

NCAW



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REMOVABLE LABEL GUIDE

Cat. No. 1550L

Patent No. 1390199

B-S- 1402

BROADCASTING STATION LICENSE RECORD

Date first licensed 2-21-47

W G A W (9-4-53)
Call letters x W H O B
Location: Gardner, Massachusetts

Name of licensee WGAW, INC. (ML 6-28-71)
THE GARDNER BROADCASTING COMPANY

Transmitter location Green St., 1800 ft. north of Henry Haywood Hosp., Gardner, Mass. (MP-11-25-46)

014-40 Green Street, 1800' N. of Henry Haywood Hospital, Gardner, Mass. (BPC-1797)
X Green Street at Crystal Lake, Gardner, Massachusetts (Ltr: 5-16-58)
~~xxx~~ Pleasant St., Gardner, Massachusetts (BPC-48 5-11-53)
x Green St., 1800' N. of Henry Haywood Hosp., Gardner, Mass. (Ltr. 4-12-51)
Main studio location x 39 Pleasant Street, Gardner, Mass. (MP 11-25-46)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
B1-P-4770	8-1-46	1490	250w	U	
	Letter 8-22-46 C.P. for new station granted subject to filing MP for approval of T site and antenna (Conditional Clause)				
B1-P-4770	11-25-46	1490	250w	U	1-25 7-25-47
B1-MP-2169	Mod. of C.P. (4770) for approval antenna and T site (Conditional Clause)				
B1-L-2221	2-21-47	1490	250w	U	2-21 8-1-48
B1-Z-2037	Lic. to cover CP (4770 as mod.) for new station and determine operating power by direct method (Conditional Clause)				
BR-1402	7-6-48	1490	250w	U	8-1 8-1-51
BTC-1063	3-7-51	Voluntary transfer of control licensee corp. from David M. Richman, Rose S. Richman, Owen A. Hoban, M. Alan Moore and Rex Reynolds to W.F. Rust, Jr., H.S. Killgore, William J. Barkley and Ralph Gottlieb			
	EFF: 3-15-51				
BR-1402	7-25-51	1490	250w	U	8-1 4-1-54
RC-48(1)	5-11-53	Mod. of Lic. to operate Trans. by R. C. from 4 Pleasant Street, Gardner, Mass.			
MP-7980	5-21-53	1340	250w	U	7-21 1-21-54
	CP change freq & S location.				
BL-5149	11-23-53	1340kc	250w	U	11-23-53 4-1-54
	Lic. cover 6P (7980) to change freq. & studio loca.				
BR-1402	3-3-54	1340	250w	U	4-1 4-1-57
BTC-1695	4-21-54	Transfer of control from W.F. RUST, JR., et al TO E. R. ROBILLARD			
	EFF: 5-5-54				
BTC-2371	12-19-56	Vol. transfer of control from Emilien R. Robillard and William C. Engel to Television & Radio Broadcasting Corporation.			
	EFF: 1-2-57				
BR-1402	3-30-57	Renewal of License 4/1/57 4/1/60			
RC-1097	5-2-57	Lic. to change studio location and change control point from 4 Pleasant St., Gardner, Mass., to Gray St., 1st Floor of Quincy Episcopal Hospital, Gardner, Massachusetts (Temporary location)			

Form BC 126 #2
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W G A W

Station location

Name of licensee See card #1

Transmitter location See card #1

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
PTC-3250 RFB:	10-21-59 10-29-59	Voluntary transfer of control of license corporation from Television & Radio Broadcasting Corporation to Clair Broadcasting Corp.			
	3-30-60	Commission deferred action on renewal pending further consideration.			
BR-1402	9-7-60	1340	250w	U	9-7 4-1-63
BP-12,554	1-5-560	1340kc	250w-1kw-LS, Un		12-5 6-5-61 Construction permit to increase daytime power to 1kw and install new transmitter (COLLINS 20-V)
BMP-9167 (1)	11-21-60	Mod. of CP (BP-12,554) of change type transmitter (GATES BC-1T).			
BR-1402	7-28-61	1340kc	250w, Day-Night	U	7-28 4-1-63 License to cover 250w-1kw, as per CP, which will not cover the power of an all-new trans.
BL-8275	6-2-61	1340kc	250w	Unl	6-2 4-1-63 License to use old main trans. as aux. daytime alt. nighttime, loc. at main trans.
BR-1402	3-26-63	Renewal of license (Main) 4-1 4-1-66			
BR-1402	3-26-63	Renewal of License (Alt & Aux) 4-1-66			
BR-1402	3-21-66	Renewal of License (MAIN & ALT.-AUX. MAIN) 4-1 4-1-69			
BR-6805(S)	4-17-66	Direct Cons. (Main)			
BR-6806(S)	4-17-66	Direct Cons. (Aux. & Alt.)			
BR-1402	4-17-69	Renewal of License & NDEA (Main-L & Aux. & Alt. M-L) (Cont'l) 4-1-72			
BML-2364(1)	6-28-71	Mod. of lic. to change corporate name (Main & Auxiliary)			
BR-1402	3-30-72	RENEWAL OF LICENSE (LONG) & NDEA MAIN & AUX. -ALT. MAIN 4-1-75			
EBSA	5-25-72				
BR-1402(S)	3-31-75	RENEWAL (MAIN & AUX. -ALT. MAIN) 4-1-78			
COMTEL	6-22-76	DELETE obstruction marking and lighting			
BR-1402(L)	4-13-78	RENEWAL (MAIN, ALT. & AUX.) 4-1-81			

APPLICATION RECORD - BROADCASTING

Call Letters W H O B
xNEW

Name THE GARDNER BROADCASTING COMPANY
(P.O. 39 Pleasant St., Gardner, Massachusetts)

File No.	Dated	Application for	Action	
			Nature	Date
B1-P-4770	4-9-46	Construction Permit for a new standard broadcast station to be operated on:	GRANTED	8-1-46
Rec'd	4-23-46	Frequency: 1230 kc 1490 kc	subject	filing MP for
Filed	4-23-46	Power: 250w	approval	of T site and
		Hours of Operation: Unlimited time.	antenna and Conditional	re waiver 3.55(b) and
		Trans. Location: To be determined - Gardner, Mass.	3.60	Letter 8-22-46
		Studio Location: 39 Pleasant St., Gardner, Mass.	Issued with MP-2169	
		(Filed by Fred W. Albertson, Atty; C. M. Jansky Jr., Engr.)		
Amended	5-23-46	AMENDED to change frequency from 1230kc to		
Recd.	5-29-46	1490 kc		
Filed	5-29-46	(Engr. Bailey)		

General Electric BT-20-A Transmitter

APPLICATION RECORD - BROADCASTING

2

Call
Letters W H O BName THE GARDNER BROADCASTING COMPANY.

File No.	Dated	Application for	Action	
			Nature	Date
B1-MF-2169	10-1-46	Mod. of C.P. (B1-P-4770, which authorized a new standard broadcast station) for approval of antenna and for approval of transmitter location at Green St., 1800 ft., north of Henry Heywood Hospital, Gardner Massachusetts. (Filed by Dwight E. Rorer, Atty., Oscar W. B. Reed, Jr., Engr.)	GRANTED	11-25-46
Rec'd	10-2-46		Conditionally re Waiver	
Filed	10-2-46		3.60	

APPLICATION RECORD - BROADCASTING

#3

Call

Letters W H O BName THE GARDNER BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B1-L-2221	12-23-46	License to cover C.F. (B1-P-4770, as mod.,) which authorized a new standard broadcast station and Authority to determine operating power by direct measurement of antenna power. (Dwight E. Rorer, Atty.)	GRANTED	2-21-47
Rec'd	12-23-46		(Conditional re waiver	
Filed	12-23-46		3.55(b) and 3.60)	
B1-Z-2037	12-23-46			
Rec'd	12-23-46			
Filed	12-23-46			

APPLICATION RECORD - BROADCASTING

Call
Letters W H O BName THE GARDNER BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-1402 Rec'd.	5-14-48 5-19-48	Renewal of License Filed by Thomas W. Wilson, Att'y.	Granted	7-6-48
BTC-1063 Rec'd Filed	1-15-51 1-17-51 1-17-51	Voluntary transfer of control of licensee corporation from David M. Richman, Rose S. Richman, Owen A. Hoban, M. Alan Moore and Rex Reynolds to W. F. Rust, Jr., H. S. Killgore, William J. Barkley and Ralph Gottlieb. (370 shares of common stock - 100%).	GRANTED Eff:	3-7-51 3-15-51

APPLICATION RECORD - BROADCASTING

Call
Letters W.H.O.B.

Name THE GARDNER BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BP-7980	1-18-51	Construction permit to change frequency from 1490kc to 1340kc and change main studio location from 39 Pleasant Street, Gardner, Mass. to Green Street, Gardner, Massachusetts. Wm. F. Rust, Jr., Engr. Manchester, New Hampshire.	GRANTED	5-21-53
Rec'd	1-25-51			
Filed	1-25-51			

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters

W H O B

Name THE GARDNER BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-1403 Rec'd	5-23-51 5-28-51	Renewal of License	GRANTED	7-25-51
BRC-48 Rec'd Filed	4-28-53 5-1-53 5-1-53	Modification of license to operate transmitter by Remote Control from 4 Pleasant Street, Gardner, Massachusetts.	GRANTED	5-11-53
BL-5149 Rec'd Filed	10-15-53 10-16-53 10-16-53	License to cover construction permit (BP-7980) which auth. change frequency.	GRANTED	11-23-53
BR-1402 Rec'd Filed	12-31-53 1-4-54 1-4-54	Renewal of License	Granted	3-3-54
BTC-1695 Rec'd Filed	3-20-54 3-24-54 3-24-54	Voluntary transfer of control of licensee corporation from W. F. Rust, Jr., William J. Barkley, H. Scott Millgore, and Ralph Gottlieb, to E. R. Robillard (100%).	GRANTED EFF	4-21-54 5-5-54

FORM BC-121 #7
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W G A W

Name THE GARDNER BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BTC-2371 Rec'd Filed	10-26-56	Voluntary transfer of control of licensee corporation from Emelian R. Robillard and William C. Engel to Television & Radio Broadcasting Corporation <u>Arthur H. Schroeder, Atty.</u>	GRANTED EFF:	12-19-56
	11-15-56			1-2-57
	11-20-56			
BR-1402 Rec'd Filed	1-31-57	Renewal of license Arthur H. Schroeder, Atty	GRANTED	3-30-57
	2-11-57			
	2-11-57			
BSC-1297 Rec'd Filed	5-28-58	Modification of license to change Studio location and Remote Control Point from X 4 Pleasant Street, Gardner, Mass., to Green Street, 1800 Ft. North of Henry Haywood Hospital, Gardner, Massachusetts (Trans. Loc.)	GRANTED	6-2-58
	6-2-58			
	6-2-58			

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters WGAWName THE GARDNER BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BML-1771 Rec'd Filed	7-17-58 7-23-58 7-23-58	Modification of license to change hours of operation from Unlimited to Specified Hours: Mon thru Sat: 6:30am to 7:00pm Sunday : 8:00am to 7:00pm Atty. - Miller & Schroeder	DISMISSED Request of applicant.	10-24-58
BP-12,554 Rec'd Filed	11-10-58 11-12-58 11-12-58	Construction permit to increase daytime power from 250w to 1kw and install new transmitter (COLLINS 20V) Atty. - Miller & Schroeder Engr. - Paul Godley Co., Great Notch, N.J.	GRANTED	10-5-60
AMENDMENT R & F	1-16-60 1-27-60	AMENDED to reflect BTC-3250(gr 10-21-59) and request waiver of Section 3.28(c)(3) of Rules if necessary.	(Condi'l re accept interference other Class IV Stations for inc. pwr. to 1kw)	

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters W.G.A.W.Name THE GARDNER BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BTC-3250 Rec'd. Filed	9-18-59 9-25-59 9-25-59	Voluntary transfer of control of licensee corporation from Television & Radio Broadcasting Corporation to Chair City Broadcasting Corp. Miller & Schroeder, Attys.	GRANTED EFP:	10-21-59 10-29-59
BR-1402 Rec'd & Filed	12-22-59 2-5-60	Renewal of license. Miller and Schroeder, Attys.	GRANTED	9-7-60
BP-9157 Rec'd Filed	10-7-60 10-11-60 10-11-60	Modification of C. F. (BP-12,554 which auth. increased daytime power & install new trans.) to chg. type trans. (Gates EC-1T) Atty's: Miller & Schroeder.	GRANTED	11-21-60
BL-8241 Rec'd Filed	12-10-60 12-14-60 12-14-60	License to cover construction permit (BP-12,554, as mod.) which authorized increase in daytime power and installation of a new transmitter. Miller & Schroeder, Attys.	GRANTED (Cond'l re accept interference)	5-24-61

APPLICATION RECORD - BROADCASTING

AUG 1955

Call
Letters W G A WName THE GARDNER BROADCASTING COMPANYGARDNER, MASSACHUSETTS

File No.	Dated	Application for	Action	
			Nature	Date
BL-8276 Rec'd Filed	12-17-60 12-20-60 12-20-60	License to use old main transmitter as an auxiliary transmitter (GE BT-20-A) at location of main transmitter to be operated on 1340kc, power of 250w for auxiliary purposes only. Arthur H. Schroeder, Atty.	GRANTED Cond'l: accept interference of other Class IV stations if power incr. to 1000 watts	6-2-61
BR-1402 Rec&Filed	12/28/62 1/8/63	Renewal of License (Main & Aux.-Alt.) Arthur H. Schroeder, Atty (Main)	GRANTED	3-26-63
BR-1402 R.&F.	1-4-66 1-4-66	Renewal of License (Main & Aux-alt.main) Atty: Miller & Schroeder	GRANTED	3-21-66
BZ-6805 R & F #406231 \$30 Refunded DM	2/12/68 2/21/68 2/21/68 4/15/68 3/12/68	Direct Meas. (Main) Atty: John P. Bankson, Jr. Engr: Norman L. Rivers, Lunenburg, Mass.	GRANTED	4-17-68

FORM BC-121 #11
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W G A W

WGAW, INC.

Name THE GARDNER BROADCASTING COMPANY
Gardner, Massachusetts

File No.	Dated	Application for	Action	
			Nature	Date
BZ-6806 R & F DM MAY 17 1968	3/18/68 3/25/68 4/3/68	Direct Meas. (Alt-Aux.) Atty: Arthur H. Schroeder Engr: Norman L. Rivers, Lunenburg, Mass.	GRANTED	4-17-68
BR-1402 R & F #481099 \$105. PRESS FEB 13 1969	12-17-68 1-2-69 1-2-69	Renewal of license---(Main & Auxiliary- Alt. Main) AMENDED 4-1-69 re: Programming Atty. John P. Banks on	GRANTED Cond'l re: stations.	4-17-69 Class IV
BML-2364 R & F #506976 \$50 ACC. 060 Press JUN 15 1971	5-21-71 6-1-71 6-1-71	Modification of license to change corporate name to WGAW, INC.	GRANTED	6-28-71

APPLICATION RECORD - BROADCASTING

Call Letters WGAW

Name WGAW, INC.
GARDNER, MASSACHUSETTS

File No.	Dated	Application for	Action	
			Nature	Date
BR-1402 R & F PN PRESS JAN 19 1972	12-27-71 1-3-72 1-3-72	Renewal of License (Main & Aux-Alt. Main) AMENDED 2-28-72 re: commercial policy	GRANTED	3-30-72
BR-1402 R & F PN Recd. PRESS JAN 21 1975	11-27-74 11-29-74 "	RENEWAL OF LICENSE (MAIN & AUX. DAY & ALTER. MAIN-NIGHT) AMENDED 2-20-75 re: EEO	GRANTED	3-31-75
BR-1402 R & F PN PRESS JAN 3 1978	11-22-77 11-28-77 " "	Renewal of license (Main & Aux-Alt. Main)	GRANTED	4-13-78

#13

APPLICATION RECORD-BROADCASTING

1340 KHz
Call Letters: W G A W

Name: WGAW, INC.

Station Location: Gardner, MA

File No.	Date	Description	Action and Date
BR8012013P PRESS	JAN 23 1981	Renewal of License	

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.

