

W H P M



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390194

## BROADCASTING STATION LICENSE RECORD

W M P M (Ltr. 3-24-50)

Date first licensed .....10-30-50.....

Call letters .....x W L N J.....  
Station Location: Smithfield, N. C.

CAROLINA BROADCASTING SERVICE, INC. (AL - 11-25-58; EFF: 12-27-58 EFF: 8-17-56)

x JOHN S. TOWNSEND, tr/as SELMA-SMITHFIELD BROADCASTING COMPANY (AL 8-17-56/

Name of licensee x J. F. HORTON and J. S. TOWNSEND, d/b as SELMA-SMITHFIELD BROADCASTING  
COMPANY1.2 mile north of Smithfield Courthouse, on Old Buffalo Road,  
Transmitter location Smithfield, North Carolina (LP 5-12-50)1.2 mile north of Smithfield Courthouse, on Old Buffalo Road,  
Main studio location Smithfield, North Carolina (LP 5-12-50)

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BP-7093	2-1-50	1270	1kw	Daytime	
	Ltr. 2-3-50. CP for a new station granted subj. filing MP for approval T site and antenna.				
BP-7093 BP-8049	5-19-50	1270	1kw	Daytime	7-19-50 1-19-51
	Mod. of (7093) for approval of site & antenna. (CONDL. CHANGE)				
BL-4143	10-30-50	1270	1kw	Daytime	10-30 11-1-51
	Lic. cover CP(BP-7093, as mod. which auth. new Std. B/C station Waiver 3.30(a))				
BR-2528	10-17-51	1270	1kw	D	11-1 12-1-51
BR-2528	11-28-51	1270	1kw	D	12-1 12-1-54
BR-2528	11-10-54	Renewal of license			12-1 12-1-57
BZ-3707	10-11-55	1270kc	1kw	Daytime	10-11-55 12-1-57
	Auth. determine operating power by direct method				
BAL-2402	8-17-56	Vol. assignment of license to:			
EFF:	8-17-56	John S. Townsend, tr/as Selma-Smithfield Broadcasting Company			
BR-2528	11-13-57	1270	1kw	D	12-1 12-1-60
BAL-3214	11-25-58	Voluntary assignment of license to			
EFF:	12-27-58	Carolina Broadcasting Service, Inc.			
BP-12037	3-4-59	1270kc	5kw	D	5-4 11-4-59
	CP to increase power and install a new transmitter.				
BMP-8724 (1)	9-28-59	Mod. of CP(BP-12037) for extension of completion date to March 4, 1960.			
BMP-8904 (2)	3-21-60	Mod. of CP(BP-12037 as mod.) for extension of completion date to 9-4-60.			
BP-12037 (3)	12-30-60	Mod. of CP(BP-12037, as mod.) for extension date to 3-4-61.			
	12-30-60	Commission deferred action on renewal pending further consideration.			
BR-2528 & BZ-4409	3-27-62	1270kc	1kw	Day	3-27 12-1-63
	Renewal & Authority to determine operating power by direct measurement of antenna power				

Form BC 126  
June 1954

**BROADCASTING STATION LICENSE RECORD**

#2

Date first licensed .....

Call letters W M P M

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
BL-8280 (1)	5-7-62	Lic. to cov. CP(BP-12037, as mod.) which auth. increase in power and installation of a new transmitter.			
BR-2528	11-27-63	1270kc	5kw	Day	12-1 12-1- (66)
BZ-5461 (1)	4-5-65	Authority to determine operating power by direct measurement of antenna power			
BR-2528	11-30-66	1270kc	5kw	Day	12-1 12-1-69
TELEGRAM	10-24-67	PSA	500w		
BZ-6937 (1)	9-23-68	Direct Meas.			
BR-2528 (L)	11-26-69	Renewal of License			12-1-72
BR-2528	11-26-69	Superseding authorization to correct Oct. sunrise.			
BS-2528(1)	3-17-72	ML to operate trans. by RC from main studio loc.			
EBSA	6-12-72				
BR-2528(L)	5-31-73	RENEWAL			12-1-75
BR-2528 BZ-9040(L)	4-5-76	Renewal of license and modification			12-1-78
BS-2528(L)	4-23-76	Change coordinates and obstruction markings			12-1-78
BR780728UH	(S) 11/30/78	Renewal			12/1/81

## APPLICATION RECORD - BROADCASTING

W L N J

Name J. F. HORTON and J. S. TOWNSEND, d/b as SELMA-  
SMITHFIELD BROADCASTING COMPANY  
(~~PO Smithfield, North Carolina~~) J.S.Townsend, PO Box 900 Wilson, N. C.

Call  
Letters New

File No.	Dated	Application for	Action	
			Nature	Date
BP-7093	1-24-49	Construction Permit for a new standard broad-	Docket # 9458	
Rec'd	1-31-49	cast station to be operated on:	GRANTED 2-1-50 subj.	
Filed	1-31-49	Frequency: <del>910kc</del> 1270kc	filing MP for approval	
		Power: 250w 1kw	T. site and antenna.	
		Hours of operation: Daytime only	LTR. 2-3-50	
		Trans. location: <del>To be determined</del>		
		Near Smithfield, N. C.		
		Studio location: <del>To be determined</del>	Issued with BP-5049	
		Near Smithfield, N. C.		
AMENDED	9-24-49	AMENDED to change power from 250w to 1kw;		
Rec'd	9-27-49	change type transmitter (Gates BC-1F); change		
Filed	9-30-49	transmitter and studio locations from "to be		
		determined" near Smithfield, N. C. to <u>1-2</u>		
		<del>miles north of Smithfield Court House on Old</del>		
		<del>Buffalo Road, near Smithfield, N. C.</del>		
		Harry J. Daly, Attorney		
(See amendment Card #2)				

Transmitter - Gates BC-250-GV 1P

R. L. Easley, Engr.  
Columbia, South Carolina

Wm. H. Malone, Engr.  
Wilson, N. C.

APPLICATION RECORD - BROADCASTING

Call W L N J  
Letters N E W

Name SELMA SMITHFIELD BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BP-7093 (cont. from Card #1)			See Card No. 1 for action.	
AMENDED	12-10-49	AMENDED to change frequency from 910kc to 1270kc and change transmitter and studio locations from 1.2 miles north of Smithfield Court House on Old Buffalo Road, near Smithfield, N. C. to: "to be determined" Smithfield, North Carolina.		
Recd.	12-12-49			
Filed	12-12-49			

## APPLICATION RECORD - BROADCASTING

 Call W M P M (Ltr. 3-24-50)  
 Letters x W L N J

 Name J. F. HORTON and J. S. Townsend, d/b as  
 SELMA-SMITHFIELD BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-5049 Rec'd Filed	3-18-50 3-20-50 3-20-50	Mod. of C.P. (BP-7093, which authorized a new standard broadcast station) for approval of antenna, transmitter and studio locations as 1.2 miles north of Smithfield Courthouse on Old Buffalo Road, Smithfield, North Carolina.	GRANTED re waiver of Sect. 3.30a to identify as Smithfield North Carolina.	3-19-50
BL-4143 Rec'd Filed	7-28-50 7-31-50 7-31-50	License to cover construction permit (EP-7093, as modified) which authorized a new standard broadcast station.  (Harry J. Daly- atty)	GRANTED Waive	10-30-50 3.30(a)
BR-2528 Rec'd	8-6-51 8-24-51	Renewal of license Filed by Harry J. Daly, atty.	Granted	10-17-51
BR2528 Rec'd Filed	11-14-51 11-15-51 11-15-51	Request for renewal of license Filed by Joseph A. Norris, Jr., Atty.	Granted	11-28-51

#4

FORM A-170

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call

Letters

W M P M

Name ~~J. F. HORTON AND J. S. TOWNSEND, d/b as~~~~SELMA SMITHFIELD BROADCASTING COMPANY~~

JOHN S. TOWNSEND, tr/as SELMA SMITHFIELD BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-2528 Rec'd Filed	7-15-54 9-7-54 9-7-54	Renewal of License	GRANTED	11-10-54
BP-9664 Rec'd Filed	1-26-55 2-1-55 2-1-55	Construction permit to install a new vertical antenna and make changes in the antenna system (increase height).  Harry J. Daly, Atty.	DISMISSED request	4-22-55 of applicant
BZ-3707 Rec'd Filed	5-11-55 6-16-55 6-16-55	Authority to determine operating power by direct measurement of antenna power. Harry J. Daly, Atty.	GRANTED	10-11-55
BAL-2402 Rec'd Filed	7-31-56 8-2-56 8-2-56	Voluntary assignment of license from J. F. Horton and J. S. Townsend, d/b as Selma-Smithfield Broadcasting Company to John S. Townsend, tr/as Selma-Smithfield-Broadcasting Company  Lenore G. Ehrig, Atty.	GRANTED EFF:	8-17-56 8-17-56

AUG. 1955

## APPLICATION RECORD - BROADCASTING

#5

Call

Letters W M P MName CAROLINA BROADCASTING SERVICE, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BR-2528 R & F	8-31-57 9-3-57	Renewal of license	GRANTED	11-13-57
BP-12037 R & F	5-20-58 5-28-58	Construction Permit to increase power from 1kw to 5kw and install new transmitter (Gates-BC-5P) Atty: Loucks, Zias & Jansky	GRANTED	3-4-59
AMENDMENT R & F	1-26-59 2-2-59	Amended to change applicant name to CAROLINA BROADCASTING SERVICE, INC. (BAL-3214 gr)		

## APPLICATION RECORD - BROADCASTING

Aug. 1955

See BAL 3214

Call

Letters

W M F M

Name

JOHN S. TOWNSEND/tr/as SELMA-SMITHFIELD BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BAL-3214 Rec'd. Filed	10-4-58 10-21-58 10-21-58	Voluntary assignment of license to Carolina Broadcasting Service, Inc.  Maurice Jansky, Atty.	GRANTED EFF:	11-25-58 12-27-58
BMP-8724 R & F	9-13-59 9-17-59	Modification of C. P. (BP-12037 which authorized increase in power & instl. of new transmitter) for extension of completion date from 11-4-59 to 5-4-60 Atty's: Loucks, Zias & Jansky	GRANTED to	9-28-59 3-4-60
BMP-8904 R & F	2-19-60 2-24-60	Modification of C. P. (BP-12037 as modified which authorized increase in power & instl. of new transmitter) for extension of completion date from 3-4-60 to 11-4-60. Atty's: Loucks, Zias, & Jansky	GRANTED to	3-21-60 9-4-60

# APPLICATION RECORD - BROADCASTING

Call  
Letters

Name CAROLINA BROADCASTING SERVICE, INC.  
Smithfield, N. C.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-9079 R & F	7-25-60 7-29-60	Modification of C. P. (BP-12037 as modified which authorized increase in power & instl. new transmitter) for extension of completion date from 3-4-60 to 3-4-61. Atty's: Loucks & Jansky	GRANTED	8-12-60
BR-2528 R & F	9-1-60 9-6-60	Renewal of License	GRANTED (ISSUED WITH BZ-4409)	3-27-62
BZ-4409 Rec'd	10-5-60 10-6-60	Authority to determine operating power by direct measurement of antenna power	GRANTED <del>RETURNED</del> signed by Chief Engr.	3-27-62 <del>10-10-60</del>
RESUB. REC'D Resub. Rec'd Resub. Rec'd Filed	10-13-60 10-14-60 12-9-60 12-9-60 1-10-61 1-13-61 1-13-61	Authority to determine operating power by direct measurement of antenna power	RETURNED signed by non-officer RETURNED wrong facilities GRANTED (ISSUED WITH RENEWAL)	12-2-60  12-21-60  3-27-62

## APPLICATION RECORD - BROADCASTING

1270kc

AUG. 1955

Call  
Letters W M P MName CAROLINA BROADCASTING SERVICE, INC.  
Smithfield, North Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BL-8280 Rec'd Filed	2-21-61 2-27-61 2-27-61	License to cover construction permit (BP-12037, as modified) which authorized increase in power and installation of a new transmitter.  Maurice M. Jansky, Atty.	GRANTED	5-7-62
BR-2528 Rec'd Filed	8-19-63 9-10-63 9-10-63	Renewal of license Atty. Maurice M. Jansky	GRANTED	11-27-63
BZ-5461 R. & F.	11-27-64 12-14-64	Authority to determine operating power by direct measurement of antenna power.	GRANTED	4-5-65
BR-2528 R & F	9/1/66 9/2/66	Renewal of license	GRANTED	11-30-66
BZ-6937 R & F DM #445438 \$30	7/18/68 7/22/68 7/31/68 7/22/68	Direct Meas.	GRANTED	9-23-68

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

Refunded \$30 9/17/68

SEP 18 1968

Aug. 1955

#9

## APPLICATION RECORD - BROADCASTING

Call

Letters W.M.P.M.Name CAROLINA BROADCASTING SERVICE, INC.  
SMITHFIELD, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-2528 R & F #538550 \$75 P. N. SEP 4 1969	8-25-69 8-27-69 8-27-69 8-27-69	Renewal of License AMENDED 10-14-69 re: commercial practices	GRANTED	11-26-69
BRC-3568 R&F \$50-047929 AC-067 PRESS: MAR 24 1972	3-1-72 3-6-72 3-6-72	Modification of license to operate transmitter by remote control from 1.2 mile North of Smithfield Courthouse, on old Buffalo Rd., Smithfield, North Carolina.	GRANTED	3-17-72
BR-2528 R & F PN Recd. PRESS SEP 7 1972	8-30-72 9-1-72 "	RENEWAL OF LICENSE AMENDED 11-8-72 re: ascert. of community needs; programming; equal employment practices	Granted	5-31-73

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters W M P MName CAROLINA BROADCASTING SERVICE, INC.  
SMITHFIELD, NORTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-2528 R & F PN Recd. PRESS	7-21-75 7-24-75 " <b>JUL 30 1975</b>	RENEWAL OF LICENSE AMENDED 11-7-75 re: REO	GRANTED issued with BZ-9040	3-17-76
BZ-9040 R & F DM PRESS <b>FEB 10 1976</b>	11-25-75 11-28-75 1-30-76	Direct Measurement	GRANTED issued with RENEWAL	4-5-76
Fee returned W-504517 - not necessary (\$50)				
BR780728UH R & F PRESS	7-25-78 7-28-78 <b>AUG 11 1978</b>	RENEWAL OF LICENSE	Granted	11/30/78

## APPLICATION RECORD-BROADCASTING

Call Letters: W M P M

Name: CAROLINA BROADCASTING SERVICE, INC.

Station Location: Smithfield, North Carolina

File No.	Date	Description	Action and Date
BZ-810210AA R & F PRESS	2-10-81 FEB 27 1981	DIRECT MEASUREMENT 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 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.

