



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

Form B3 126 #1

June 1954

Official No. 1517

FM BROADCAST

BROADCASTING STATION LICENSE RECORD

Date first licensed February 26, 1964

W V C Y (EFF: 6-11-73)
Call letters X W H O H

Wisconsin Voice Of Christian Youth, Inc. (VOL AL 8-29-73 EFF: 8-30-73 per 323)

x INDUSTRIAL SOUND CORPORATION (MLH 3-25-66)

x INDUSTRIAL SOUND ENGINEERING, INC. (LH & MLH 2-26-64)

Name of licensee x MUSIC-AIR, INC.

(LH & MLH 2-26-64)

55151 12700 West Beloit Road, New Berlin, Wisconsin (BMPH-9-28-60) /
Transmitter location x Jct. Hwy. 36 and Drexel Avenue, 10 mi. SW of center of city of Milwaukee,
Wisconsin

2712 West Vliet Street, Milwaukee, Wisconsin (BSH-5-30-72)

x 2631 West State St., Milwaukee, Wisc. (Lic. 11-25-69)

x 2712 West Vliet Street, Milwaukee, Wisconsin (BSH 1-13-69)

x 2631 W. State St., Milwaukee, Wisc. (BRC 1-19-65)

Main studio location Same as Transmitter (LH & MLH 2-26-64)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BPH-2832 HAAT:205'	3-16-60	107.7mc Ch. 299	15.5-kw TPO:5-kw	U	5-16-60 11-10-60
Construction permit for a new FM broadcast station.					
BPH-6422 HAAT:450'	9-28-60	107.7mc Ch. 299	38-kw TPO:7.5-kw	U	11-28-60 to 5-28-61
Mod. of CP(BPH-2832) to increase ERP & HAAT, chg. ant-trans. and studio loc., chg. type trans. and antenna, chg. ant. sys.					
SCA-290 (41 and 67mc.)	12-14-60	Subsidiary Communications Authority on a Multiplex Basis to (see auth.)			
BPH-3864 HAAT:450'	10-3-62	107.7mc Ch.299	ERP:38kw TPO:7.5kw	Unl.	12-3 6-3-63 FORFEITED
CP for chgs in trans. equip. (chg. Exciter). CC Form 301 dated 5-3-63 & rec'd 6-6-63 giving notification per Sect. 3.250 Rules that a Collins 8302-1A trans. is now installed & in oper.					
BLH-1832 MLH-191 HAAT:450'	2-26-64	107.7mc Ch.#299	ERP:38kw TPO:7.5kw	Unl.	2-26-64 12-1-64
Lic. to cover CB(BPH-2832, as mod.) which auth. a new Class B FM broadcast station; and mod. of Lic. to chg. name to INDUSTRIAL SOUND ENGINEERING INC.					
MLH-191	2-26-64	Mod. of SCA to chg. name to INDUSTRIAL SOUND ENGINEERING, INC. ending 12-1-64.			
BRH-1517	12-31-64	Renewal of License			
BRSCA-290	12-31-64	Subsidiary Communications Authorization on Multiplex Basis to			
BRCH-572 (1)	1-19-65	Mod. of license to chg. studio loc. to 2631 W. State St., Milwaukee, Wisc. & operate trans. by remote control.			
MLH-237 (2)	3-25-66	Mod. of Lic. to change name of lic. to INDUSTRIAL SOUND CORPORATION.			
BRSCA-196	8-12-66	Modification of SCA to add the use of supersonic signals to control multiplex receivers (41 and 67 kilocycles.)			
BRH-1517(L)	3-14-68	Renewal of License			
BRSCA-290	3-14-68	Renewal of SCA			
BRH-1517 (1)	1-13-69	Mod. of lic. to chg. studio loc. & RC to 2712 W. Vliet St., Milwaukee, Wisconsin.			

Form BC 126
June 1954 #2

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W B O N

Station location MILWAUKEE, WISCONSIN

Name of licensee INDUSTRIAL SOUND CORPORATION

Transmitter 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
BPH-6719 HAAT: 440'	6-6-69	107.7mc	TPO: 7.5kw ERP 38kw CP to chg HAAT		8-6- 2-6-70
BLH-4514	11-25-69	LICENSE COVER(BPH-6719)			12-1-70
STC-5954	12-16-69	Vol. TC			
BRH-1517(S) BRSCA-290	11-25-70	RENEWAL renewal of SCA			12-1-73
EBSA	5-22-72				
BSH-1517 (1)	5-30-72	Chg. studio & RC loc. to: 2712 W. Vliet St., Milwaukee, Wisconsin.			
BALH-1869 BASCA-587 EFF:	8-29-73 8-30-73	VOL AL & SCA per 323			
BRH-1517(L) RSCA-290	11-28-73 "	RENEWAL Renewal of SCA			12-1-76 "
BPH-9382 HAAT: 440ft(H&V) (L)	5-28-75	107.7MHz. ERP: 38kw(H&V) CP chg TPO, ERP, HAAT, install new X ant, & trans (RC)			U 5-28-76
BLH-6969(L)	4-7-76	Lic.(BPH-9382)-Changes, Main & use former main trans. for Auxiliary purp. only.			12-1-76
BRH-1517(S) BRSCA-290	11-15-76	RENEWAL (MAIN&AUX. & SCA)			12-1-79
COMTEL	11-23-77	AUTOMATIC TRANSMISSION SYSTEM AUTH- ORIZED (BSH issued)			
BRH 790801 BRSCA "	VI 12-31-79	(S) RENEWAL (MAIN,AUX) & SCA			12-1-82

AUG. 1955

APPLICATION RECORD - BROADCASTING

Call

Letters ~~NEW~~ W B O N

Name MUSIC-AIR, INC.

Station location - Milwaukee, Wisc.

(P.O. 606 W. Wisconsin Avenue, Milwaukee 3, Wisconsin)

File No.	Dated	Application for	Action	
			Nature	Date
BPH-2832	9-7-59	C.P. for a new FM Broadcast Station to be	Returned	10-13-59
Rec'd	9-23-59	operated on: 107.7mc CH 299	Ed. dated after Sec. 1	
Resub.	10-26-59	Frequency - 104.7--CH-294 107.9mc CH-300		
R & F	10-29-59	ERP - 16.65 kw	GRANTED	3-16-60
		Type transmitter - Gates FM-5B	HAAT:	205'
		Type of antenna - Andrew 1304-2 (4 sections)	ERP:	16.5-kw
		HAAT 206.8 ft.		
		Transmitter location - Jct. Hwy. 36 & Drexel Ave., Milwaukee, Wisconsin		
		Studio location - Same as transmitter		
		Station location - Milwaukee, Wisconsin		
		Engr. - D. W. Gellerup, Milwaukee, Wis.		
AMENDMENT	2-2-60	AMENDED to change frequency to 107.9mc CH-300		
R & F	2-4-60			
AMENDMENT	2-26-60	AMENDED to change frequency to 107.7mc CH 299		
R & F	2-29-60			

AUG. 1955

#2

APPLICATION RECORD - BROADCASTING

Call
Letters

WBON

Name **MUSIC-AIR, INC.**
Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-6422 R & F	9-6-60 9-9-60	Modification of C. P. (BPH-2832 which authorized a new FM broadcast station) to increase ERP from 16.5kw to 38.27kw & HAAT from 205' to 450.7', change antenna-transmitter & main studio location from Jct. Hwy. 38 & Drexel Ave. 10mi. S.W. of center of city of Milwaukee, Wisc. to 12700 W. Beloit Rd. New Berlin, Wisconsin, change type transmitter (ITA-FM-7500B) & new antenna (Collins-37-M6) & make changes in antenna system.	GRANTED HAAT: ERP:	9-28-60 450' 38-kw
BSCA-290 Rec'd&Filed	10-25-60 10-27-60	Subsidiary Communications Authority on Multiplex Basis (41 and 67kcs.)	GRANTED	12-14-60
MLH-1832 Rec'd&Filed	3-29-61 4-3-61	License to cover CP(BPH-2832 as mod which auth. a new FM Broadcast station).	GRANTED	2-26-64
Amended Rec'd Filed	6-3-63 6-6-63 6-6-63	Amended to change applicant name to Industrial Sound Engineering, Inc.	Issued with MLH-191	

APPLICATION RECORD - BROADCASTING

Call
Letters W.D.M.

INDUSTRIAL SOUND ENGINEERING, INC.
Name X MUSIC-AIR, INC.
MILWAUKEE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BPH-3864 R & F	7-30-62	Construction permit to make changes in transmitting equipment (Change exciter).	GRANTED	10-3-62
	8-21-62		Forfeited Letter	2-18-63
BMLH-191 R & F	8-6-63	Mod. of Lic. to chg name of licensee to INDUSTRIAL SOUND ENGINEERING, INC.	GRANTED	2-26-64
	8-8-63		Issued with LH-1832	
BRH-1517 Rec'd Filed	10-30-64	Renewal of license	GRANTED	12-31-64
	11-12-64			
	11-12-64			
BRSCA-290 REC'D Filed	10-30-64	Renewal of license (Subsidiary) <i>SCA</i>	GRANTED	12-31-64
	11-12-64			
	11-12-64			

FORM BC-121 #4
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W B Q N

INDUSTRIAL SOUND CORPORATION
Name ☒ INDUSTRIAL SOUND ENGINEERING, INC.
Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BRCH-572 Rec'd Filed Amended R. & F.	12-10-64 12-18-64 12-18-64 1-12-65 1-18-65	Modification of license to change studio location to 2615 W. State Street, Milwaukee, Wisconsin and operate transmitter by remote control from studio location. AMENDED to ^{chg.} address to 2631 W. State St., Milwaukee, Wisc.	GRANTED	1-19-65
BMLH-237 R & F	2-28-66 3-3-66	Modification of License to change name of licensee to Industrial Sound Corporation.	GRANTED	3-25-66
BMSCA-196 R & F	7-11-66 7-13-66	Modification of Subsidiary Communications Authorization to add the use of supersonic signals to control multiplex receivers (41 and 67 kilocycles).	GRANTED	8-12-66
BRH-1517 R & F BRSCA-290 R & F	8-30-67 9-7-67 8-30-67 9-7-67	Renewal of License Renewal of SCA	GRANTED GRANTED	3-14-68 3-14-68

SEP 25 1967

APPLICATION RECORD - BROADCASTING

FM

Call
Letters W B O N

Name **INDUSTRIAL SOUND CORPORATION**
MILWAUKEE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BPH- Rec'd #475895 \$30 Refunded \$30 DEC 10 1968	11-29-68 12-3-68 12-3-68 12-27-68	CP to chg. studio and remote control location to 2712 W. Vliet Street, Milwaukee, Wisconsin.	Returned Unnecessary.	12-27-68
BPH- Rec'd #507086: \$30	3-10-69 4-21-69 4-17-69	CP to make changes.	Returned Sect. VB-III not filed.	4-29-69 MAY 1 1969
BPH-6719 R & F Fee \$30.00 paid 4-17-69 #507086 PTA 10-22-69	5-6-69 5-8-69 4-17-69	Construction Permit to change HAAT to 443.8 ft. and change studio & RC to 2531 W. State St., Milwaukee, Wis.	GRANTED	6-6-69
BTC-5954 R & F FEE PD: \$75 MAY 22 1969	5-2-69 5-9-69 -#512925	Vol. transfer of control of lic. corp. from John E., Kay L., & Mary L. Dieringer, et al (all stockholders) to Greater Milwaukee Youth for Christ, Inc.	GRANTED Eff:	12-16-69 12-31-69
AMENDED 10-7-69- R: Financing & Ascertainment of Publication Notice 6-2-69 Community Needs.				

Form BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

107.7mhz

Wisconsin Voice Of Christian Youth, Inc.

Call W V C Y
Letters W B O N

Name ☒ INDUSTRIAL SOUND CORPORATION
Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BLH-4514 R & F #548324 \$30 PT	10-1-69 10-9-69 10-9-69 10-22-69	Lic.(BPH-6719) to change HAAT to 140'. NOV 1 1969	GRANTED	11-25-69
BRH-1517 BRSCA-290 R & F PN Recd. PRESS OCT 6 1970	8-27-70 " 8-31-70 "	RENEWAL OF LICENSE RENEWAL OF SCA	GRANTED	11-25-70
BALH-1869 BASCA-587 R & F FEE PD: \$250 #213517 COIE 049 (Form 316)	7-9-73 7-12-73	Voluntary assignment of license and SCA to WISCONSIN VOICE OF CHRISTIAN YOUTH, INC. (name chgd from Greater Milwaukee Youth for Christ, Inc.)	GRANTED	8-29-73 Eff: 8-30-73 per 323

APPLICATION RECORD - BROADCASTING

107.7mhz.

Call
Letters **WVCY**

Name **WISCONSIN VOICE OF CHRISTIAN YOUTH, INC.**
Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BRH-1517 R & F P.N. PRESS	8-30-73 8-31-73 8-31-73 5 OCT 1973	Renewal of License	GRANTED	11-28-73
BRSCA-290 R & F	8-30-73 8-31-73	Renewal of SCA		
BPH-9382 R & F #397033 \$50 Code 057 PRESS	2-25-75 2-27-75 3-3-75 MAR 25 1975	CP to install new trans. (RCA BTF-20 E1); in- stall new ant. (RCA BFC-5B, 5 sects. (H&V); make changes in antenna system (decr. hght.); change TPO; change ERP: 38.27kw(H&V); change HAAT: 443.8 ft. (H&V) Atty: --- Engr: ---	GRANTED	5-28-75
BLH-6969 R & F W524636-\$150 \$50. Refunded PTA PRESS	1-28-76 2-2-76 2-3-76-001 2-13-76 2-5-76 FEB 23 1976	Lic.(BPH-9382)-Changes, Main trans. & using old main trans. for auxiliary purposes only, with new main antenna		

Form BC-121

May 1976

12-64

APPLICATION RECORD - BROADCASTING

Call
Letters **W V C Y**Name **WISCONSIN VOICE OF CHRISTIAN YOUTH, INC.**
MILWAUKEE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BRH-1517 BRSCA-290 R & F PN Recd. PRESS	7-27-76 " 7-29-76 " AUG 18 1976	RENEWAL OF LICENSE (MAIN & AUX. TRANS.) RENEWAL OF SCA	GRANTED	11-15-76
BRH790801VI BRSCA " PRESS SEP 1 1979 801017AH		Renewal of License (Main, Aux. Trans. & SCA) Modification of license to chg. from commercial FM to non-commercial educational FM station. ATTY: James R Bayes	GRANTED	12-31-79

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.

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.

