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Form BC 126

June 1954

4054

BROADCASTING STATION LICENSE RECORD

Date first licensed 12-7-61

Call letters W.E.R.L.

Station location Eagle River, Wisconsin

Name of licensee EAGLE RIVER BROADCASTING COMPANY, INC. (AP-7-6-61; EFF: 7-12-61)
WALTER J. TEICH AND KENNETH S. GORDON d/b as EAGLE RIVER BROADCASTING COMPANY

Transmitter location On U.S. Hwy. 45, 3 miles N. of Eagle River, Wisconsin (BP 7-13-60)

Main studio location On U.S. Hwy. 45, 3 miles N. of Eagle River, Wisconsin (BP 7-13-60)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BP-12926	7-13-60	950kc	1kw	Day	9-13 3-13-61
	CP for a new standard broadcast station.				
BP-12926 (1)	7-21-60	Mod. of CP(BP-12926) to assign Call Letters.			
BMP-9343 (2)	3-16-61	Mod. of CP(BP-12926) for extension of completion date to May 15, 1961			
BP-520	7-6-61	Voluntary assignment of construction permit to Eagle River Broadcasting Company, Inc.			
L.F.F.:	7-12-61				
BL-8586	12-7-61	950kc	1kw - DAY-	12-7-61, 12-1-64	
	Lic. to cov. C.P. (BP-12,926) as mod.) which auth. a new standard broadcast Sta.				
BR-4054	11-9-64	Renewal of License			12-1 12-1-67
BS-4054 (1)	2-13-67	Mod. of lic. to change description of antenna system (Memo)			
TELEGRAM	10-17-67	EBSA	500w		
BR-4054	11-24-67	950kc	1kw	Day	12-1 12-1-70
	Renewal of NDEA				
BR-4054(S)	2-25-71	Renewal and NDEA			12-1-73
BZ-7851(1)	8-20-71	Direct Measurement			
EBSA	5-25-72				
L tr.	7-6-73	Trans. GATES BC-1H, now installed.			
BR-4054(L)	11-28-73	RENEWAL			12-1-76
BR-4054(1)	11-28-73	Superseding authorization to add Alt. M. Transmitter.			
L.F.F.	6-16-75	Trans: Gates BC-1H1			
BR-4054(L)	11-15-76	Renewal of License			12-1-79

APPLICATION RECORD - BROADCASTING

Aug. 1955

Call

WALTER J. TEICH AND KENNETH S. GORDON d/b as

Letters NEW...W.E.R.L.....

Name EAGLE RIVER BROADCASTING COMPANY

(P.O. c/o Walter J. Teich, 221 First Ave., N.E., Oelwein, Iowa)

File No.	Dated	Application for	Action	
			Nature	Date
BP-12,926 Rec'd Filed	3-17-59 3-18-59 3-18-59	Construction permit for a new standard broadcast station to be operated on: Frequency - 950kc Power - 1kw Hours of operation - Daytime Trans. location - On U.S. Highway 45; 3 mile North of Eagle River, Wisconsin Studio location - Same as transmitter STATION LOCATION - EAGLE RIVER, WISCONSIN Atty.- Eugene L. Burke Engr.- Ralph J. Bitzer, St. Louis, Mo.	GRANTED	7-13-60
BP-9343 Rec'd&Filed	2-6-61 2-16-61	Modification of C.P. (BP-12,926 as mod., which authorized a new standard broadcast station) for extension of completion date from 3-13-61 to 5-15-61 Eugene L. Burke, Atty.	GRANTED to	3-16-61 5-15-61

Collins 20V

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call

EAGLE RIVER BROADCASTING COMPANY, INC.

Letters W E R L

Name KWALTER J. TEICH AND KENNETH S. GORDON d/b as EAGLE RIVER BROADCASTING COMPANY

EAGLE RIVER, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BAP-520 Rec'd Filed	2-15-61 2-20-61 2-20-61	Voluntary assignment of construction permit to Eagle River Broadcasting Company, Inc. Eugene L. Burke, Atty.	GRANTED (D- 14030) Removed from hearing Eff:	7-6-61 (as amended) 7-12-61
AMENDED Rec'd Filed (Order)	5-4-61 5-11-61 6-7-61	AMENDED to make changes in officers, directors and stockholders of Assignee corporation.		
BL-8586 Rec'd Filed	5-11-61 5-12-61 7-12-61	License to cover C. P. (BP-12,926) ^{as modified} which auth. a new standard broadcast station. Atty: Eugene L. Burke	GRANTED	12-7-61
BR-4054 R&F	8-8-64 8-28-64	RENEWAL OF LICENSE EUGENE L. BURKE, ATTY.	GRANTED	11-9-64
BR-4054 R & F	8-18-67 9-5-67	Renewal of license. Atty: Eugene L. Burke	GRANTED	11-24-67

SEP 10 1967

APPLICATION RECORD - BROADCASTING

Call Letters W E R L

EAGLE RIVER BROADCASTING COMPANY, INC.

Name
Eagle River, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BR-4054 R & F PN PRESS JAN 8 1971	8-29-70 9-2-70 9-17-70	Renewal of license Atty- Eugene L. Burke AMENDED 1-21-71 re: programming AMENDED 2-9-71 re: programming; logs resub.	GRANTED	2-25-71
BZ-7851 R & F DM PRESS AUG 19 1971	7-16-71 7-20-71 7-26-71	Direct Measurement.	GRANTED	8-20-71
BR-4054 R & F P.N. PRESS SEP 5 1973	8-15-73 8-24-73 8-24-73	Renewal of License Atty.: Richard D. Marks License for Alt. Main trans. issued with renewal.	GRANTED	11-28-73
BR-4054 R & F PN PRESS SEP 28 1976	6-7-76 7-28-76 7-28-76	Renewal of license (Main & ^{Alt.} Main) Atty- Patrick M. Connolly	Granted	11-15-76

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950Khz

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call Letters W E R L

Name EAGLE RIVER BROADCASTING COMPANY, INC.
EAGLE RIVER, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BR790801VB PRESS: SEP 7	1979	RENEWAL OF LICENSE (Main & Alt. Trans.) Atty: Richard D. Marks		3/5/79

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.

