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CATALOG NO. 4550L 1/5

# BROADCASTING STATION LICENSE RECORD

Official No. 497

W C S E (EFF: 5-7-73)

Date first licensed 1-4-50

Call letters XWQWR-FM  
LOCATION: ASHEBORO, NORTH CAROLINA

Name of licensee ASHEBORO BROADCASTING COMPANY, INC.

Transmitter location Approx. 0.2 mile north of Asheboro, North Carolina (Randolph County)  
Oakie Mountain

303 E. Salisbury St., Asheboro, N. C.  
Oakie Mtn., approx. 0.2 mi. N. of Asheboro, N. C. (Ltr. 10-6-67)  
Main studio location X303 E. Salisbury St., Asheboro, North Carolina

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BPH-1498	9-20-49	92.3	10 kw.	650 ft.	By 11-20-49
BPH-3768					To 5-20-50
C.P. issued as of 9-20-49 re grant of AM BP-7355					
BLH-500	1-4-50	License to cover C. P.			1-4-50
		to			3-1-51
BSE-497	2-28-51	Extension of license to			6-1-51.
BRH-497	5-23-51	Renewal of license			to 3-1-52
BTC-1201	12-5-51	Vol. Relinquishment of negative control of lic. Corp by W.C. and Pearlle M. Lucas thru sale of 100 shares of stock to J. R. Marlowe (20%).			
BRH-497	2-27-52	Renewal of license to			12-1-54
BRH-497	11-24-54	Renewal of license to			12-1-57
BTC-2443	3-18-57	Vol. acquisition of positive control of licensee corp. by Roy Cox thru the purchase of 151 shares of stock from W. Clyde Lucas			
BRH-497	11-13-57	Renewal of License			12-1 12-1-60
BRH-497	12-7-60	Renewal of License			12-7 12-1-63
BRH-497	11-29-63	Renewal of License			12-1 12-1-66
BPH-5389	6-10-66	92.3mc.	ERP: 20kw Unl.		8-10-66
HAAT: 650'		ch# 222	TPO: 4kw		2-10-67
CP to install new trans. (Gates FM-5G); increase TPO; and increase ERP;				GRANT RECINDED PER COMM. WIRE 6-24-66.	
Ltr. dtd.	10-5-67	& rec'd 10-6-67		giving notification that studios now located at ant.-trans. site.	
BRH-497 (L)	8-27-68	Renewal of license & NDEA			12-1-69
BTC-5355	8-27-68	INVOL. TC			
EFF:	9-3-68				
BPH-5389 (L)	1-14-70	92.3mc	20kw. ERP		9-14-70
HAAT: 650'			TPO: 4kw.		
CP to install new trans. TPO: & ERP: Ch. #222					
BRH-497 (L)	11/26/69	RENEWAL NDEA			12/1/72
Tele.	4-6-70	Trans: CCA FM-5000DS			

Form BC 126

June 1954

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W G W R-FM

Station location Ashoboro, N. C.

Name of licensee ASHOBORO BROADCASTING COMPANY

Transmitter location .....

Main studio location .....

## CONSTRUCTION PERMIT AND LICENSE RECORD

[illegible]

## APPLICATION RECORD - BROADCASTING

FM (CLASS B)

Call

Letters ~~WGBR~~ WGBR-FM

Name **ASHEBORO BROADCASTING COMPANY, INC.**  
 (P. O. 303 East Salisbury Street, Asheboro, North Carolina).

File No.	Dated	Application for	Action	
			Nature	Date
BPH-1498 Rec'd. Filed	9-17-48 9-24-48 9-24-48	Construction permit for new FM broadcast station (Class B) to be operated on Frequency: 107.9 Mcs. Channel 300. Effective Radiated Power: 15.48 kw. Antenna height above average terrain: 649 ft. Transmitter: Approx. 0.2 mile North of city, Asheboro, North Carolina ( <del>Raytheon RF-3 Max. 3 kw.</del> ). Studio: 303 E. Salisbury St., Asheboro, N. C. Filed by Russell Rowell, Atty.	GRANTED	3-10-49
AMENDED Recd. Filed AMENDED	11-9-48 11-15-48 11-15-48	Amended to change type transmitter from Raytheon RF-3 Max. 3 kw. to <del>R. E. L. 519</del> <sup>DL</sup> Max. 3 kw.	C.P. issued re grant Expires Mailed	9-20-49 EP-7355 5-20-50 10-3-49
Recd. Filed	1-4-49 2-7-49 2-7-49	Amended to change frequency from 107.9 Mcs. Ch#300 to 92.3 mcs. Ch# 222.		
BMPH-3768 Rec'd. Filed	8-25-49 8-29-49 8-29-49	Mod. of C. P. (BPH-1498) which authorized a new FM broadcast to change type of transmitter to Raytheon RF-3 Max. 3 kw. Filed by Russell Rowell, Atty.	GRANTED	9-16-49 issued with BPH-1498

# APPLICATION RECORD - BROADCASTING

Call  
Letters WGWR-FM

Name ASHBORO BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BLM-800 Rec'd Filed	10-17-49 10-18-49 10-18-49	License to cover C.F. (BLM-1498 as mod.) which authorized a new FM broadcast station. Filed by Russell Rowell, Atty	GRANTED	1-4-50
BRH-497 Rec'd & Filed	12-29-50 1-2-51	Renewal of license.	GRANTED	5-23-51
BTC-1201 Rec'd. Filed	10-1-51 10-2-51 10-2-51	Voluntary relinquishment of negative control of licensee corporation by W. C. and Pearlle M. Lucas through sale of 100 shares of stock to J. R. Marlowe (20%).	GRANTED <i>Eff.</i>	12-5-51 12-17-51
BRH-497 Rec'd. Filed	12-12-51 12-13-51 12-13-51	Renewal of license	GRANTED	2-27-52
BRH-497 Rec'd. & filed	8-27-54 9-1-54	Renewal of license	<del>Ltr. 9-3-54 re Sec. IV</del> <del>1(b)2(b) &amp; 11</del> GRANTED	11-24-54

V  
CARD 3  
FORM BC-121  
Aug. 1955

# APPLICATION RECORD - BROADCASTING

Call  
Letters WCWR-FM

Name ASHEBORO B/CG. CO.

File No.	Dated	Application for	Action	
			Nature	Date
BTC-2443 Rec'd & filed 3-4-57	2-25-57	Vol. acquisition of positive control of licensee corporation by Roy Cox, thru the purchase of 150 shares of stock from W. Clyde Lucas.	GRANTED EFF:	3-18-57 3-27-57
BRH-497 Rec'd Filed	8-29-57 9-3-57 9-3-57	Renewal of License	GRANTED	11-13-57
BRH-497 Rec'd Filed	8-31-60 9-6-60 9-6-60	Renewal of license Atty: Frank U. Fletcher	GRANTED	12-7-60
BRH-497 Rec'd Filed	8-30-63 9-5-63 9-5-63	Renewal of license	GRANTED	11-29-63
ORDER TO SHOW CAUSE released 7-22-68 why license should not be revoked.				
Initial Decision adopted 6-24-68 by Hearing Examiner ruling license should not be revoked.				

## APPLICATION RECORD - BROADCASTING

Call  
Letters WGWR-FMName ASHEBORO BROADCASTING COMPANY, INC.  
ASHEBORO, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BPH-5389 R & F	5-16-66	CP to install new trans. (Gates FM-5G); increase TPO to 3.95kw; and increase ERP to 20kw.  <u>Fletcher, Heald, Rowell, Kenehan &amp; Hildreth,</u> <u>Attys.</u>	<del>GRANTED</del>	<del>6-10-66</del>
	5-18-66		<del>Grant rescinded per Comm.</del> <del>wire 6-24-66.</del> GRANTED	1-14-70
BRH-497 R & F	8-30-66 9-2-66	Renewal of license Vincent B. Welch, Atty.	GRANTED	8-27-68
BTC-5355 R & F (Form 316)	5-26-67 5-31-67	Involuntary transfer of control of lic. corp. from Roy Cox, Sr. to Edna C. Cox, Executrix of the Estate of Roy Cox, Sr., Deceased  Atty - Welch & Morgan	GRANTED EFF:	8-27-68 9-3-68

FORM BC-121  
AUG. 1955

#5

# APPLICATION RECORD - BROADCASTING

Call  
Letters W G W R-FM

Name ASHEBORO BROADCASTING COMPANY,  
ASHEBORO, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BRH-497 R & F #538568 \$75 PN Press	8-21-69 8-27-69 8-27-69 SEP 23 1969	Renewal of license  Atty- Edward W. Hummers, Jr.(Fletcher, Heald etal)	GRANTED	11/26/69
10-15-69.	DECISION by Commission action. License should NOT BE REVOKED. Docket No. 16789.			
BLH-4781 R & F #594249 \$30. PTA ltd Amended PTA ext. PRESS JUL 14 1970	4-15-70 4-20-70 4-20-70 4-30-70 5-8 -70 5-11-70	Lic.(BPH-5389) for changes.(Transmitter- CCA Electronics FM-5000-DS)  Atty: Vincent J. Curtis, Jr.(Fletcher, Heald, etc.) Amend. - Sect. II-B, pg 1.	GRANTED	7-24-70

# APPLICATION RECORD - BROADCASTING

92.3mc

Call  
Letters W G W R-FM

Name ASHEBORO BROADCASTING COMPANY  
ASHEBORO, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BRCH-1000 R & F #645831 \$50. CODE 068 PRESS: DEC 4 1970	11-20-70 11-27-70 11-27-70	Modification of License to operate transmitter by remote control from 303 East Salisbury Street, Asheboro, North Carolina.  Atty-Edward F. Kenehan(Fletcher, Heald etc).	GRANTED	12-8-70
<del>BTC-6968</del> R & F FEE PD: \$1000 #106200 CODE 049(ALSO SEE AM) SEP 28 1972 Pub. notice filed 9-25-72	<del>8-28-72</del> 9-5-72	<del>Voluntary transfer of control of lic corp from</del> Edna C. Cox, Executrix of the Estate of Roy Cox, Sr., to Roy Cox, Jr., Mrs. Lucille C. Allred, and Mrs. Barbara C. Buchanan  Atty - Fletcher, Heald etc(J.P. Riley)	<del>GRANTED</del>	<del>12-27-72</del>  EFF: 1-19-73

Form BC-121  
September 1969  
#7

# APPLICATION RECORD - BROADCASTING

92.3 mc

Call W C S E  
Letters WGWR-FM

Name ASHEBORO BROADCASTING COMPANY  
ASHEBORO, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BRH-497 R & F PN Recd. PRESS	8-28-72 9-1-72 "	RENEWAL OF LICENSE James P. Riley, Atty. AMENDED 10-27-72 re: statement on employment	GRANTED	12-6-72
BSCA-1,238 R & F #151887 \$50 Code 068 Press FEB 21 1973	1-25-73 2-6-73 2-6-73	Request for Subsidiary Communications Authorization on a sub-carrier frequency of 67 kilohertz.  Atty: James P. Riley	GRANTED	3-9-73
BRH-497 BRSCA-1,238 R. & F P. N. Rec'd Press SEP 9 1975	7-28-75 7-25-75 8-1-75 8-1-75	Renewal of License. Renewal of SCA.  Atty: James P. Riley (Fletcher, Heald etc.)  AMENDED 8-29-75 Sect. IV-A, Paragraph 21-B. AMENDED 10-8-75 re: engineering	GRANTED GRANTED	11-19-75 11-19-75

## APPLICATION RECORD - BROADCASTING

Call  
Letters WCSE

Name ASHEBORO BROADCASTING COMPANY  
Asheboro, N. C.

File No.	Dated	Application for	Action	
			Nature	Date
BRH780801YZ ERSCA780801YZ PRESS SEP 22 1978		Renewal of License Renewal of SCA James P. Riley, Atty.	GRANTED	11-14-78

## 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 12<sup>th</sup> 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.

