

W H O L



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

BROADCASTING STATION LICENSE RECORD

Date first licensed 2-2-49

Call letters W.H.O.L.

STATION LOCATION: Allentown, Penna.

EMPIRE BROADCASTING CO., INC. (BAL-1-16-64 EFF: 3-1-64)

Name of licensee ALLENTOWN BROADCASTING CORPORATION

Transmitter location 1125 Colorado Avenue, Allentown, Pa. (Lic. 2-2-49)
 * Corner of Colorado and Poplar Streets, Allentown, Pennsylvania
 (CP & MP 6-8-48)

18103 1125 Colorado Avenue, Allentown, Pa. (Lic. 2-2-49)
 * Corner of Colorado and Poplar Streets, Allentown, Pa. (CP & MP 6-8-48)

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
Order B2-P-4374) 6-14-47	1230	250w	U	Subj. filing MP approval T site and antenna For a new standard broadcast station
B2-P-4374 BMP-3052	6-8-48	1230	250w	U	8-8 2-8-49 Mod. CP (4374) for approval of antenna and T site and specify studio site.
BL-3349	2-2-49	1230	250w	U	2-2 2-1-52 Lic. to cover (CP 4374 as mod) for a new station.
BTC-713 EFF: 3-31-49	3-10-49	Relinquishment of control of permittee corp. by Lewis and Cora Windmuller thru issuance of 150 shares to George D. Gartland (common stock)			
	2-16-50	grant of original CP set aside & set for hearing - effectiveness of order withdrawing auth of WHOL to opr. is stayed pending further hearing & release of final decision. Order Issued			
Telegram	1-31-52	Auth. to operate continued to 8-1-54 or until final decision in the consolidated hearing on applications of Allentown B/cg. Co. (Do. 7180) and Easton Publ. Co. (Do. 7179) for CPs, whichever is sooner. Subj. condition that it is w/o prejudice to any action that may be taken or any decision rendered in said consolidated hearing.			
ORDER	8-26-53	Authority to continue operation under its existing license specifications until 12:00 midnight EST of the 30th day subsequent to the final decision by the Court of Appeals for the District of Columbia Circuit.			
Order	7-31-53	Auth. to continue oper. under existing license spec. until 12 Midnight, EDST, 8-31-53			
Telegram	12-28-55	Auth. to operate terminates Midnight 1-15-56, in view of Court of Appeals 12-16-55 decision affirming Comm. grant of appl. of Easton Publishing Company			

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W H O L

Name of licensee

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
Order	1-4-56	Auth. to continue oper. under existing specs. until 12 Midnight of the 30th day subsequent to the entry of an order by Court of Appeals denying Allentown's 12-30-55 Pet. for Rehearing or otherwise finally disposing of the instant appeal			
Order	2-16-56	Above order modified to auth. continued oper. until 12 Midnight of the 30th day subsequent to entry of an order by Supreme Court denying Allentown's pet. for certiorari, or the entry of order by either Court of Appeals or Supreme Court disposing of the appeal			
Telegram	5-3-56	Accord. above order oper. WHOL beyond 5-9-56 not authorized			
BP-10551	5-9-56	1600kc	500w DA	Day	7-9-56 1-9-57 CP to change freq., power, hours of operation type trans. & install DA-D (COND'L CLAUSE)
BMP-7477 BMP-7490	(1) 1-16-57	Mod. of CP(10551) to extend completion date to 4-9-57, and change type of trans.			
BMP-7584 (2)	4-9-57	Mod. of CP(10,551, as mod.) for extension of completion date to 7-9-57.			
BMP-7742 (3)	7-12-57	Mod. of CP(10,551, as mod.) for extension of completion date to 10-9-57.			
BTC-2559 EFF: 9-5-57	8-13-57	Voluntary acquisition of positive control of permittee corporation by Victor C. Diehm, Hilda M. Deisroth and George M. Chisnell (as a group) through the purchase of treasury stock.			
BL-6786	11-21-57	1600kc	500w-DA	Day	11-21 8-1-60 License to cover CP(BP-10,551) as mod., which auth. change in frequency, increase power, change hours of operation, install new transmitter and directional antennas. - - - - - Decision deferred until on renewal pending further consideration.

Form BC 126 #3
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W H O L

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-2200	10-4-61	Renewal of license (Short Term)			10-4 11-1-62
BR-2200	10-16-62	Renewal of license			10-16 8-1-63
	7-24-63	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.			
BR-2200	1-9-64	Renewal of license			1-9 8-1-66
WAL-4960 EFF	1-16-64 3-1-64	Voluntary assignment of license to Empire Broadcasting Co., Inc.			
BR-2200	1-16-67	1600kc	500w DA	Day	1-16 8-1-69
TELEGRAM	10-17-67	PSA	190w		
Ltr.	4-21-69	Minor chg. in description monitor point			
BR-2200(L)	1-1-69	Renewal			10-69 8-1-72
Comtel.	3-9-70	Marking: South (1) tower Para. 1, 3, 12 & 21. North (2) tower para. 1, 3, 11 & 21.			
EBSA	6-12-72				
BR-2200(L)	7-31-72	RENEWAL			8-1-75
BR-2200(L)	8-19-75	RENEWAL			8-1-78
BR-2200(S)	5-25-79	RENEWAL OF LICENSE			4-1-82

APPLICATION RECORD - BROADCASTING

#1

Call WHOL
Letters x New

ALLENTOWN BROADCASTING CORPORATION

Name^x LEWIS WINDMULLER

1125 Colorado St.

(P.O. ~~4310 - 37th St. N.W. Washington, D.C.~~ 508 Hamilton St., Allentown, Penna.)

File No.	Dated	Application for	Action	
			Nature	Date
B2-P-4374	11-9-45	Construction Permit for a new standard broadcast station to be operated on: Frequency - 1230 kc Power - 250w Hours of operation - Unlimited time Trans. location - To be determined, Allentown, Pennsylvania Studio location - To be determined, Allentown, Pennsylvania (Filed by Reed T. Rollo, Atty.; Lynne C. Smeby, Engr.)	B-355, Docket No. 7180	
Rec'd	11-9-45		GRANTED	6-14-47 after
Filed	11-9-45		Hearing - Decision and Order issued - Subj. filing MP approval T site and antenna	
Amended	4-12-46	Amended to change name from Lewis Windmuller,	Issued with MP3052	
Rec'd	4-12-46	(Individual) to Allentown Broadcasting Corp-	2-16-50 gr of original	
Filed	4-18-46	oration).	CP set aside - & set for hearing - effectiveness of order withdrawing auth. of WHOL to oper. is stayed pending further hearing & re-lease of final decision.	
(See amendment Card #1a)			Order Issued	

SEE ACTION CARD 1a

W. E. 451A-1, transmitter.

APPLICATION RECORD - BROADCASTING

Call
LettersW.H.O.L.....

NameALLENTOWN..BROADCASTING..CORPORATION.....

File No.	Dated	Application for	Action	
			Nature	Date
BP-4374 (cont. from Card #1)				
AMENDED	4-10-50	AMENDED to make change in corporate structure	DENIED	6-26-53
Recd.	4-11-50		ORDER ISSUED.	
Filed	5-23-50	Reed T. Rollo, Atty Lynne C. Smeby	Docket #	7180

APPLICATION RECORD - BROADCASTING

#2

Call
Letters WHOLName ALLENTOWN BROADCASTING CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
BMP-3052 Rec'd Rec'd	7-21-47 7-21-47 7-21-47	Mod. of C.P. (B2-P-4374, which authorized a new standard broadcast station) for approval of antenna and transmitter location at: Bounded by So. 11th St., John, So. Plum and Nevada Streets, Allentown, Pa., and to specify studio location as 1014 St. John St., Allentown, Pa. (Filed by R. Russell Eagan, Atty.; John H. Mullaney, Engr.)	GRANTED	6-8-48
AMENDED Recd. Filed	3-16-48 3-16-48 3-16-48	AMENDED to change transmitter location <u>from</u> Bounded by So. 11th, St. John, So. Plum and Nevada Streets, Allentown, Pa. <u>TO</u> Corner of Colorado and Poplar Sts., Allentown, Pa. and change studio location from 1014 St. John St., Allentown, Pa. <u>to</u> Corner of Colorado and Poplar Sts., Allentown, Pa. (Lynn C. Smeby, Engr.) (Reed T. Rolio, Atty.)		

APPLICATION RECORD - BROADCASTING

Call
Letters W.H.O.L.Name ALLENTOWN BROADCASTING CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
BL-3349 Rec'd Filed	8-31-48 9-1-48 9-1-48	License to cover C. P. (B2-P-4374, as mod.) which authorized a new standard broadcast station. (Percy H. Russell, Jr., Atty.)	GRANTED	2-2-49
BTC-713 Rec'd Filed	11-26-48 12-6-48 12-6-48	Relinquishment of control of permittee corporation by Lewis and Cora Windmuller thru issuance of 150 shares to George D. Gartland. of common stock 150 shares of common stock. (Filed by E. D. Johnston, Atty.)	GRANTED EFF:	3-10-49 3-31-49

APPLICATION RECORD - BROADCASTING

Call
Letters W H O LName ALLENTOWN BROADCASTING CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
BTC-894 Rec'd Filed	2-7-50 2-9-50 2-9-50	Voluntary acquisition of control of licensee corporation thru sale of 114 shares of common stock from Henry K. Bauman, Edmund H. Scholl, David K. Gerner, Margaret Gerner St. Mary, Charles G. Helwig, Lewis Windmuller, Cora G. Windmuller, John G. Willenbecher, Lynne C. Smeby, Carl H. Butman, Marguerita Butman and Corporate Treasury to V. C. Diehm, E. H. Whitney, George M. Chisnell and Hilda M. Deisroth. Reed T. Rollo, Atty.	Dismissed without prejudice to filing an amendment to BP-4374 Order Issued	3-13-50
BR-2200 Rec'd Filed	10-27-51 10-30-51 10-30-51	Renewal of license Filed by Reed T. Rollo, Atty.	Comm. approved cont'd operation til 8-1-54 or final decision in Dockets 7179 & 7180, whichever is sooner.	1-30-52

APPLICATION RECORD - BROADCASTING

Call
 Letters **W H O L**

Name **ALLENTOWN BROADCASTING CORPORATION**

File No.	Dated	Application for	Action	
			Nature	Date
BP-10,551 Rec'd Filed	5-3-56 5-4-56 5-4-56	Construction Permit to change frequency from 1230kc to 1600kc, increase power from 250w to 500w, change hours of operation from unlimited to daytime, install directional antenna (DA-D) and new transmitter (Gates BC 1-J). Atty. - Kirkland, Fleming, Green, Martin & Ellis Engr. - Lynne C. Smeby	GRANTED Cond'l re phase monitor non-DA and DA proofs, and acceptance of any interference that may be caused by a subsequent grant of BP-9759, Elizabethtown, Pa.	5-9-56
BMP-7477 Rec'd Filed	12-3-56 12-6-56 12-6-56	Modification of construction permit (BP-10,551, which authorized changing frequency, increasing power, changing hours of operation, installation of directional antenna and a new transmitter) for extension of completion from 1-9-57 to 7-9-57. Aloysius B. McCabe, Atty.	GRANTED Extended to	1-16-57 4-9-57

APPLICATION RECORD - BROADCASTING

Call
LettersW-H-O-I.....

Name ..ALLEN TOWN BROADCASTING CORPORATION.....

File No.	Dated	Application for	Action	
			Nature	Date
BMP-7496 Rec'd Filed	12-14-56 12-17-56 12-17-56	Modification of construction permit (BP-10,551, which authorized changing frequency, increasing power, changing hours of operation, installation of directional antenna and a new transmitter) to change type transmitter, (Gates BC 500K ⁶)	GRANTED	1-16-57
BMP-7584 Rec'd Filed	3-8-57 3-11-57 3-11-57	Modification of construction permit (BP-10,551, ^{as mod.} which authorized changing frequency, increasing power, changing hours of operation, installation of directional antenna and a new transmitter) for extension of completion date from 4-9-57 to 7-9-57. Aloysius B. McCabe, Atty.	GRANT ED	4-9-57

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters ..N.H.Q.L.....

Name ..ALLENTON BROADCASTING CORPORATION.....

File No.	Dated	Application for	Action	
			Nature	Date
BMP-7742 Rec'd Filed	6-28-57 7-2-57 7-2-57	Modification of Construction Permit (BP-10,551 as mod., which authorized change in frequency, increase power, change hours of operation, installation of directional antenna and a new transmitter) for extension of completion date from 7-9-57 to 10-9-57. Atty's: Kirkland, Fleming, Green, Martin & Ellis.	GRANTED	7-12-57
BTC-2559 Rec'd Filed	7-20-57 7-24-57 7-24-57	Voluntary acquisition of positive control of permittee corporation by Victor C. Diehm, Hilda M. Weisroth and George M. Chisnell (as a group) through purchase of treasury stock. Kirkland, Fleming, Green, Martin & Ellis, Attys.	GRANTED EFF:	8-13-57 9-5-57

AUG. 1955

#8

Call
Letters ...W.H.O.L......Name ALLENTOWN BROADCASTING CORPORATION
ALLENTOWN, PENNSYLVANIA

File No.	Dated	Application for	Action	
			Nature	Date
BL-6785 Rec'd Filed	8-17-57 8-19-57 8-19-57	License to cover Construction permit BP-10,551 as mod., which authorized change in frequency, increase power, change hours of operation, installation of directional antenna and new transmitter. Atty's: Kirkland, Fleming, Green, Martin & Ellis.	GRANTED	11-21-57
BR-2200 Rec'd Filed	4-26-60 4-29-60 4-29-60	Renewal of License, Aloysius B. McCabe, Atty.	GRANTED Short Term	10-4-61
BR-2200 Rec'd Filed	7-28-62 8-3-62 8-3-62	Renewal of license Aloysius B. McCabe, Atty.	GRANTED	10-16-62
BR-2200 R & F	4-22-63 5-1-63	Renewal of license. Aloysius B. McCabe, Atty.	GRANTED	1-9-64

FORM BC-121
AUG. 1955 #9

APPLICATION RECORD - BROADCASTING

Call Letters WHOL

Name EMPIRE BROADCASTING CO., INC.
X ALLENTOWN BROADCASTING CORPORATION
Allentown, Pennsylvania

File No.	Dated	Application for	Action	
			Nature	Date
BAL-4960 R. & F.	10-30-63 11-4-63	Voluntary assignment of license to EMPIRE BROADCASTING CO., INC. Atty- Kirkland, Ellis, Hodson, Chaffetz & Masters	GRANTED EFF	1-16-64 3-1-64
BR-2200 R&F	4-22-66 4-27-66	Renewal of license Atty- Alk and Lubic	GRANTED	1-16-67
Letter adopted 10-23-68 notified WHOL of apparent liability of \$500.				

FORM BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W H O L

Name EMPIRE BROADCASTING CO., INC.
ALLENTOWN, PENNSYLVANIA

File No.	Dated	Application for	Action	
			Nature	Date
BR-2200 R & F #511450 \$75. PRESS JUN 3 1969	4-30-69 5-2-69 5-2-69	Renewal of License Atty-Alk and <u>Lubic</u> AMENDED 8-13-69 re: Financial & Programming data	GRANTED	10-22-69
10-1-69. By Memorandum Opinion and Order. ORDERED to pay \$500 Forfeiture.				
BR-2200 R & F PN Recd. PRESS MAY 4 1972	4-24-72 4-27-72 "	RENEWAL OF LICENSE Robert Bennett Lubic, Atty. AMENDED 6-9-72 re: community surevey	GRANTED	7-31-72
BR-2200 R & F PN Recd. PRESS	3-1-75 3-20-75 " APR 24 1975	RENEWAL OF LICENSE R.B.Lubic, Atty. (Alk & Lubic) AMENDED 8-7-75 re: composition of area & prog.	GRANTED	8-19-75

APPLICATION RECORD - BROADCASTING

#11

Call Letters W H O L

Name EMPIRE BROADCASTING CO., INC.
..... Allentown, Pennsylvania

File No.	Dated	Application for	Action	
			Nature	Date
BP- Rec'd Filed \$300-471825 AC-001	8-25-75	Construction permit to increase daytime power from 500w to 2.5kw, and change type transmitter to Gates MW-5, make changes in antenna system. Atty: Robert Bennett Lubic Eng. Carol E. Smith Amended 4-2-76 re engineering	Waiver APPLI. RETURNED (Mem. O&O) released 2-15-77	DENIED
	9-2-75			
	9-2-75			
	4-2-76	Req. Waiver of Sec. 73.37 of the rules		
	PETITION FOR WAIVER OF SEC. 73.37 of the Rules filed 5-25-76 by Robert Bennett Lubic on behalf of applicant.			
BR-2200 R & F PRESS	3-22-78	Renewal of License	GRANTED	5-25-79
	3-29-78	James A. Koerner, Atty.		
	APR 27 1978			

APPLICATION RECORD - BROADCASTING

1600khz

Call
Letters W H O L

Name EMPIRE BROADCASTING CO., INC.
Allentown, Pennsylvania

File No.	Dated	Application for	Action	
			Nature	Date
BZ-790205AA R & F DM PRESS	2-5-79 4-20-79 MAY 2 1979	Direct Measurement		
BR810330UK PRESS MAY 26 1981		Renewal of License Atty.: James A. Koerner	Ortel	7-7-81 ISSUED

RECORD OF APPLICATIONS REQUESTING FACILITIES OF BROADCASTING STATION....W.H.O.L.

Licensee & Allentown Broadcasting Corporation

File No.	Date	Call Letters	Name and Location of Applicant	Remarks	Disposition

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.

