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CATALOG NO. 4550L 1/5



Form BC 128
June 1954

Frequency Modulation

BROADCASTING STATION LICENSE RECORD

Official No. 3066
Date first licensed 6-16-75

Call letters WLXR

Station location La Crosse, Wiscon.

Name of licensee LA CROSSE RADIO, INC.

Transmitter location Arthur Renner Farm, 2.8 miles east of Hokah, Minnesota (PH-10-12-73)

Main studio location 201 S. 7th Street, La Crosse, Wisconsin (PH-10-12-73)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BPH-8489 HAAT: 430' (H&V)	10-12-73	104.9mhz, #285	ERP: Class A	1.35 kw (H&V) (RC)	10-12-74
CP for New FM Station					
BSCA-1299	11-27-73	SCA	67 kilohertz		
BPH-8489(1)	12-26-73	Call	letters	assigned.	
FBSA	12-26-73				
BMPH-14,269 (2)	10-25-74	MP(BPH-8489)	ext. time	to	4-12-75
BLH-6663(L)	6-16-75	Lic.(BPH-8489,	as mod.)-New		12-1-76
BMSCA-409	8-8-75	Mod of SCA	mke chgs	in programming	
BRH-3066(L)	11-17-76		RENEWAL		12-1-79
BRSCA-1299	" " "		" " "		" " "
BTC-8580	2-24-78	Invol. TC	of pos. control.	EFF:	"Cond'1"
BTCH781120ZE	2-16-79	VOL. TC		EFF:	
BRH 790723	JU 12-31-79	RENEWAL	Plus		
BRSCA " (S)		SCA			12-1-82

APPLICATION RECORD - BROADCASTING

Call Letters W L X R
XNEW-FM

Name La Crosse Radio, Inc.
La Crosse, Wisconsin (PO P.O. Box 821, La Crosse, Wisconsin 54601)

File No.	Dated	Application for	Action	
			Nature	Date
BPH-8489 R & F #209678 \$100 CODE: 013 PRESS: PN REC'd:	6-29-73 7-2-73 7-9-73 JUL 23 1973 7-12-73	CP for New FM on: 104.9mhs. #285 HAAT: 426.4' (h&v) ERP: 1.332kw(h&v) req. grant fee: \$900 Trans: RCA-BTF-3E1; Ant: RCA-BFH-2A, 2 sections(h&v) TL: 2.8 mi. E. of City, Hokah, Minnesota SL & RC: 201 S. 7th St., La Crosse, Wisconsin 43° 45' 28" - 91° 17' 26" Atty - George Y. Wheeler Engr---	GRANTED pd 014	10-12-73 1-22-74 270705
BSCA-1,299 R & F #245877 \$50 Code 057 Press	10-22-73 10-25-73 10-26-73 NOV 14 1973	Request for Subsidiary Communications Authorization on a sub-carrier frequency of 67 kilohertz. Atty: George Y. Wheeler(Koteen & Burt)	GRANTED	11-27-73
BMPH-14,269 R & F #350515 \$50 Code 057	9-27-74 9-30-74 10-2-74 OCT 22 1974	MP(BPH-8489) ext. time to 11-31-74 (New Station)	GRANTED TO	10-25-74 4-12-75

APPLICATION RECORD - BROADCASTING

104.9mhz.

Call Letters **WLXR**

LA GROSSE RADIO, INC.

Name **La Crosse, Wisconsin**

File No.	Dated	Application for	Action	
			Nature	Date
BLH-6663 Rec'd W 404255-\$50 W 408982-\$50 Filed PTA PRESS	3-15-75 3-20-75 3-25-75-057 4-4-75-057 4-4-75 4-9-75 MAY 19 1975	Lic.(BPH-8489)-New Station. as mod.	GRANTED	6-16-75
BMSCA-409 R & F #449685\$100 Code 001 PRESS	7-2-75 7-14-75 7-16-75 JUL 29 1975	Modification of Subsidiary Communications Authorization to make changes in programming	GRANTED	8-8-75
BRH-3066 BRSCA-1299 R & F PN Recd. PRESS	7-30-76 7-20-76 8-2-76 " OCT 14 1976	RENEWAL OF LICENSE RENEWAL OF SCA AMENDED 11-5-76 re: prog. logs	GRANTED	11-17-76

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call
Letters W L X RName LA CROSSE RADIO, INC.
La Crosse, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BTC-8580 R & F Form 316 (ALSO SEE FEB 15 1978 WLCX(AM))	12-19-77 1-3-78	Involuntary transfer of positive control of lic corp from Joseph H. Rohrer, Sr., to Evelyn M. Rohrer, Personal Representative of the Estate of Joseph H. Rohrer, Sr., deceased	GRANTED EFF:	2-24-78 "Cond'1"
BTCH781120EE FORM 315 PRESS: DEC 7 1978 (ALSO SEE AM WLCX)		Vol TC from Evelyn M. Rohrer, Personal Rep- resentative of the Estate of Joseph H. Rohrer, Sr., Deceased; to Evelyn M. Rohrer	GRANTED EFF:	2-16-79
PN FILED BRH 790723 BRSCA " PRESS SEP 14 1979	1-26-79 UU	RENEWAL OF LICENSE RENEWAL OF SCA	GRANTED	12-31-79

APPLICATION RECORD-BROADCASTING

Call Letters: WLXR

Name: LA CROSSE RADIO, INC.

Station Location: La Crosse, Wisconsin

File No.	Date	Description	Action and Date
BTCH810629GS Form 316 PRESS	JUL 16 1981	Vol TC from Evelyn M. Rohrer to Joseph H. Rohrer Administrator of the Estate of Evelyn M. Rohrer Deceased	

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.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) 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 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). Prior to that move, 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.

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.

