

W R X B



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

June 1954

BROADCASTING STATION LICENSE RECORD

3608

Date first licensed 4-15-58 Call letters W R X B (eff: 2-18-76)
XX W I L Z

1/23/76

ROLYN COMMUNICATIONS, INC. (AL gr 12/10/75 EFF: / Station location St. Petersburg Beach, Fla.

xMILLBECK BROADCASTERS, INC. (AL 8-29-69, Eff: 10-6-69)

xHOLIDAY ISLES BROADCASTING COMPANY (AP 1-15-58) EFF: 2-28-58

Name of licensee x EDMUND A. SPENCE, tr/as HOLIDAY ISLES BROADCASTING COMPANY

(BL-4-15-58)

3753 38th Avenue, South, St. Petersburg, Florida. (MP ~~5-31-57~~) 10-2-57

Transmitter location x 0.9 mile east of Passe-A-Grille Beach, Pine Key Island, Fla. (CP 2-21-57)

3753 38th Avenue South, St. Petersburg, Florida

xx200 Madonna Blvd., Tierra Verde, Florida (EFF: 10-21-63)

X ~~4600 Boca Ciega Drive, St. Petersburg Beach, Fla.~~ (BL-4-15-58) Sec. 3.30a

X307 Boca Ciega Drive, St. Petersburg Beach, Florida. (MP ~~5-31-57~~) 10-2-57

Main studio location x To be determined, St. Petersburg Beach, Florida (CP 2-21-57)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-10148	2-21-57	1590kc	1kw-DA	Day	4-21-57 10-21-57
	CP for new standard broadcast station. (cond'1)				
BMP-7680 (1)	5-31-57	Mod. of CP(10,148) to change transmitter location, change type transmitter to (RCA BTA-1MX and specify studio location & make changes in the ground system.			
BMP-7680 (1)	10-2-57	Mod. of CP(10148) WPIN opposition to grant of 5-31-57 denied.			
BAP-376 EFF:	1-15-58 2-28-58	Voluntary assignment of construction permit to Holiday Isles Broadcasting Company.			
BL-6945	4-15-58	1590kc	1kw-DA	Day	4-15 2-1-61
		License to cover CP(BP-10,148 as mod.,) which authorized a new standard broadcast station.			
	1-25-61	Commission deferred action on renewal pending further consideration.			
BR-3608	4-19-61	1590kc	1kw-DA	Day	4-19 2-1-64
BTC-3561 EFF: Harriette C. Spence, Deceased.	4-24-61	Invol. transfer of control of licensee corporation from Edmund A. Spence to Executrix of the Estate of Edmund A. Spence, Deceased.			
BTC-4039 EFF:	7-18-62 8-6-62	Voluntary transfer of control of licensee corporation from Harriette C. Spence, Executrix of the Estate of Edmund A. Spence, Deceased To Charles W. Mackey and Richard L. Marsh			
BML-2020 (1)	12-12-62	Mod. of license to change studio loc. to 200 Madonna Blvd., Tierra Verde, Fla.			
BTC-4170 EFF:	12-14-62 12-21-62	Voluntary acquisition of positive control of licensee corporation by Charles W. Mackey thru purchase of stock from William D. Mangold, George S. Saltsman and Jack Faulkner.			
BR-3608	1-17-64	1590kc	1kw-DA	Day	2-1 2-1-67
BS-3608	8-5-66	1590kc	1kw-DA	Day	8-5 2-1-67
		Mod. of lic to chg operating spec. (Mem)			

June 1954

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W I L Z

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.
BR-3608	1-13-67	Renewal	of License		2-1 2-1-70
TELEGRAM	10-17-67	PSA	500w		
BAL-6684	8-29-69	Vol. AL			
BR-3608(L)	1-29-70	Renewal	of license		2-1-73
BRC-3430 (1)	11-4-70	Mod. of lic. to operate	transmitter		
		by remote control from 200 Madonna	Blvd.,		
		Tierra Verde, Florida.			
EBSA	6-12-72				
BR-3608(L)	9-14-73	RENEWAL & MOD.			2-1-76
BS-3608	10-29-75	change SL			
		Superseded 12-12-75 to correct station			
		location			
BAL-8522	12/10/75	Vol AL	EFF: 1/23/76		
COMTEL	1-23-76	Auth. suspend oper. thru	3-15-76		
BR-3608(L)	8-17-78	Renewal of License			2-1-79
BZ-9436		(Renewal & Modification)			
BTC781207EA	12-21-78	VOL. TC	EFF:		
BR781002XP (S)	5-11-79	RENEWAL OF LICENSE			2-1-82

APPLICATION RECORD - BROADCASTING

Call
Letters ~~Nov~~ W I L Z

Name EDMUND A. SPENCE tr/as HOLIDAY ISLES BROADCASTING COMPANY
x PO BOX 6267, St. Petersburg Beach, Fla.

PO 111 Estado Way, St. Petersburg Beach, Fla. per atty. 5-31-57

File No.	Dated	Application for	Nature	Date
BP-10,148 Rec'd Filed	10-7-55 10-11-55 10-11-55	Construction permit for a new standard broadcast station to be operated on: Frequency: 1590kc Power: 1kw- Directional Antenna Hours of Operation: Daytime Trans. Location: Pasadena-Ave. St. Petersburg, Florida Studio Location: To be determined St. Petersburg Beach, Florida W. J. Holey, Engr., Atlanta, Ga.	GRANTED Conditions: Installation of properly designed phase monitor; Field Measuring equipment being available at all times; Submission of complete non-DA proof of performance.	2-21-57
AMENDED Rec'd Filed	6-30-56 7-2-56 7-11-56	AMENDED to change antenna-transmitter location to 0.9 mi. east of Passe-A-Grille Beach, Pine Key Island, Florida; and make changes in the antenna and ground systems.		

RCA BTA-1M

APPLICATION RECORD - BROADCASTING

Call
Letters W I L Z

Name EDMUND A. SPENCE TR/AS HOLIDAY ISLES BROADCASTING
COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-7680	5-15-57	Modification of Construction Permit		
Rec'd	5-21-57	(BP-10,148 amended , which authorized a new	GRANTED	5-31-57
Filed	5-21-57	standard broadcast station) to change trans- mitter location from 0.9 mile east of Passe-A- Grille Beach, Pine Key Island, Florida TO 3753 38th Avenue, South, St. Petersburg, Florida, change type transmitter to (RCA BTA-1MX) and specify studio location as 307 Boca Ciega Drive, St. Petersburg, Florida, and make changes Atty's: Hedrick and Lane. in ground system.	GRANT SET ASIDE	8-1-57
PETITION FOR REVIEW AND PROTEST FILED 7-3-57 by Koplovitz for WPIN				
OPPOSITION TO PETITION FOR REVIEW AND PROTEST filed 7-15-57 by Litschgi and Cottone for WILZ				
REPLY TO OPPOSITION filed 7-22-57 by Koplovitz for WPIN				
MOTION TO STRIKE: ANSWER TO REPLY TO OPPOSITION: REQUEST FOR LEAVE TO FILE filed 7-26-57 by Litschgi and Cottone for permittee				
			GRANTED Letter #49915 adopted	10-2-57

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call

Letters W I L ZName X HOLIDAY ISLES BROADCASTING COMPANY
EDMUND A. SPENCE tr/as HOLIDAY ISLES BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BAP-376 Rec'd Filed	12-19-57 12-30-57 12-30-57	Voluntary assignment of construction permit to Holiday Isles Broadcasting Company. Benedict P. Cottone, Atty.	GRANTED EFF:	1-15-58 2-28-58
C BL-6945 Rec'd Filed	11-20-57 11-22-57 11-22-57	License to cover Construction permit BP-10,148 as mod., which authorized a new standard broadcast station. Atty's: Cottone & Schiener	GRANTED	4-16-58
Amendment Rec'd & Filed	1-28-58 1-31-58	Amended to change name of app licensee to Holiday Isles Broadcasting company.		
BTC-3561 Rec'd Filed	10-1-60 10-13-60 10-13-60	Involuntary transfer of control of licensee corporation from Edmund A. Spence to Harriette C. Spence, Executrix of the Estate of Edmund A. Spence, Deceased. Mary Jane Morris, Atty.	GRANTED EFF:	4-24-61

AUG. 1955

APPLICATION RECORD - BROADCASTING

#4

Call

Letters W-I-L-Z

Name HOLIDAY ISLES BROADCASTING COMPANY
St. Petersburg Beach, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BR-3608 R & F	10-25-60 11-1-60	Renewal of license Mary Jane Morris, Atty.	GRANTED	4-19-61
BTC-4039 Rec'd Filed	4-20-62 4-25-62 4-25-62	Voluntary transfer of control of licensee corporation from Harriett C. Spence, Executrix of the Estate of Edmund A. Spence, Deceased to Charles W. Mackey and Richard L. Marsh. Herbert M. Schulkind, Atty.	GRANTED EFF	7-18-62 8-6-62
BFL-2020 R. & F.	11-6-62 11-9-62	Mod. of license to change studio loc. from 7500 Boca Ciega Drive, St. Petersburg Beach, Fla. to 200 Madonna Blvd., Tierra Verde, Fla. (Requests waiver Sec. 3.30) Atty: Herbert M. Schulkind	GRANTED	12-12-62

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

1590kc

Call
Letters **W I L Z**

MILLBECK BROADCASTERS, INC.
Name **HOLIDAY ISLES BROADCASTING COMPANY**
St. Petersburg Beach, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BTC-4170 Rec'd Filed	11-6-62 11-30-62 11-30-62	Voluntary acquisition of positive control of licensee corporation by Charles W. Mackay thru purchase of stock from William D. Mangold, George S. Saltsman and Jack Faulkner. Herbert M. Schulkind, Atty.	GRANTED: EFF:	12-14-62 12-21-62
ER-3608 R. & F.	10-30-63 11-4-63	Renewal of license. Atty- Fly, Shuebruk, Blume and Gaguine	GRANTED	1-17-64
BR-3608 R & F	10-31-66 11-3-66	Renewal of license Attys - Fly, Shuebruk, Blume and Gaguine	GRANTED	1-13-67
BAL-3684 R & F FEE PD: \$105 (remotes included)	6-6-69 6-11-69 -#521560	Voluntary assignment of license to MILLBECK BROADCASTERS, INC. Atty - Fly, Shuebruk, Blume & Gaguine	GRANTED Eff:	8-29-69 10-6-69

JUN 19 1969 Pub. notice filed 6-26-69
(SEE OVER FOR AMENDMENTS) F.C.C. - WASHINGTON, D. C.

FE: BAL-6684 - Statement re programming; (assignee)
fin. data

Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters

W I L E

Name

MILLBECK BROADCASTERS, INC.

St. Petersburg, Florida

Beach

File No.	Dated	Application for	Action	
			Nature	Date
BR-3608 R & F #553986 \$75. PN PRESS	10-30-69 11-3-69 11-3-69 11-6-69 DEC 9 1969	Renewal of license Atty: Fly, Shuebruk, etc. (H. M. Schulkind)	GRANTED	1-29-70
BRG-3430 R & F #594376 \$30	4-13-70 4-20-70 4-20-70	Mod. of license to operate transmitter by remote control from 200 Madonna Blvd., Tierra Verde, Florida.	GRANTED	11-4-70
BR-3608 R & F PN R&C PRESS	10-30-72 11-2-72 DEC	RENEWAL OF LICENSE Peter Shuebruk, Atty. AMENDED 1-22-73 re: financial & engineering data AMENDED 5-24-73 re: change in program format	GRANTED	9-14-73

APPLICATION RECORD - BROADCASTING

1590khz

Call W R X B
Letters ~~xx~~ I L Z

ROLYN COMMUNICATIONS, INC.
Name ~~x~~ Millbeck Broadcasters, Inc.
St. Petersburg Beach, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BAL -8522 R & F FEE PD: \$200 CODE 047 PN filed	9-26-75 9-29-75 #481470 OCT 14 1975 10/16/75	Voluntary assignment of license to ROLYN COMMUNICATIONS, INC. (SEE OVER) Atty - Victor E. Ferrall, Jr. AMENDED 12-1-75 - chges in stockholdings; financial data; ltr re intent for Cert of Auth. in Florida	GRANTED EFF: FEE REQ Fee Pd	12/10/75 1/23/76 2/5/76 W 525072
BR-3608 R & F PN Recd. PRESS	9-29-75 10-1-75 " JAN 22 1976	RENEWAL OF LICENSE V.E.Ferrall, Jr. Atty. AMENDED 3-4-76 re: change name of applicant to "Rolyne Communications, Inc." MAR 17 1976 AMENDED 7-29-76 re: engineering	GRANTED	8-17-78
BZ-9436 R & F DM PRESS JUN 29 1977	10-15-76 10-22-76 6-20-77	Direct Measurement Atty: Victor E. Ferrall, Jr. (Jones, Day, Reavis & Pogue)	GRANTED issued with Renewal	8-17-78

RE: BAL-8522 - Assignee is Ohio corp - Cert of Auth for
Fla. not submitted

#8

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

1590 khz

Call
Letters W R X BName ROLYN COMMUNICATIONS, INC.
St. Petersburg Beach, FL

File No.	Dated	Application for	Action	
			Nature	Date
BR781002XP PRESS NOV 3 1978		Renewal of License Atty.: Linda K. Smith	GRANTED	5-11-79
BTC781207EA Form 316 PRESS DEC 15 1978	12-1-78	Vol. TC from Robert T. Mach to ROBERT T. MACH and J. EUGENE DANZEY (50% Each)	GRANTED EFF:	12-21-78
		Atty - John Stewart (Jones, Day, Reavis, etc.)		

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.

