

W A G R



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REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1396109

BROADCASTING STATION LICENSE RECORD

Date first licensed 2-1-55

Call letters WAGR
Station Location: Lumberton, N. Carolina

Name of licensee SOUTHEASTERN BROADCASTING CORPORATION

Chestnut Street, extended, 1 mi. South of city limits, Lumberton, N.C. (BP 10-27-61).

Transmitter location On Carthage Road extension, 1 mile northwest of city limits, Lumberton, N.C.
(CP 7-14-54)
(Lic. 2-1-55)

28358

Chestnut Street extended, 1 mile South of city limits, Lumberton, North Carolina (BRC-
2106 North Cedar Street, Lumberton, N. Carolina (Ltr. 6/9/58, Exp: 6-1-58)
x217 East Third Street, Lumberton, North Carolina (Lic. 2-1-55)

Main studio location 207 East 14th Street, Lumberton, North Carolina (CP 7-14-54)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-9212	7-14-54	1480kc	1kw, DA-2	U	9-14-54 3-14-55
	CP for new standard b/cast station (C. CLAUSE)				
BMP-6699 (1)	11-23-54	MP to change type transmitter			
BL-5546	2-1-55	1480kc	1kw, DA-2	U	2-1 12-1-57
	Lic. to cover CP (9212) for new station				
BTC-2419	3-20-57	Vol. transfer of control from Hector MacLean, John Luther McLean, Donald Fuller and David D. King, Jr., to Denzel M. Shaver and Albert Kahn.			
EFF:	4-2-57				
BS-3087 (1)	8-1-57	Mod. of license showing changes in directional antenna system. (MEMO)			
TELEGRAM	11-29-57	Action on renewal deferred- Continued operation authorized until final determination on renewal application.			
WIRE	7-8-58	Reduce hours of operation from Unlimited to <u>Daytime Only</u> due to nighttime directional being out of adjustment and pending action on application for daytime hours for the period ending 10-7-58.			
BR-3087	9-3-58	1480kc	1kw, DA-2	U	9-3 12-1-60
WIRE	10-7-58	<u>OPERATE DAYTIME HOURS ONLY TO 1-4-59.</u>			
Wire	1-5-59	Ext. authority operate daytime only for period ending 4-4-59.			
BP-11838	2-18-59	580kc	500w	Day (RC)	4-18 10-18-59
	CP to change frequency; decrease power; change hours of operation; change from employing directional antenna to Non-directional; make changes in antenna system (incr. hght) and operate trans. by remote control. (Cond'l)				

Form BC 126
June 1954

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BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WAGR

Station location Lumberton, North Carolina

Name of licensee

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BL-7509	8-21-59	580kc	500w	Day	8-21 12-1-60
	Lic. to cover CP (BP-11,338) which auth. a change in freq., power, hours of operation, change from DA-2 to Non-DA, changes in antenna system and change studio location and operate transmitter by remote control.				
BR-3087	11-30-60	Renewal of License			12-1-12-1-63
BTC-3846 EFF:	10-4-61 11-3-61	Voluntary relinquishment of negative control of licensee corporation each by Albert Kahn and Linda W. Kahn (As A Family Group) and Denzel M. Shaver and Lou C. Shaver (As A Family Group) thru sale of stock by Southeastern Broadcasting Corporation to George E. Gautney, Carl T. Jones and Milton A. Newsom			
BP-14999	10-27-61	580kc	500w	Day	12-27 6-27-62
	CP to change antenna-trans. location, make changes in antenna system (incr. height) and make changes in the ground system. (Cond'l).				
BZ-4539 (1)	1-31-62	Authority to determine operating power by direct measurement of antenna power.			
BL-9264	7-20-62	580kc	500w	Day	7-20 12-1-63
	Lic. to cover CP (BP-14,999) which auth. chg. ant-trans. loc., ant. sys. and ground system.				
BZ-4909 (1)	5-13-63	Authority to determine operating power by direct measurement of antenna power.			
BZ-5032 (2)	9-9-63	Authority to determine operating power by direct measurement of antenna power.			
BR-3087	11-27-63	580kc	500w	Day	12-1 12-1-66
BRC-2493 (1)	6-23-64	Mod. of Lic. operate transmitter by Remote Control.			
BZ-5292 (2)	10-27-64	Authority to determine operating power by direct measurement of antenna power.			
BZ-5635 (3)	8-27-65	Authority to determine operating power by direct measurement of antenna power			
BR-5989 (4)	6-22-66	Authority to determine operating power by direct measurement of antenna power			
BR-3087	1-9-67	580kc	500w	Day	1-9 12-1-69
Superseded 6-8-69 to correct Jan. unseq.					

Form BC 126

June 1954

#3

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters M.A.G.R.

Station location

Name of licensee SEE CARD #1

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BTC-5414	8-30-67	Voluntary acquisition of positive control of lic.			
TELEGRAM	10-17-67	PSA	500w		
BR-3087(S)	11-26-69	Renewal of License			12-1-72
EBSA	6-12-72				
BR-3087(S)	12-6-72	RENEWAL			12-1-75
BR-3087(S)	11-26-75	RENEWAL			12-1-78
COMTEL	3-26-80	AUTHORITY & TERMS COMTEL EXTENDED THRU			3/28/79 6/30/80
BR780802UU(L)	1-24-80	Renewal of License			12-1-81
BZ-9805	1-24-80	Direct Measurement			
COMTEL	10-3-80	RE PHONE GON BERMARD PURSUANT TO SECTION 73.99 RULES THIS TELEGRAM CONSTITUTES PRE SUNRISE SERVICE AU. FOR OPERATION FROM 6:00 AM LOCAL TIME TO SUNRISE TIMES SPECIFIED INSTRUMENT OF AU. WITH AU. DAYTIME ANTENNA & POWER OF 395 WATTS DETERMINED BY DIRECT METHOD. ANTENNA CURRENT COMPUTED UTILIZING LAST ANTENNA RESISTANCE MEASUREMENT SUBMITTED TO COMMISSION. POST THIS AUTHORIZATION OR PHOTO COPY WITH STATION LIC.			

APPLICATION RECORD - BROADCASTING

Call Letters WAGR
New

Name SOUTHEASTERN BROADCASTING CORPORATION
PO 320 W. 15th STREET, LUMBERTON, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BP-9212 Rec'd Filed	3-8-54 3-11-54 3-11-54	Construction permit for a new standard broadcast station to be operated on: Frequency: 1480kc Power: 1kw - DA-2 Hours of Operation: Unlimited Trans. Location: 1 mi. N.W. of city limits on Carthage Road extension Lumberton, N. C. Studio Location: 207 E. 14th St. Lumberton, N. C. George E. Gautney, Engr.	GRANTED sub. condition re (1) properly designed phase monitor; (2) Field measuring equipment; (3) non-DA and DA proof; (f) inverse field intensity at a distance of one mile during nighttime on a true bearing of 40° shall not exceed 72 mv/m.	7-14-54
BMP-6699 Rec'd Filed	11-12-54 11-15-54 11-15-54	Modification of construction permit (BP-9212, which authorized a new standard broadcast station) to change type of transmitter (GATES BC-1F).	GRANTED	11-23-54

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APPLICATION RECORD - BROADCASTING

Call
Letters W A G R

Name SOUTHEASTERN BROADCASTING CORPORATION
Lumberton, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BL-5546	11-18-54	License to cover construction permit (BP-9213, as modified) which authorized a new standard broadcast station.	Returned	12-1-54
Rec'd	11-19-54		Notarised	1-31-55
Filed	11-19-54		GRANTED	2-1-55
Resub.	11-18-54			
Rec'd	12-6-54			
Filed	12-6-54			
BTC-2419	1-7-57	Voluntary transfer of control of licensee corporation from Hector MacLean, John Luther McLean, Donald Fuller and David D. King, Jr., to Denzel M. Shaver and Albert Kahn.	GRANTED	3-20-57
Rec'd	1-25-57		EFF:	4-2-57
Filed	1-25-57			

FORM BC-121 #4
AUG. 1955

APPLICA

Name SOUTHEASTERN BROADCASTING CO

File No.	Dated	
Rec'd	6-13-58	Construction
	6-16-58	hours of op
BL-7509 R & F	4-10-59	License to
	4-13-59	authorized
		hours of c
		Non-DA, cl
		studio lo
		remote co
BR-3087	8-31-60	Renewal
Rec'd	9-2-60	
Filed	9-2-60	

AMENDMENT
R & F

FORM BC-121 #3
AUG. 1955

APPLICATION RECORD - BROADCAST

Name SOUTHEASTERN BROADCASTING CORPORATION

File No.	Dated	Application for
BR-3087 Rec'd Filed	8-29-57 9-6-57 9-6-57	Renewal of License
BP-11,838 Rec'd Filed	2-3-58 2-4-58 2-4-58	Construction permit to change frequency from 1480kc to 580kc; decrease power from 1kw to 500w; change hours of operation from Unlim to Daytime; change from employing directional antenna to Non-Directional (DA-2 to Non-DA); make changes in antenna system (incr. hght and operate transmitter by remote control from 217 East Third Street, Lumberton, North Car (Studio location)
	12-6-58 12-8-58	Engr. - Gautney & Jones AMENDED to make changes in antenna (decr. hght and change studio location to 2106 N. Cedar St Lumberton, N.C. specify remote control point as same as studio (12-17-58)

F.C.C. - WASHINGTON, D. C.

F.C.C. - WASHINGTON, D. C.

APPLICATION RECORD - BROADCASTING

Call
Letters WAGRName Southeastern Broadcasting Corporation
Lumberton, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BP-14999 R&F	9-5-61	Construction permit to change antenna-trans loc from On Carthage Road, extension one mile N.W. of city limits, Lumberton, N.C. to one mile south of city limits on Chestnut St extension and make changes in antenna system (incr height) & make changes in the ground system. Engr. Gautney & Jones	GRANTED	10-27-61
	9-6-61		Cond'l re: that a non-DA proof shall be submitted show that the inverse distance field intensity at one mile does not exceed 125 mv/m for 500w operation.	
BTC-3846	9-1-61	Voluntary relinquishment of negative control of licensee corporation each by Albert Kahn and Linda W. Kahn (As A Family Group) and Denzel M. Shaver and Lou C. Shaver (As A Family Group) thru sale of stock by Southeastern Broadcasting Corporation to George E. Gautney, Carl T. Jones and Milton A. Newsom.	GRANTED	10-4-61
Rec'd	9-5-61		EFF:	11-3-61
Filed	9-5-61			

APPLICATION RECORD - BROADCASTING

Call
Letters W A G R

Name SOUTHEASTERN BROADCASTING CORPORATION
Lumberton, N. Car.

File No.	Dated	Application for	Action	
			Nature	Date
BZ-4539 R & F	10-2-61 10-4-61	Authority to determine operating power by direct measurement of antenna power	GRANTED	1-31-62
BL-9264 R. & F.	3-27-62 3-28-62	Lic to cover CP(BP-14,999) which auth. chg antenna-trans loc and make chgs in antenna system, make chgs in ground system.	GRANTED	7-20-62
BZ-4909 Rec'd Resub R.&F.	10-26-62 10-29-62 11-9-62 11-13-62	Authority to determine operating power by direct measurement of antenna power. Engr: Milton A. Newsom	Ret'd---10-30-62--- ---incomplete---see---f--- GRANTED	10-30-62 5-13-63
BZ-5032 R. & F.	7-26-63 7-29-63	Authority to determine operating power by direct measurement of antenna power.	GRANTED	9-9-63

FORM BC-121
AUG. 1955

#7

APPLICATION RECORD - BROADCASTING

Call
Letters W A G R

Name SOUTHEASTERN BROADCASTING CORPORATION
LUMBERTON, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-3087 Filed Rec'd	8-28-63 8-29-63 8-29-63	Renewal of license---12-1-63	GRANTED	11-27-63
BRC-2493 Rec'd Filed	6-12-64 6-15-64 6-15-64	Modification of license to change studio location and remote control point to Main Studio located approximately 400 feet from transmitter on Chestnut Street extended, one mile south of Lumberton, North Carolina.	GRANTED	6-23-64
BZ-5292 R. & F.	6-18-64 6-18-64	Authority to determine operating power by direct measurement of antenna power.	GRANTED	10-29-64
BZ-5635 Rec'd Resubmitted R & F	6-22-65 6-23-65 7/12/65 7/13/65	Authority to determine operating power by direct measurement of antenna power..	RETURNED 7-2-65 (Not signed - Section III incomplete) GRANTED	7-2-65 Section III incomplete) 8-27-65

FORM BC-121 #8
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W A G R

Name SOUTHEASTERN BROADCASTING CORPORATION
Lumberton, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BZ-5989 R & F	4/23/66 4/25/66	Authority to determine operating power by direct meas. of antenna power.	GRANTED	6-22-66
BR-3087 R & F	8/30/66 9/1/66	Renewal of license Supersede mailed 6-9-67 correct Jan.	GRANTED	1-9-67 sunset.
BR-5414 R & F (Form 316) AUG 22 1967	8-8-67 8-15-67	Voluntary acquisition of positive control of lic. corp. by Albert Kahn thru purchase of stock from George E. Gantney and Carl T. Jones Atty - Daly & Joyce	GRANTED	8-30-67
BR-3087 R & F #538593 \$75. P.N. filed PRESS SEP 2 1969	8-26-69 8-28-69 8-28-69 8-28-69	Renewal of license AMENDED 10-20-69 re: commercial matter	GRANTED	11-26-69

APPLICATION RECORD - BROADCASTING

Call
Letters W A G R

Name SOUTHEASTERN BROADCASTING CORPORATION
LUMBERTON, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-3087 R & F PN Recd. PRESS SEP 26 1972	8-28-72 9-1-72 "	RENEWAL OF LICENSE AMENDED 11-27-72 re: business interests; programming; commercial policy; emp. policy	GRANTED	12-6-72
BR-3087 R & F P. N. Rec'd Press SEP 23 1975	7-18-75 8-1-75 8-1-75	Renewal of License. AMENDED 11-19-75 re: programming & EEO	GRANTED	11-26-75
BR780802UU PRESS SEP 11 1978	7-29-78	RENEWAL OF LICENSE	GRANTED (Issued with BZ-9805)	1-24-80
BZ-9805 R & F DM PRESS DEC 31 1979	11-15-74 11-8-79	Direct Measurement	GRANTED (Issued with renewal)	1-24-80

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 one set is known to 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.

