxxxxxxxxxxxxxxxx			
BS-479(L)	1-27-76	cor. coords. & markings			8-1-76
BR-479(L)	12-16-76	RENEWAL (MAIN & AUX.)			8-1-79
Ltr. 7-21-77		New Trans. RCA BTA-10L1			
BRC-3978 (1)	2-3-78	Mod. of license to operate trans. by remote control from SL.			
BRC-3994 (2)	3-23-78	ML to operate trans by RC from the SL (nighttime operation only)			
BR790328UC(L)	7-18-79	Renewal of License (MAIN & AUX. TRANS.)			8-1-82

BROADCASTING STATION HISTORY RECORD

CARD # 6

AM

First licensed

Call Letters WMPS

Station Location

SEE CARD # 1

Name

Transmitter Location

Main studio location

Authorization Record

File No.	Granted	Facilities	Expires
COMTEL	8-28-80	TEMP. AU. GR. OPERATE PARAMETERS AT VARIANCE WHILE MAINTAINING MONITOR POINTS WITHIN LIC. LIMITS TO FACILITATE REPAIRS TO INSULATED HANGERS ON TOWERS. AU. EXPIRES 11-15-80	

STATION APPLICATION RECORD

#1.

APPLICANT: JOHN ULRICH

CALL LETTERS: WNR

ADDRESS: 883 Poplar St., Memphis, Tennessee

FILE NO: 3-R-B-479 DATED: 3/15/29

Present

Assignment: 1430 Kc., 500 W., & WGBC equally

ACTION: Lic. 4/6/29, 1430 Kc.,
500 W., & WGBC equally, period
4/30/29 to 7/31/29Requested: Renewal

APPLICANT: JOHN ULRICH

CALL LETTERS: WNR

ADDRESS: 883 Poplar Blvd., Memphis, Tenn

FILE NO: 3-R-B-479 DATED 6/25/29

Present 1430 kc. 500 w. Divides WGBC

Assignment:

ACTION: G.O. 69 - 7/31/29 to
10/31/29Requested: Renewal

APPLICANT: John Ulrich

CALL LETTERS: WNR

ADDRESS: 883 Poplar St., Memphis, Tenn.

FILE NO: 3-M-B-348 DATED: 8/19/29

Present

Assignment: 1430 Kc. 500 W. Divides WGBC equally.

ACTION: Denied Min. 1-31-30
Order 1-31-30Requested: Same Kc, Same W. 7/8 tim: Inc. hrs of oper.

APPLICANT: JOHN ULRICH CALL LETTERS: WNBR

ADDRESS: 883 Poplar Blvd., Memphis, Tenn. FILE NO: 3-R-B-479 DATED: 9/19/29

Present

Assignment: 1430 kc. 500 w. + WGBC ACTION: Lic. 10-12-29

Requested: Renewal 1430 kc. 500 w. + WGBC
Per. 10-31-29 to 1-31-30

APPLICANT: JOHN ULRICH CALL LETTERS: WNBR

ADDRESS: 883 Poplar Blvd., Memphis, Tenn. FILE NO: 3-R-B-479 DATED: 1-1-30

Present

Assignment: 1430 kc. 500 w. + WGBC. ACTION: Renewal license 1-15-30.

Requested: Renewal ACTION: Period 1-31 to 4-30-30.

APPLICANT: JOHN ULRICH CALL LETTERS: WNBR

ADDRESS: 883 Poplar Blvd., Memphis, Tennessee FILE NO: 3-A-B-194 DATED: 3/10/30

Present

Assignment: 1430 kc. 500 W. Divides with WGBC Vol. Assignment of license granted
Lin. 3-28-30, issued 4-1-30 to

Requested: Assignment to MEMPHIS BROADCASTING COMPANY ACTION: MEMPHIS BRDCSTG. CO.

STATION APPLICATION RECORD

3

APPLICANT: Memphis Broadcasting Co. CALL LETTERS: WNBRADDRESS: 863 Poplar Blvd., Memphis, Tenn.FILE NO: 3-R-B-479 DATED: 4-12-30Present
Assignment: 1430 Kc. 500 W. + WGBCRenewal Lic. 4-21-30
Per: 4-30 to 7-31-30
ACTION:Requested: RenewalAPPLICANT: SameCALL LETTERS: WNBRADDRESS: SameFILE NO: 3-R-B-479 DATED: 6-25-30Present
Assignment: 1430 Kc. 500 watts, + WGBCRenewal License 7-7-30
ACTION: Per: 7-31 to 10-31-30Requested: Renewal

APPLICANT:

CALL LETTERS:

ADDRESS:

FILE NO: DATED:

Present
Assignment:

ACTION:

Requested:

STATION APPLICATION RECORD

APPLICANT:

CALL LETTERS:

ADDRESS:

FILE NO:

DATED:

Present

Assignment:

ACTION:

Requested:

APPLICANT:

CALL LETTERS:

ADDRESS:

FILE NO:

DATED:

Present

Assignment:

ACTION:

Requested:

APPLICANT:

CALL LETTERS:

ADDRESS:

FILE NO:

DATED:

Present

Assignment:

ACTION:

Requested:

APPLICATION RECORD - BROADCASTING

Call WNRB-WGBC (6-17-31)

Letters x WNRBName MEMPHIS BROADCASTING CO.

File No.	Dated Recorded	Application for	Action	
			Nature	Date
3-R-B-479	9-24-30	Renewal of License	Granted (30D)	10-21-30
			Granted (60D)	11-14-30
3-ML-B-700	10/24/30	Move studio from 883 Poplar Blvd., Memphis to 69 Jefferson Ave., Memphis, Tenn.	Application not necessary. Letter	C.O. 98 11-18-30
3-P-B-1899	12-20-30	Construction permit to move transmitter from 883 Poplar Blvd., to 69 Jefferson Ave., and install new equipment. (Comp. DCC. Max. 1 KW) Note: <u>Present equipment.</u> COMP. - Max. 700 w. without DCC.	Granted Granted	1-20-31 4-24-31
3-R-B-479	12-26-30	Renewal of license	C.O. 103	1-20-31
3-ML-B-805	3-28-31	Change hours of operation from Sharing with WGBC to Unlimited time. (issued with 3-L-B-618)	Granted	5-8-31
3-L-B-618	5-16-31	License to cover 3-P-B-1899.	Granted	6-17-31

APPLICATION RECORD - BROADCASTING

Call WNBR (5-15-33)
 Letters x WNBR-WGBC

Name MEMPHIS BROADCASTING CO.

File No.	Dated Received	Application for	Action	
			Nature	Date
3-P-B-2331	8-19-31	Move transmitter from 69 Jefferson Ave. to 2085-Jackson-Ave. , Memphis Tenn.	Granted	10-2-31
Amended	9-3-31	to request to move to 1690 So. Lauderdale, Memphis, Tenn.		
3-R-B-479	8-26-31	Renewal of License	Granted	10-16-31
3-L-B-740	10-30-31	License to cover 3-P-B-2331.	Granted	11-27-31
3-R-B-479	2-8-32	Renewal of license (requested) (H)	Granted	4-22-32
		Taken from Docket & Order of Grant 5-31-32		
3-F-B-242	5-7-32	automatic frequency control	Granted	5-27-32
3-R-B-479	8-30-32	Renewal of license	Granted	10-11-32
3-R-B-479	2-25-33	Renewal of license	Granted	4-11-33

Call
Letters W N B RName Memphis Broadcasting Co.

File No.	Dated	Application for	Action	
			Nature	Date
<u>3-R-B-479</u>	<u>8-24-33</u>	<u>Renewal of License</u>	<u>Granted</u>	<u>10-6-33</u>
<u>#3-R-B-479</u>	<u>2-23-34</u>	<u>Renewal of license</u>	<u>Granted</u>	<u>4-13-34</u>
B3-R-479	8-27-34	FEDERAL COMMUNICATIONS RECORDS: Renewal of license	Order of	Grant-2-12-35 (WTJS appl. dismissed)
B3-ML-113	12-27-34	Mod. of License (B3-R-479) to increase day power from 500w to 1kw.	Granted	Min. 2-5-35
B3-Z-14	1-4-35	Authority to determine operating power by direct measurement of antenna	Granted	Min. 2-5-35
B3-R-479	2-26-35	Renewal of license	Granted	4-16-35
B3-R-479	8-26-35	Renewal of license	Granted	10-8-35
B3-R-479	2-20-36	Renewal of License	Granted	4-24-36

APPLICATION RECORD—BROADCASTING

Call letters WNBRName MEMPHIS BROADCASTING CO.

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-TC-44	1-6-36	Consent to transfer control of corporation from Francis S. Chamberlin, Mallory Chamberlin, Charles W. Brunner & Ceylon B. Frazer to Memphis Commercial Appeal, Inc.	Granted	7-2-36
B3-P-1324	8-17-36	C.P. to move trans. to WMC's new location and use the antenna reflector of WMC as authorized in C.P. (B3-P-621) granted to WMC, 11-19-35.	Returned Request of	5-13-37 Attorney
B3-R-479	8-29-36	Renewal of license.	Granted	10-27-36

APPLICATION RECORD—BROADCASTING

Call letters WMPS (Eff. 8-1-37)
~~x WNBC~~

Name MEMPHIS BROADCASTING COMPANY

FILE NO.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-TC-87	1-14-37	Authority to transfer control of corporation from Memphis Commercial Appeal, Inc. to Memphis Commercial Appeal Co., 200 shares common stock.	Granted	3-16-37
B3-R-479	2-26-37	Renewal of license	Granted	5-25-37
B3-TC-112	7-17-37	Auth. to transfer control of corp. from Memphis Commercial Appeal Co. to Memphis Press-Scimitar Co. 200 shares common stock.	Ex. Rept. I-638 GRANTED Min. Effective	Dock 4870 n. 10-25-38 10-31-38

APPLICATION RECORD - BROADCASTING

#9

Call
Letters WMPSName MEMPHIS BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B3-R-479	8-30-37	Renewal of license	Granted	10-5-37
B3-R-479	2-28-38	Renewal of license	Granted	4-13-38
B3-Z-145 Resubmitted	5-18-38 6-6-38	Authority to determine operating power by direct measurement of antenna power.	Returned 6-3-38 not signed. Granted	6-3-38 6-28-38
B3-R-479	8-31-38	Renewal of license	Granted	10-25-38
B3-R-479	2-27-39	Renewal of license	Granted	4-3-39
B3-R-479	8-22-39	Renewal of license	Granted	10-24-39
B3-P-2612 Resubmitted	11-4-39 11-4-39	C.P. to make changes in equipment.	Returned only one copy verified. Granted	11-15-39 12-11-39

APPLICATION RECORD - BROADCASTING

Call
Letters W M P SName MEMPHIS BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B2-TC-228	5-7-40	Authority to transfer control of corporation from MEMPHIS PRESS-SCIMITAR COMPANY to MEMPHIS COMMERCIAL APPEAL COMPANY, 200 shares of common stock.	GRANTED to MEMPHIS PUBLISHING CO. EFFECTIVE: 6:25p.m. 12-18-40	11-26-40
B3-R-479	5/23/40	Renewal of license	Granted 1460kc, 500w, 1kw-LS, U	3-24-41
B3-L-1184 Rec'd.	6-25-40 6-26-40	License to cover construction permit (B3-P-2612) for changes in equipment. (Filed by G.S. Smith)	Granted	7-10-40
B3-R-479	5-27-41	Renewal of license Form 335 filed 6-10-41. Supplement to 335 filed 7-16-41	Granted	7-22-41

#11

Call
Letters W M P SName MEMPHIS BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B3-R-479	5-23-42	Renewal of license and Forms 335	Granted	7-7-42
B3-R-479	9-22-42	Renewal of license Filed by Geo. S. Smith atty.	Granted	11-17-42
B3-TC-411 Rec'd Filed	8-21-44 8-28-44 9-7-44	Transfer of control of licensee corporation from Memphis Publishing Company to WMPS, INC. 200 shares common stock (100%) (Filed by Harold Cowgill) 335's filed **Eff. 3-16-45	Granted Eff. On 1-26-45 time within which to complete ex- tended period 30 days. On 2-20-45 time within which to complete ex- tended period 30 days **	12-27-44
B3-R-479 Rec'd	9-30-44 10-6-44	Renewal of license Filed by George S. Smith atty. 2 add'l copies of contracts & 303-S filed 10-24-44	Granted	3-14-45 Subj. condition that transfer of control authorized by the Comm. 12-27-44 be com- pleted within terms of the consent as recently extended to 3-27-45

APPLICATION RECORD - BROADCASTING

Call

Letters W M P S

W M P S, INC. (AL 9-18-45, EFF. 9-19-45)

Name x MEMPHIS BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B3-AL-492	5-21-45	Voluntary Assignment of License to W M P S, INC. (Filed by John P. Southmayd, Atty.)	Granted	9-18-45 EFF: 9-19-45
Rec'd	5-26-45			
Filed	5-26-45			
B3-P-4310	10-2-45	C.P. to change frequency from 1460 to 680 kc, increase power from 500w, 1kw-LS, to 5kw, 10kw-LS, install new transmitter (W.E. 406-A3) and D.A. for night use, and change transmitter location from 1690 S. Lauderdale St., Memphis, Tenn., to Benjestown Road, Memphis, Tenn. (Filed by Fred W. Albertson, Atty.; Geo. M. Lohnes, Engr.)	GRANTED	3-20-46
Rec'd	10-5-45			
Filed	10-5-45			

APPLICATION RECORD - BROADCASTING

#13

Call

Letters WMPSName WMPS, INC.

File No.	Dated	Application for	Action	
			Nature	Date
B3-MP-2035 Rec'd Filed	7-10-46 7-15-46 7-15-46	Modification of construction permit (B3-P-4310, which authorized change in frequency, increase in power, install new transmitter and DA for night use and change transmitter location) change type transmitter to (RCA - BTA-10F) Robert L. Irwin, Att'y.	GRANTED	8-14-46
B3-MP-2260 Rec'd Filed	11-8-46 11-12-46 11-12-46	Modification of Construction permit (B3-P-4310 as mod., which authorized increase in power, install new transmitter and DA for night use and change transmitter location) for extension of completion date from 11-20-46 to 2-20-47. Robert L. Irwin, Atty	GRANTED	11-27-46

APPLICATION RECORD - BROADCASTING

14

Call

Letters W M P SName W M P S, INC.

File No.	Dated	Application for	Action	
			Nature	Date
B3-MP-2388 Rec'd- Filed	9-12-46 12-19-46 12-19-46	Modification of C.P. (B3-P-4310, as modified, which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use and change in transmitter location) to change the power from 5kw, 10kw-LS to 10kw day and night. (Filed by Robert L. Irwin, Atty. George M. Lohnes, Engr.)	DOCKET # WITHOUT	8316-DISMISSED PREJUDICE 2-27-48

APPLICATION RECORD - BROADCASTING

‡15

Call

Letters W M P S

Name W M P S, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-2511 Rec'd Filed	2-17-47 2-17-47 2-17-47	Modification of C.P.(B3-P-4310,as mod., which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use and change transmitter location) for extension of completion date from:2-20-47 to: 5-20-47. (Thomas W. Wilson, Atty.)	GRANTED	3-5-47

APPLICATION RECORD - BROADCASTING

Call
Letters W M P SName W M P S, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-2708 Rec'd. Filed	4-26-47 4-28-47 4-28-47	Mod. of C.P. (B3-P-4310, as modified, which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use and change transmitter location) for extension of completion date from 5-20-47 to 8-20-47. (Filed by John P. Carr, Atty.)	GRANTED	5-5-47
BMP-2986 Rec'd Filed	7-26-47 7-31-47 7-31-47	Mod. of C.P. (B3-P-4310, as mod., which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use and change transmitter location) for extension of completion date from: 8-20-47 to: 11-20-47 (Robert L. Irwin, Atty.)	GRANTED	8-12-47

APPLICATION RECORD - BROADCASTING

#17

Call
Letters W M P SName W M P S, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BR-479 Rec'd	8-16-47 8-29-47	Renewal of license Filed by P.A. O'Bryan atty.	Granted	10-16-47
BL-2657 Rec'd Filed	9-1-47 9-4-47 9-4-47	License to cover C.P. (B3-P-4310, as mod.,) which authorized change in frequency, in- crease in power, installation of new trans- mitter and directional antenna for night use and change transmitter location. and	GRANTED	11-21-47
BZ-2493 Rec'd Filed	9-1-47 9-4-47 9-4-47	Authority to determine operating power by direct measurement of antenna power. (P. A. O'Bryan, Atty.; Edward W. Deeters, Engr.)		

APPLICATION RECORD - BROADCASTING

#18

Call

Letters W M P SName W M P S, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BP-6464 Rec'd Filed	12-1-47 12-2-47 12-2-47	Construction Permit to install auxiliary transmitter (RCA BTA-1L) at Benjestown Road, Memphis, Tennessee (present site of main transmitter) to be operated on 680 kc with power of 1kw. (Filed by Robert L. Irwin, Atty.)	Granted	12-15-47
BL-3025 Rec'd Filed	2-26-48 3-2-48 3-2-48	License to cover C.P. (BP-6464, which authorized to install auxiliary transmitter at present site of main transmitter, to be operated on 680 kc with power of 1kw. (Robert L. Irwin, Atty.)	GRANTED	3-24-48 3-24-48

AUG. 1955

PLOUGH BROADCASTING COMPANY, INC.

Call
Letters **W M P S**Name **W M P S, Inc.**
Memphis, Tennessee

File No.	Dated	Application for	Action	
			Nature	Date
BR-479	4-15-58	Renewal of license. (Main and Auxiliary)	GRANTED	7-9-58
Rec'd.	4-25-58			
Filed	4-25-58	Harry G. Sells, Atty.		
BR-479	4-10-61	Renewal of License (Main and Aux.)	GRANTED	10-26-61
Rec'd & Filed	5-1-61	Alfred C. Cordon, Jr., atty.		
BAL-4677	11-28-62	Voluntary assignment of license to Plough	GRANTED:	12-17-62
Rec'd	11-30-62	Broadcasting Company, Inc.	EFF:	12-31-62
Filed	11-30-62	John B. Jacob, Atty.		
BR-479	3-6-64	Renewal of License (Main & Auxiliary)	GRANTED	8-31-64
R.&F.	3-16-64	Atty: Dow, Lohnes and Albertson (Al Cordon, Jr.)		
BR-479	4-26-67	Renewal of license (Main & Auxiliary)	GRANTED	7-24-67
R&F	5-1-67	Atty - Thomas H. Wall		

FORM BC-121 #21
AUG. 1955

APPLICATION RECORD - BROADCASTING

680kc

Call
Letters W M P S

Name Plough Broadcasting Company, Inc.
Memphis, Tennessee

File No.	Dated	Application for	Action	
			Nature	Date
BP- Rec'd #461410 \$75 NP rec'd	9-23-68 9-25-68 9-25-68 10-29-68	CP to change from 680kc, 5kw, 10kw-LS DA-N, U to 680kc, 5kw, 25kw-LS, DA-2, U, (transmitter Bauer 725). atty-Dow, Lohnes and Albertson (B. Dwight Perry) enr-Elizabeth L. Dahlberg	Returned by Comm	1-8-69 Order
BR-479 R & F \$75 #598569 \$105 " PN Recd. PRESS	4-27-70 5-4-70 " " MAY 20 1970	RENEWAL OF LICENSE (MAIN & AUX.) B.Dwight Perry, Atty. (Dow, Lohnes, Albertson) AMENDED 6-26-70 re: commercial policy	GRANTED	7-30-70
BTC- 6369 R & F #620111 \$75 PRESS SEP 11 1970 PN REC'D: Pub. notice filed 8-24-70	7-31-70 7-31-70 7-31-70	Voluntary transfer of control of licensee corporation from Plough, Inc. to Schering-Plough Corporation. Atty.: Thomas H. Wall (Dow, Lohnes & Albertson)	GRANTED EFF. See WFLA-A	12-9-70 1-15-71

APPLICATION RECORD - BROADCASTING

Call
LettersW.M.P.S.....

Name PLOUGH BROADCASTING COMPANY, INC.
Memphis, Tennessee

File No.	Dated	Application for	Action	
			Nature	Date
BP- 19,237 Rec'd Filed #014974 \$50 Acc. 060 Press JUN 19 1972	10-18-71 10-27-71 10-27-71 10-27-71	Construction permit to install a 5th tower in the nighttime directional antenna array and make minor changes in the radiation pattern. Atty: B. Dwight Perry	GRANTED	6-14-72
BMP43,463 Rec'd Filed \$50-085288 AC-060 PRESS: JUL 27 1972	6-22-72 6-22-72 6-22-72 6-22-72	Modification of construction permit (BP-19,237) to use 5th tower for daytime non-directional operation. Atty. Dwight Perry (Dow, Lohnes & Albertson)	GRANTED	7-28-72

#23

680 kc

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call
Letters W M P SName PLOUGH BROADCASTING COMPANY, INC.
MEMPHIS, TENNESSEE

File No.	Dated	Application for	Action	
			Nature	Date
BR-479 R & F PN Recd. PRESS MAY 18 1973	4-12-73 5-2-73 "	RENEWAL OF LICENSE (MAIN & AUX. TRANS.) B.Dwight Perry, Atty. (Dow, & Albertson)	GRANTED issued with	5-31-74 BL-13,630
BMP-13,630 R & F \$50-190085 AC-067 JUN 5 1973	5-18-73 5-22-73 5-22-73	MP(BP-19,237) for extension of completion date to 7-1-73 (changes) Att: B. Dwight Perry	GRANTED to	6-8-73 9-14-73
BMP-13,663 R & F \$50-219963 PRESS: AC-056 AUG 14 1973	7-30-73 7-31-73 7-31-73	Mod. of CP(BP-19,237 as mod.) for extension of time. (Changes). Atty. Dow, Lohnes & Albertson	GRANTED to	8-22-73 12-14-73

APPLICATION RECORD - BROADCASTING

 Call
 Letters W M P S

 Name PLOUGH BROADCASTING COMPANY, INC.
MEMPHIS, TENNESSEE

File No.	Dated	Application for	Action	
			Nature	Date
BMP-13,714 R & F \$50-251802 AC-056 PRESS: NOV 21 1973	11-8-73 11-12-73 11-12-73	Mod. of CP(BP-19,237 as mod.) for extension of completion date to 3-4-74. (Changes) Atty. Dow, Lohnes and Albertson	GRANTED to	11-30-73 3-14-74
BL-13,630 Rec;d \$50#277188 PTA Amend & Filed PRESS 2 MAY 1974	2-1-74 2-6-74 2-8-74 3-14-74 3-8-74 -	Lic. to cover BP-19,237 for changes (Main & Auxiliary) Re: performance measurement	GRANTED issued with BR-479	5-31-74 BR-479
BR-479 R & F P.N. Press JUN 10 1976	3-25-76 4-1-76 4-1-76	RENEWAL OF LICENSE (MAIN & AUXILIARY) Atty: B. Dwight Perry (Dow Lohnes & Albertson) (over for petition)	GRANTED	12-16-76

(BR-479) PETITION TO DENY AND INTERVENE filed 7-1-76 by Alvin O. Chambliss, Counsel on behalf of Memphis Chapter of People United to Save Humanity, Cypress Health and Safety Committee, North Miss. Coalition for Better Broadcasting & Black Men Pushing Operation Push of Memphis

(See WREC for petition filed 7-13-76)

OPPOSITION OF PLOUGH BROADCASTING COMPANY, INC., TO PETITION TO DENY filed 8-2-76 by Thomas H. Wall, Counsel on behalf of W M P S

(See KWAM for petition filed 8-17-76)

AMENDED 7-22-76 re: EEO complaint

MOTION FOR LEAVE TO FILE ADDITIONAL PLEADING AND REJOINDER OF PLOUGH BROADCASTING COMPANY, INC. & MOTION FOR LEAVE TO FILE ADDITIONAL PLEADING filed 11-9-76 by Thomas H. Wall, Counsel on behalf of Plough Broadcasting Company, Inc.

12-16-76, MEMORANDUM OPINION & ORDER, PETition to Deny filed by the Memphis Chapter of People United to Save Humanity and other groups, DENIED.

AMENDED 12-3-76 re: EEO complaint

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call
Letters W.M.P.S.Name PLOUGH BROADCASTING COMPANY, INC.
Memphis, Tennessee

File No.	Dated	Application for	Action	
			Nature	Date
BRC-3978 R & F PRESS:	12-27-77 12-30-77 JAN 20 1978	Modification of License to operate transmitter by Remote control from the Studio location at: 112 Union Avenue, Memphis, Tennessee Atty: Kevin F. Reed (Dow, Lohnes, etc.)	GRANTED	2-3-78
BRC-3994 R & F PRESS:	3-1-78 3-13-78 MAR 20 1978	ML to operate transmitter by Remote control from the main studio location at: 112 Union Ave., Memphis, Tennessee (nighttime operation only) Atty:-----	GRANTED	3-23-78
BR 790328 UC PRESS	JUN 12 1979	RENEWAL OF LICENSE (MAIN & AUX. TRANS.) Kevin F. Reed, Atty.	GRANTED	7-18-79

APPLICATION RECORD-BROADCASTING 680 kHz

Call Letters: W M P S

#26

Name: PLOUGH BROADCASTING COMPANY, INC.

Station Location: MEMPHIS, TENNESSEE

File No.	Date	Description	Action and Date
BZ-810331AA R & F DM PRESS MAY 21 1981	3-31-81 5-11-81	DIRECT MEASUREMENT Atty: Kevin F. Reed (Dow, Lohnes & Albertson)	GRANTED 5-18-81

WMPS, Inc.

x WNER (5-15-33)

x WMPS (Eff. 8-1-37)

Licensee xMemphis Broadcasting Company

File No.	Date	Call Letters	Name and Location of Applicant	Remarks	Disposition
3-ML-B-898A	11-19-31	WQBC	Delta Brdcastg. Co. Inc. Vicksburg, Miss.	1430 kc. 500w. Unltd. (Fac. of WNER-WGBC)	Dismissed 5-20-32
3-P-B-3181	3-28-34	WTJS	The Sun Publishing Co. Jackson, Tenn.	Construction permit to make changes in equipment and change frequency from 1310 to 1430 kc and increase power from 100w-250w-LS to 500w, Fac. WNER.	Dismissed with Prejudice 12-18-34

ated	Date Received	Designated for Hearing	Reason	Remarks
8-32	FEB 11 1934	FEB 1934	3-ML-B-989A	Granted 5-31-32
8-14-34			(WTJS) 3-P-B-3181-A	

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.

