

W A P P



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199



B S

1972

## BROADCASTING STATION LICENSE RECORD

Date first licensed June 2, 1948Call letters W A P FLOCATION: McComb, MISSISSIPPIALBERT MACK SMITH, PHILLIP DEAN BRADY, AND LOUIS ALFORD, A Partnership d/b as  
THE SOUTHWESTERN BROADCASTING COMPANY OF MISSISSIPPI (AL 11-18-49; EFF: 12-15-49)\* ALBERT MACK SMITH, PHILLIP DEAN BRADY, LOUIS ALFORD, AND J. P. MELVIN, EFF: 6-12-  
A Partnership d/b as THE SOUTHWESTERN BROADCASTING COMPANY OF MISSISSIPPI (AL 6-1-49)Name of licensee x ALBERT MACK SMITH, PHILLIP DEAN BRADY, KENNETH HINTON QUIN, and J. P. MELVIN,  
A Partnership d/b as THE SOUTHWESTERN BROADCASTING COMPANY OF MISSISSIPPI.

Approx. .7 miles W of Highway No. 51, approx 2.5 miles SW

Transmitter location of the center of McComb, Mississippi (MP 1-22-48) (Lic. 6-23-48)

317 Canal St., McComb, Miss. (Ltr. 9-18-67)

39648

x Hotel Pike, Corner of State & North Blvd., McComb, Miss. (Tel. 8-10-51)  
(Eff. 8-5-51)Main studio location x The Saphie Building, 209 1/2 Main Street, McComb, Mississippi (MP 1-22-48)  
(Lic. 6-23-48)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-6018	10-23-47	1010	250w	daytime	
	Ltr. 11-18-47. CP for new station granted subject to filing MP for T site and antenna.				
BP-6018	1-22-48	1010	250w	Daytime	3-22-48 9-22-48
BMP-3342	Mod. C.P.(6018) for approval ant. & transmitter site & chg. studio location				
BL-3105	6-23-48	1010	250w	daytime	6-23 5-1-51
	Lic. to cover CP (6018 as mod) for a new station. (COND. CLAUSE)				
BAL-844	6-1-49	Vol. assignment of Lic. to Albert Mack Smith, Phillip Dean Brady, Louis Alford and J. P. Melvin, A Partnership d/b as The Southwestern Broadcasting Company of Mississippi.			
EFF:	6-17-49				
BAL-943	11-18-49	Vol. assignment of license from Albert Mack Smith, et al to Albert Mack Smith, Phillip Dean Brady and Louis Alford, A Partnership d/b as The Southwestern Broadcasting Company of Mississippi.			
EFF:	12-15-49				
BR-1972	4-12-51	1010	250 w	Daytime	5-1 5-1-54
BZ-3440	11-7-52	1010	250w	D	11-7-52 5-1-54
	Auth. to determine operating power direct method				
BP-8482	3-18-53	1010	1kw	Day	5-18-53 11-18-53
	CP to increase power, install new trans.; make changes in antenna system; mount FM antenna				
BL-5001(1)	5-28-53	1010	1kw	Day	5-28 5-1-54
	Lic. cover CP (BP-8482) inc. power, install new T & change antenna system; mount FM antenna.				
BRC-151 (1)	8-27-53	Mod. of license to operate transmitter by R.C. from First Floor of Pike Hotel, Corner of State & North Blvd., McComb, Mississippi.			
BR-1972	4-28-54	1010	1kw	Day	5-1 6-1-55
BR-1972	5-25-55	RENEWAL OF LICENSE			6-1 6-1-58
BP-9480	7-20-55	980kc	1kw	Day	9-20-55 3-20-56
	CP to change frequency				



June 1954

# BROADCASTING STATION LICENSE RECORD

CARD #2

Date first licensed .....

Call letters W A P F .....

Name of licensee ALBERT MACK SMITH, PHILLIP DEAN BRADY AND LOUIS ALFORD, A PARTNERSHIP d/b as  
THE SOUTHWESTERN BROADCASTING COMPANY OF MISSISSIPPI (AL 11-18-49; EFF:12-15-  
49) .....

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BL-6106	4-9-56	980kc	1kw	Daytime	4-9-56 6-1-58
Lic. to cover CP(BP-9480) to change frequency.					
BR-1972	5-21-58	Renewal of license			6-1 6-1-61
	6-1-61	Comm. deferred action on renewal pending further consideration.			
BR-1972	10-26-61	Renewal of license			10-26 6-1-64
BZ-4545	2-8-62	Authority to determine operating power			
--(1)--	-- -- --	by direct measurement of antenna power.			
BZ-4714	8-20-62	Authority to determine operating power			
(2)		by direct measurement of antenna power.			
BP-14576	9-20-63	980kc	5kw	Day	11-20 5-20-64
CP to increase power to 5kw and install a new transmitter (RCA BTA-5F) (Cond'l).					
Letter	11-21-63	Auth. oper. with 1kw between hrs. of 4am & local sunrise pending final decision in Docket No. 14419 or until told to stop under Sect. 3.87 whichever comes first.			
BR-1972	5-28-64	980kc.	1kw	Day RC	6-1 6-1-67
Ltr. dated 7-27-64 & rec'd 7-30-64 giving notification per Sect. 73.48(a)(5) Rules that a RCA BTA-5F trans. is now installed & in oper.					
BMP-11,280	6-26-64	Mod. of CP(BP-14,576 as mod.) for extension of completion date 8-18-64.			
(1)					
XXXXXXXXXXXXXXXXXXXXX XXXXXXXX XXXXXXXXXXXXXXXXXXXX					
BL-10,708	1-26-65	Lic. to cover CP(BP-14,576 as mod.) which			
(1)		auth. inc. power to 5kw (Cond'l)			
Ltr. 9-14-67, rec'd 9-18-67 giving notification that studio loc. & RC pt. located at 317 Canal St., McComb, Miss.					
TELEGRAM	10-17-67	PSA	500w		
BZ-6722	1-12-68	Auth. to determine operating power by direct meas. of antenna power.			
XXXXXXXXXXXXXXXXXXXXX ISSUED WITH RENEWAL					
BR-1972					
BZ-6722(1)	1-22-69	Renewal of License			1-22 6-1-70
EBSA	6-1-72				



Form BC 126

#3

June 1954

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WAPP

Station location .....

Name of licensee .....

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BR-1972(S)	11-22-72	RENEWAL			6-1-73
BR-1972(S)	6-15-73	RENEWAL			6-1-76
BR-1972(S)	8-24-76	Renewal of License			6-1-79
BR 790201WT (S)	5-18-79	Renewal of license			6-1-82



## APPLICATION RECORD - BROADCASTING

Call W A P F  
Letters X New

ALBERT MACK SMITH, PHILLIP DEAN BRADY, KENNETH HINTON QUIN, and J.P. MELVIN,  
 Name A Partnership d/b as THE SOUTHWESTERN BROADCASTING COMPANY OF MISSISSIPPI  
(PO 236 Michigan Avenue, McComb, Mississippi)

325 Delaware Avenue,

File No.

Dated

Application for

Action

Nature

Date

BP-6018

Rec'd

Filed

3-4-47

3-13-47

3-13-47

Construction Permit for a new standard broad  
 cast station to be operated on:  
 Frequency: ~~1550kc~~ 900kc 1010kc  
 Power: 250w

Hours of operation: ~~Unlimited~~ daytimeTrans. location: ~~Miss. Highway 24 W. approx.~~

~~1.7 miles west along 24 from~~  
~~junction US 51 and 24 highway~~

McComb, Mississippi

Studio location: Miss. Highway 24 W.,

McComb, Mississippi

AMENDED

7-21-47

Recd.

7-25-47

Filed

7-25-47

AMENDED to change frequency from 1550kc to  
 900kc; <sup>hours of operation from uni. to daytime;</sup> change type transmitter (Collins 300G)  
 and change transmitter location from - Miss.  
 Highway 24 W. Approx. 1.7 miles W. along  
 Highway 24 from junction US 51 and 24 McComb, Miss.  
 to - to be determined, McComb, Miss.  
 Harold B. Rothrock, Engr.

GRANTED 10-23-47  
 subject to filing MP  
 for T site and antenna.  
 Ltr. 11-18-47.

(See Amendment Card #2)



Composite transmitter Collins 300 G



Form 94

## APPLICATION RECORD - BROADCASTING

Card #2

Call  
LettersLW APP  
NEWName THE SOUTHWESTERN BROADCASTING COMPANY OF MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BP-6018(con't. from Card #1)				
• AMENDED	8-27-47	AMENDED to change frequency from 900kc to 1010kc		
Recd.	9-3-47			
Filed	9-3-47			
BMP-3342	11-6-47	Mod. of C.P. (BP-6018, which authorized a new standard broadcast station) to change type of transmitter (Gates 250-D), for approval of antenna and transmitter location at Approx. .7 miles West of highway No. 51, approx. 2.5 miles Southwest of the center of McComb, Mississippi, and to change studio location from Miss. Highway 24 W., McComb, Miss., <u>TO</u> 209½ Main Street, The Saphie Building, McComb, Mississippi. (Filed by Harold B. Rothrock, Engr.)	GRANTED	1-22-48
Rec'd	11-10-47			
Filed	11-10-47			



Form 94

## APPLICATION RECORD - BROADCASTING

ALBERT MACK SMITH, PHILLIP DEAN BRADY, LOUIS ALFORD  
 & J. P. MELVIN, A Part. d/b as THE SOUTHWESTERN COMPANY OF MISS. Call  
 Name x THE SOUTHWESTERN BROADCASTING COMPANY OF MISSISSIPPI Letters **WAPP**

File No.	Dated	Application for	Action	
			Nature	Date
BL-3105 Rec'd Filed	4-12-48 4-14-48 4-14-48	License to cover C.P. (EP-6016, as mod.,) which authorized a new standard broadcast station.	GRANTED re waiver	6-23-48 3.60
BAL-844 Rec'd Filed	3-2-49 3-8-49 3-8-49	Voluntary Assignment of License from Albert Mack Smith, Phillip Dean Brady, Kenneth Hinton Quin and J. P. Melvin, A Partnership d/b as The Southwestern Broadcasting Company of Mississippi to Albert Mack Smith, Phillip Dean Brady, Louis Alford and J. P. Melvin, A Partnership d/b as The Southwestern Broadcasting Company of Mississippi.	GRANTED EFF:	6-1-49 6-17-49



FCC FORM 94 "A"

## APPLICATION RECORD - BROADCASTING

ALBERT MACK SMITH, PHILLIP DEAN BRADY, LOUIS ALFORD AND

J. P. MELVIN, A Partnership d/b as The Southwestern

Call

Letters

W A P F

Name Broadcasting Company of Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BAL-943	10-31-49	Voluntary assignment of license from Albert Mack Smith, Phillip Dean Brady, Louis Alford and J. P. Melvin, A Partnership d/b as The Southwestern Broadcasting Company of Mississippi to Albert Mack Smith, Phillip Dean Brady and Louis Alford, A Partnership d/b as The Southwestern Broadcasting Company of Mississippi.	GRANTED	11-18-49
Rec'd	11-7-49		EFF:	12-15-49
Filed	11-7-49			
HP-7579	2-28-50	Construction permit to change frequency from 1010kc to 1490kc, change hours of operation from daytime to unlimited using power of 250w. (Contingent on grant of HP-7529)	DISMISSED	9-6-51
Rec'd	3-20-50		Contingent appli.	
Filed	3-20-50		HP-7529 dismissed.	
		George B. Beirey, Engr.		



## APPLICATION RECORD - BROADCASTING

Name ALBERT MACK SMITH, PHILIP DEAN BRADY, LOUIS ALFORD and Call Letters WAPF  
a Partnership  
d/b as The Southwestern Broadcasting Company of Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BR-1972 Rec'd	2-27-51 3-1-51	Renewal of License	GRANTED	4-12-51
EP-8482 Rec'd Filed	4-28-52 4-30-52 4-30-52	Construction permit to increase power from 250w to 1kw, install a new transmitter (RCA BTA-1L) and make changes in the antenna system.  John H. Mullaney, Engr.	GRANTED	3-18-53
AMENDED Rec'd Filed	7-30-52 8-8-52 8-8-52	AMENDED to mount FM and TV antenna on AM tower.  <del>(Contingent on grant of TV appl.)</del>		
AMENDED Rec'd Filed	11-12-52 11-17-52 11-17-52	AMENDED to mount FM antenna only on AM tower.		



## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

ALBERT MACK SMITH, PHILLIP DEAN BRADY AND LOUIS ALFORD

Call

Letters W A P FName A PARTNERSHIP d/b as THE SOUTHWESTERN BROADCASTING COMPANY OF MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BZ-3440 Rec'd Filed	9-6-52 9-8-52 9-8-52	Authority to determine operating power by direct measurement of antenna power.	GRANTED	11-7-52
BL-5001 Rec'd Filed	4-22-53 4-24-53 4-24-53	License to cover construction permit (BP-8482) which auth. increase power, installation of a new transmitter and make changes in the antenna system.	GRANTED	5-28-53
BRC-151 Rec'd Filed	8-11-53 8-14-53 8-14-53	Modification of license to operate transmitter by Remote Control from Corner of State and North Blvd., First Floor of Pike Hotel, McComb, Mississippi.	GRANTED	8-27-53



# APPLICATION RECORD - BROADCASTING

Call  
Letters WAPX

Name ALBERT MACK SMITH, PHILLIP DEAN BRADY, AND LOUIS ALFORD,....

A Partnership d/b as THE SOUTHWESTERN BROADCASTING COMPANY OF MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BR-1972 Rec'd Filed	2-8-54 2-15-54 2-15-54	Renewal of License	Granted	4-28-54
EP-9480 Rec'd Filed	9-20-54 9-23-54 9-23-54	Construction permit to change frequency from 1010kc to 980kc.  Joan H. Mullaney, Engr.	GRANTED Docket 11251 granted after hearing	7-20-55
BR-1972 Rec'd Filed	3-23-55 3-28-55 3-28-55	Renewal of License	GRANTED	5-25-55



FORM BC-121

## APPLICATION RECORD - BROADCASTING

FORMERLY FORM A-170

Call

Letters W A P P

Name ALBERT MACK SMITH, PHILLIP DEAN BRADY, AND LOUIS ALFORD,  
A Partnership d/b as THE SOUTHWESTERN BROADCASTING COMPANY OF MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
EMP- Rec'd	3-19-56 3-20-56	Modification of construction permit (BP-9480 which auth change in frequency) for extension of completion date from 3-20-56 to 4-30-56.	RETURNED as unnecessary, lic. on file	3-28-56
BL-6106 Rec'd Filed	3-19-56 3-20-56 3-20-56	License to cover construction permit (BP-9480) which authorized a change in frequency.	GRANTED	4-9-56
BR-1972 Rec'd. Filed	4-24-58 4-28-58 4-28-58	Renewal of license.	GTANTED	5-21-58
BP-14,576 Rec'd Resub R&F	10-28-60 10-31-60 12-10-60 12-14-60	Construction Permit to increase <del>daytime</del> power from 1kw <u>to</u> 5kw and install a new transmitter (RCA-BTA-5F)  Eng.- L. J. N. du Treil, New Orleans, La.	Ret'd--- M-2-distorted GRANTED Cond'l res: Pre-sunrise operation. Sect. 626.12 FAA Reg.	11-4-60 9-20-63



AUG. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters WAPP

#9 ALBERT MACK SMITH, PHILLIP DEAN BRADY AND  
 Name LOUIS ALFORD, D/B AS THE SOUTHWESTERN BROADCASTING COMPANY OF MISSISSIPPI  
XXXXXXXXXXXX MCCOMB, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BR-1972 Rec'd&Filed	3-1-61 3-6-61	Renewal of License	GRANTED	10-26-61
BZ-4545 R & F	10-9-61 10-11-61	Authority to determine operating power by direct measurement of antenna power.	GRANTED	2-8-62
BZ-4714 R. & F.	6-12-62 6-15-62	Authority to determine operating power by direct measurement of antenna power.	GRANTED	8-20-62
BR-1972 Rec'd Filed	3-3-64 3-5-64 3-5-64	Renewal of license	GRANTED	5-28-64
BMP-11,260 Rec'd Filed	4-23-64 4-27-64 5-11-64	Mod CP (BP-14,576 which auth incr power and install new trans) for ext of comple date from 5-20-64 to 8-18-64. Atty: Harry J. Daly	GRANTED to	6-26-64 8-18-64



AUG. 1955 #10

## APPLICATION RECORD - BROADCASTING

Call W A P F

Letters

Name Albert Mack Smith, Philip Dean Brady, and Louis Alford, A partnership d/b as  
 The Southwestern Broadcasting Company of Mississippi  
 McComb, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
EL-10,708 R. & F.	8-1-64 8-3-64	License to cover construction permit(BP-14,576 as modified) which authorized increase power.	GRANTED Condl re pre-sunrise operation precluded	1-26-65
BR-1972 R & F	2-25-67 3-1-67	Renewal of License  AMENDED 6-14-68 re: commercial practices	GRANTED Issued with BZ-6722	1-22-69
82 Rec'd	11/27/67	Auth. to determine operating power by direct meas. of ant. power.	RETURNED: Sect. I	11/30/67 no (See card #11)
BP- Rec'd	11-28-67 12-4-67	CP to change hours of operation from Daytime to Unlimited, using power of 1kw nighttime, 5kw daytime, install DA-N, change antenna-trans. loc to 4½ mi. W of McComb, Mississippi, and install new transmitter (Bauer 707). atty-Daly and Joyce enr-John H. Mullaney and Assoc.	Waiver request Denied and appl. RETURNED 4-15-70 by Comm. action.	



FORM BC-121 #11  
Aug. 1955

# APPLICATION RECORD - BROADCASTING

Call  
Letters W A P F

Name Albert Mack Smith, Philip Dean Brady and Louis Alford, A Partnership d/b as  
THE SOUTHWESTERN BROADCASTING COMPANY OF MISSISSIPPI McComb, Mississippi

File No.	Dated	Application for	Action	
			Nature	Date
BZ-6722 Rec'd RESUB: R & F DM-12 '13/67  JAN 16 1968	12/5/67 11/27/67 12/5/67 12/7/67	Auth. to determine operating power by direct meas. of ant. power.  Engr: L. R. Du Treil	GRANTED <del>NOT RECORDED</del> ISSUED WITH RENEWAL	1-12-68
BR-1972 R & F #582007\$75 PN PRESS  APR 2 1970	2-28-70 3-2-70 3-2-70 3-2-70	Renewal of license  Mallyck & Bernton, Attys. AMENDED 6-8-71 re: commercial policy AMENDED 8-5-71 re: commercial matter AMENDED 9-26-72 re: commercial matter	GRANTED	11-22-72
BR-1972 R & F PN Recd. PRESS	2-24-73 3-5-73 " MAR 8 1973	RENEWAL OF LICENSE Michael L. Glaser, Atty. AMENDED 6-7-73 re: ascertainment of comm. needs; programming & emp. policy	GRANTED	6-15-73



# APPLICATION RECORD - BROADCASTING

980 kc

6-48

Call  
Letters W A P F

Name ALBERT MACK SMITH, PHILIP DEAN BRADY and LOUIS ALFORD,  
A PARTNERSHIP d/b as THE SOUTHWESTERN BROADCASTING COMPANY OF MISSISSIPPI  
McCOMB, MISSISSIPPI

File No.	Dated	Application for	Action	
			Nature	Date
BR-1972	1-20-76	RENEWAL OF LICENSE	GRANTED	8-24-76
R & F	2-2-76			
PN Recd.	2-6-76	Francis E. Fletcher, Jr., Atty.		
PRESS	FEB 24 1976	AMENDED 3-9-76 re: ascertainment of community needs AMENDED 5-26-76 re: engineering		
BR 790201 WT		RENEWAL OF LICENSE	GRANTED	5-18-79
PRESS	MAR 14 1979	M.L. Glaser, Atty.		



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

