WSMB

PRODUCT OF

Remington Rand

MADE IN U.S.A.

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REMOVABLE LABEL GUIDE

CATALOG NO. 4550L 1/5

3-S-B- 448

BROADCASTING STATION LICENSE RECORD

#I

Date First Licensed 4-16-25

Call Letters WSMB

LOCATION: NEW ORLEANS, LA.

Name of Licensee:

NORAD, INC. - NEW ORLEANS (A Partnership in Commendam)
(Norad, Inc. - General Partner) AL: 11-7-79 EFF:
x WSMB JOINT VENTURE (AL 12-28-73 EFF: 2-7-74)
X WSMB, INC.(10-23-31).
x Saenger Theatres Inc. & Maison Blanche Co.(7-19-26)
x Saenger Amusement Co. & Maison Blanche Co.

Transmitter Location:

Behrman Highway, New Orleans, La. (Mod.C.P. 3-9-37) Lic.9-14-37.
xAlgiers Naval Station, New Orleans, La. (Lic.12-8-33)
xU.S.Naval Station,Algiers, Louisiana (C.P. 10-20-33)
x 901 Canal St.,New Orleans,La.(C.P.3-25-32)(Lic.5-13-32)
x 8 miles from center of New Orleans,5½ miles from business center,N.O., La(CP12-19-30)(Lic.2-17-31)
x Maison Blanche Bldg.,900 Canal St., New Orleans, La.

Main Studio Location:

70112

Maison Blanche Bldg., 901 Canal St., New Orleans, La. (red. 9-15-61)
x901 Canal St.,New Orleans, La.(10-25-30)
Maison Blanche Bldg.,900 Canal St.,New Orleans, La.

FRC-65

Lic.#1747
Zone 3.

CONSTRUCTION PERMIT AND LICENSE RECORD

ds

Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD From	To
Fifth Radio District:						
	BUREAU OF NAVIGATION RECORD-Dept. of Commerce.					
1747	4-16-25	940	500	U.	4-16	7-15-25
1747	5-19-25	Auth. b/c Weather Forecasts also.				
1747	7-17-25	940	500	U.	7-17	10-16-25
1747	10-16-25	940	500	U.	10-16	1-15-26
Auth.	12-12-25	950	500	U.	12-12	12-31-25
Letter	1-14-26	Auth.cont.oper.pend.act.on appl.				
1747	7-19-26	940	Not stated	U.	7-19	10-18-26
	Power	indicated 500 w. on appl.				
1747	10-13-26	940	Not stated	U.	10-13	1-12-27
	Power	indicated 500 w. on appl.				
1747	1-17-27	940	Not stated	U.	1-17	4-16-27
	Power	indicated 500 w. on appl.				
Zone 3.	FEDERAL RADIO COMMISSION RECORD					
R-B-448TP	4-21-27	940	500	U.	Not stated	
R-B-448	6-1-27	930	500	U.	6-1	7-31-27
G.O.13	Defers effec.date of previous lic.				6-15	8-14-27
R-B-448	8-8-27	Letter of Extension			8-14	10-14-27
G.O.18	Extension of License				10-14	10-31-27
-B-448	10-24-27	Letter of Extension			10-31	12-31-27
M-B- -	11-16-27	1010	750	U.	12-1	12-31-27
G.O.21	Extension of License				12-31	1-31-28
G.O.22	"	" "			2-1	3-1-28
G.O.23	"	" "			3-1	4-1-28
G.O.25	"	" "			4-1	5-1-28
G.O.27	"	" "			5-1	6-1-28
G.O.33	"	" "			6-1	8-1-28
G.O.35	"	" "			8-1	9-1-28
G.O.38	"	" "			9-1	10-1-28
G.O.44	"	" "			10-1	11-11-28
Reallocation:						
R-B-448	11-1-28	1320	750	U.	11-11	1-31-29
R-B-448	1-12-29	1320	500	U.	1-31	4-30-29
R-B-448	4-1-29	1320	500	U.	4-30	7-31-29
R-B-448	6-20-29	Extended by G.O.69			7-31	10-31-29
R-B-448	10-5-29	1320	500	U.	10-31	1-31-30
R-B-448	1-14-30	1320	500	U.	1-31	4-30-30

3-S-B-448

BROADCASTING STATION LICENSE RECORD

Card No. 2.

Date First Licensed.....

Call Letters WSMB

Name of Licensee: WSMB, INC.

Transmitter Location:

Main Studio Location:

FRC-65

Card No.2

Zone 3.

CONSTRUCTION PERMIT AND LICENSE RECORD

ds

Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD From	To
R-B-448	4-7-30	1320	500	U.	4-30	7-31-30
F-B-88	6-30-30	Install automatic freq.control				
R-B-448	7-15-30	1320	500	U. (H)	7-31	10-31-30
R-B-448	9-16-30	1320	500	U.	9-16	10-31-30
P-B-1641	9-16-30	Move Tr. exact loc.to be determined.			10-6	1-6-31
R-B-448	10-25-30	1320	500	U.	10-31	1-31-31
P-B-1641	12-19-30	Gives exact loc. for CP			10-6	1-6-31
G.O.103	1-20-31	Extension of License			1-31	4-30-31
L-B-484	2-17-31	Covers P-B-1641 move			2-17	4-30-31
R-B-448	4-20-31	1320	500	U.	4-30	11-1-31
Z-B-29	8-21-31	Direct antenna measurement			8-21	11-1-31
AL-B-377	10-23-31	Voluntary Assgn.Lic. WSMB, Inc.				
R-B-448	10-27-31	1320	500	U.	11-1	5-1-32
P-B-2445	1-29-32	Move Tr. exact loc.to be determined.			2-15	5-15-32
S-B-448 (Period of Returned	3-18-32 2 weeks) by applicant and superseded by:	to use 500 watt tr.previously licensed while Main Tr.is being moved			3-18	4-1-32
S-B-448 prior to	3-18-32 3AM, May	to use 500 w.Tr. for a period of two weeks 1,1932.			---	5-1-32
MP-B-313	3-25-32	Modifies P-B-2445 to give exact Tr.loc.			2-15	5-15-32
R-B-448	4-12-32	1320	500	U.	5-1	11-1-32
L-B-814	5-13-32	Covers P-B-2445 & MP-B-313 Move Trans.			5-13	11-1-32
F-B-289	8-18-32	Install automatic freq.control				
R-B-448	10-11-32	1320	500	U.	11-1	5-1-33
Z-B-65	12-14-32	Direct antenna measurement			12-14	5-1-33
R-B-448	4-25-33	1320	500	U.	5-1	11-1-33
R-B-448	10-17-33	1320	500	U.	11-1	5-1-34
P-B-2999	10-20-33	Move trans. to Algiers,La.			11-20	2-20-34
S-B-448	10-20-33	Use old trans.while moving to new loc. (resp.for deviations 50 cycles)			10-20	11-1-33
S-B-448	10-20-33	Ext. to use old trans.			11-1	2-20-34
L-B-1010	12-8-33	1320	500w	U	12-8	5-1-34
	Covers P-B-2999 to move Tr.					
4-R-B-448	4-17-34	1320	500w	U	5-1	11-1-34
ML-B-1341*	6-19-34	1320	1kw	U	6-19	11-1-34

* Reconsidered suspended and designated for hearing on the protest of WADC. Min. 7-10-34 C.A. 7-6-34

3 -S-B- 448 .

BROADCASTING STATION LICENSE RECORD

Date First Licensed.....

Card No. 3

Call Letters WSMB

Name of Licensee: W S M B, Inc.

Transmitter Location:

Main Studio Location:

FRC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD From To
	FEDERAL COMMUNICATIONS COMMISSION				
B3-R-448	10-30-34	1320	500	U	11-1 5-1-35
3-ML-B-1341	2-26-35. eff.3-12	1320	500 & 1kw conditionally	U	3-12 5-1-35
B3-S-448	4-30-35	Ext.License of 2-26-35			5-1 6-1-35
B3-R-448	5-21-35	1320	500 & 1kw cond.	U (T)	5-21 11-1-35
B3-R-448	7-23-35	1320	500 & 1kw cond.	U	7-23 11-1-35
B3-R-448	10-29-35	1320	500w & 1kw cond.	U (H)	10-29 5-1-36
B3-S-448	1-10-36	Oper. without a/f/m			1-10 1-24-36
B3-S-448	1-28-36	Oper. without appr.freq. mon.			1-25 2-3-36
B3-R-448	4-24-36	1320	500w & 1 kw cond.	U (H)	5-1 11-1-36
Letter B3-R-448	6-20-36 Eff.7-7-36	1320	1kw	U (Subject to installation of directional antenna night/with certain conditions)	
B3-S-448	10-27-36	Extension of license			11-1 12-1-36
B3-R-448) B3-ML-343) Mod.License to operate with 1kw power night.	10-27-36	1320	1kw*	U	10-27 11-1-36
	*Directional antenna night with certain cond.				
B3-R-448	11-24-36	1320	1kw*	U	11-24 5-1-37
	*Directional antenna night with certain cond.				
B3-P-1446	11-24-36	New trans. & directional antenna (day and night)			1-24 7-24-37
B3-MP-468	3-9-37	1320	1kw*	U	1-24 7-24-37
	*Directional antenna day and night Mod. C.P. B3-P-1446 equip. and move trans. locally				
B3-S-448	4-27-37	Extension of license			5-1 6-1-37
B3-R-448	5-25-37	1320	1kw*	U	5-25 11-1-37
	*Directional antenna night with certain cond.				
B3-L-673	9-14-37	1320	1kw*	U	9-14 11-1-37
	*Directional antenna day and night. Lic.to cover C.P.for move of trans.;new trans. & Directional antenna.				
B3-R-448	C.A. 10-29-37	1320	1kw*	U	11-1 5-1-38
	*Directional antenna day & night.				

B -8-

BROADCASTING STATION LICENSE RECORD

Card #4

Date first licensed .....

Call letters W S M B

Name of licensee W S M B, INC[redacted]

Transmitter location See Card #1.

Main studio location See Card #1.

FCC-65

U. S. GOVERNMENT PRINTING OFFICE

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From—	Period To—
B3-P-1494) B3-MP-574)	12-3-37	1320	1kw*,5kw-LS*	U	2-3	8-3-38
	*Directional antenna day and night. C.P. to incr.power;new trans. Mod.C.P. for approval of trans.site.					
B3-L-770	4-19-38	1320	1kw*5kw-LS*	U	4-19	5-1-38
	*Directional antenna day and night. Lic.to cover C.P.for incr.in power & new trans.					
B3-R-448	4-13-38	1320	1kw*,5kw*	U	5-1	11-1-38
	*Directional antenna day and night.					
B3-ML-567	6-1-38	1320	1kw*5kw-LS	U	6-1	11-1-38
	Mod.License to eliminate directional antenna day, *using DA night only.					
B3-R-448	10-18-38	1320	1kw*5kw-LS	U	11-1	5-1-39
	*Directional antenna day and night					
B3-R-448	4-3-39	1320	1kw*5kw-LS	U	5-1	11-1-39
	*Directional antenna night					
B3-P-2398	6-20-39	Replace directional antenna demolished by hurricane; changes in antenna.			8-20	2-20-40
B3-R-448	10-24-39	Extension of license			11-1	12-1-39
B3-R-448	11/6/39	per day, directive array from 11/6 to 11/14/39 accord B3-P-2398(proof of performance)				
B3-R-448	11-14-39	1320	1kw*5kw-LS	U	11-14	8-1-40
B3-MP-867	12-5-39	1320	5kw*5kw-LS	U	2-5	8-5-40
	*Directional antenna night C.P. for increase in power and changes in directional antenna					
B3-L-1059	12-26-39	1320	1kw*5kw-LS	U	12-26	8-1-40
	*Directional antenna night License to cover C.P. to replace tower, and make changes in antenna.					
B3-L-307	2-13-40	1320	1kw*5kw-LS	U	2-13	8-1-40
	*Directional antenna night Mod. license for direct measurement					
B3-L-1128) B3-Z-375)	4-11-40	1320	5kw*5kw-LS	U	4-11	8-1-40
	*Directional antenna night Lic.cover CP 2398 as modified for incr.power and changes ant.; also direct measurement					

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BROADCASTING STATION LICENSE RECORD

Card #5

Date first licensed .....

Call letters WSMB

Name of licensee WSMB INC~~ORPORATED~~

Transmitter location .....

Main studio location .....

FCC-65

U. S. GOVERNMENT PRINTING OFFICE 122111

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From—	Period To—
Order	6/12/40	Extension of License			8/1	10/1/40
Order	9-10-40	Extension of license			10-1	3-29-41
NARBA REALLOCATION Telegram 3-28-41 as corrected 3-29	New proof of performance not received. WSMB directed to operate with reduced power of 500w 1kw-LS pending receipt and approval of proof of performance. 1350 kc 500w 1kw-LS U for period beginning 3-29-41.					
B3-R-448	4-9-41	1350	5kw*5kw-LS *DA-N	U	4-9	8-1-41
	Renewal granted 3-24-41 but proof of performance not received and approved until 4-9-41					
B3-S-448	7-22-41	Extension of license			8-1	10-1-41
B3-R-448	9-16-42	1350	5kw*5kw-LS *DA-N	U	9-16	8-1-42
B3-R-448	7-28-42	1350	5kw*5kw-LS *DA-N	U	8-1	10-1-44
B3-S-448	11-6-42	1350	5kw*5kw-LS *DA-N	U	12-1	10-1-44
	Mod. Lic. accordance Order 107					
B3-S-448	9-26-44	Extension of license			10-1	12-1-44
B3-R-448	10-30-44	1350	5kw*5kw-LS *DA-N	U	10-30-	11-1-45
B3-S-448	9-25-45	1350	5kw* *DA-N	U	10-1	11-1-45
	Mod. Lic. Order 107-A					
B3-S-448	10-24-45	Extension of license			11-1	1-1-46
B3-S-448	12-19-45	Extension of license			1-1	3-1-46
B3-S-448	2-20-46	Extension of license			3-1	5-1-46
B3-S-448	4-26-46	Extension of license			5-1	7-1-46
B3-R-448	5-10-46	1350	5kw*5kw-LS *DA-N	U	5-10	11-1-48
BR-448	10-20-48	1350	5 kw*5kw-LS *DA-N	U	11-1	11-1-51

B-S-

BROADCASTING STATION LICENSE RECORD

CARD #6

Date first licensed .....

Call letters WSMB

Name of licensee Card # 6

Transmitter location .....

Main studio location .....

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	Period To
BZ-2996	1-31-49	1350	5kw-DA-N	U	1-31	11-1-51
	Determine opr. power by direct method.					
BTC-1152 Eff.	10-10-51 11-5-51	Transfer of control of licensee corp. from Larson Blanche Company, Inc. to CITY STUDIOS, INC.				
BS-448	10-25-51	Extension of license			11-1	2-1-52
BS-448	1-30-52	Extension of license			2-1	5-1-52
BS-448	4-17-52	Extension of license			5-1	8-1-52
TELEGRAM	7-14-52	Action on renewal deferred 7-2-52 and continued operation authorized until final determination on renewal				
BR-448	2-9-53	1350 10110	5kw*5kw-LS *DA-N		2-9	6-1-55
	Docket 10034-Granted after hearing 2-9-53					
BTC-866 EFF:	2-9-53 2-9-53	Invol. transfer of control to United Paramount Theatres, Inc.				
BTC-867 EFF:	2-9-53 2-9-53	Invol. transfer of control to United Paramount Theatres, Inc.				
BTC-1154 EFF:	2-9-53 2-9-53	Vol. transfer of control to American Broadcasting-Paramount Theatres, Inc.				
BZ-3504	8-17-53	1350	5kw-DA-N	U	8-17	6-1-55
Authority to determine operating power.						
BP-9220	4-5-54	CP install new transmitter			6-5	12-5-54
BL-5393	1-21-55	1350kc 5kw, DA-N		Un	1-21-55	6-1-55
	Lic. cover CP(9220) to install new trans.					
BL-5438	1-28-55	1350kc 5kw, DA-N		AUX.	1-28-55	6-1-55
	Lic. to use old main trans. as aux. trans.					
Telegram	5-27-55	Action on renewal deferred 5-25-55 and continued operation authorized until final determination on renewal.				
BR-448	7-27-55	RENEWAL OF LICENSE (Main & Aux.)			7-27	6-1-58
BTC-2181 EFF:	3-2-56 4-16-56	Vol. trans. of control to Bankers Securities Corporation				

Form BC-126
June 1954

card #7

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ....W S M B....

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-2403 EFF:	2-27-57 3-7-57	Vol. transfer of negative control from Paramount Gulf Theatres, Inc., to Radio Hawaii, Inc. (350 shares of Class "B" stock, 50%).			
BRC-1122 (1)	4-11-57	Mod. of license to operate Main Trans. by remote control from Maison Blanche Building, 901 Canal Street, New Orleans, Louisiana, while using non-directional antenna.			
BR-448	5-28-58	1350 Kc	5kw -DA-N	Un	6-1 6-1-61
BR-448	5-28-58	1350 Kc	5kw-DA-N	AUX.	6-1 6-1-61
BZ-4039 (MAIN)	4-23-59	1350 Kc	5kw-DA-N	Un	4-23 6-1-61
		Authority to determine operating power by direct measurement of antenna power.			
BZ-4322	8-24-60	1350kc	5kw-DA-N	U	8-24 6-1-61
		Authority to determine operating power by direct measurement of antenna power.			
BS-448	8-24-60	1350kc	5kw-DA-N	AUX	8-24 6-1-61
"	Modified license to change operating specification				
	2-2-61	Supplemental action on general pending further consideration.			
BR-448 Aux	9-15-61 Renewal	1350kc of license	5kw	U to	9-15 6-1-64 6-1-64
BS-448 (1)	3-1-62	Mod. of license to change operating specifications.			
BZ-4799 (2)	2-13-63 MAIN	Authority to determine operating power by direct measurement of antenna power.			
BR-448	5-28-64	1350kc (MAIN & AUXILIARY)	5kw-DA-N		6-1 6-1-67
BZ-5973	6-16-66	1350kc	5kw-DA-N	U (DC) NON-DA	6-16 6-1-67
		Authority to determine operating power by direct meas. of antenna power (Main).			
BZ-5973	6-16-66	Superseding authorization to show the correct description of the non-directional antenna system.			
BR-448	5-22-67	Renewal of License (MAIN & AUXILIARY)			6-1 6-1-70
BS-448(1)	4-16-68	Memo change obstruction marking.			

Form BC 126
June 1954

#8

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WSMB

Station location .....

Name of licensee WSMB, INC.

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BTC-5743 EFF.	10-23-68 12-4-68	Vol. TC			
BL-12,206(L)	1-6-69	Lic. to use former main transmitter (RCA BTA-5G) as Alt-Main trans. 1350kc 5kw DA-N Un(RC -non DA)			6-1-70
BZ-7035(L)	1-27-69	Direct. meas. (MAIN) (trans.COLLINS 820-E1)			6-1-70
BR-448(S)	7-31-70	RENEWAL MAIN&ALT MAIN			6-1-73
EBSA	5-22-72				
BAL-8031	12-28-73	VOL AL	EFF:	2-7-74	
BR-448(L)	9-30-74	RENEWAL (MAIN & ALT. MAIN)			6-1-76
BR-448(S)	1-6-77	RENEWAL (MAIN & ALT.)			6-1-79
BAL791022HX	11-7-79	VOL. AL	EFF: 11-8-79		
BR790201WB	(L) 7-16-79	Renewal of License			6-1-82
BRC-3975 (1)	3-31-80	ML to operate transmitter by RC from main studio location.			
COMTEL	3-27-80	AU. GR. OPERATE BY REMOTE CONTROL DAY& NIGHT FROM ADDRESS LISTED ON BRC-3975 PENDING FINAL STAFF ACTION. POST THIS AU.AS YOUR AU.			

Form 94 Card No.1

APPLICATION RECORD - BROADCASTING

Call Letters WSMB

Name SAENGER THEATRES INC. & MAISON BLANCHE CO. (Chgd by Corp.10-6-25;chgd on lic.7-19-26)
SAENGER AMUSEMENT COMPANY & MAISON BLANCHE COMPANY

File No.	Dated	Application for	Action Nature	Action Date
Lic.#1747				
Fifth Radio	District:	BUREAU OF NAVIGATION RECORD Dept.of Commerce.		
1747	4-14-25	New station-Saenger Amusement Co. & Maison Blanche Co., Maison Blanche Bldg., New Orleans, La.,requesting 940 kcs(319 mtrs),500 watts-Unlimited hours.	Granted Call Letters WSMB	4-16-25
		License returned for authority to broadcast Weather Forecasts.	Granted B/C Weather Forecasts	5-19-25 Auth.
1747	7-10-25	Renewal of license	Granted	7-17-25
1747	10-5-25	Renewal of license	Granted	10-16-25
1747	1-7-26	Renewal-filed in name Saenger Theatres Inc. & Maison Blanche Co.-power indicated 500 watts. Name changed by corporation-no change owners.	1-Letter cont.opr.pend.act.on appl 2-Granted Power not stated.	1-14-26 Auth. 7-19-26 new name
1747	10-5-26	Renewal of license(500 watts indicated) Street address given as 900 Canal St.	Granted	10-13-26 Power not stated on license.

Form 94 Card No.2

APPLICATION RECORD - BROADCASTING

Call Letters WSMB

Name SAENGER THEATRES INC. & MAISON BLANCHE COMPANY

File No.	Dated	Application for	Action Nature	Action Date
1747	1-14-27	Renewal of license(500 watts power indicated)	Granted	1-17-27 Power not stated on license
Third Zone		FEDERAL RADIO COMMISSION RECORD		
3-R-B-448	4-12-27	Renewal of license	1-Temporary Permit 4-21-27 940 kcs-500 w-Unl.hrs. 2-Granted 6-1-27 for 930 kcs-500 w.-Unl.hrs. 3-G.O. 13 Ext.Lic.	
3-R-B-448	7-27-27	Renewal of license	Letter	8-8-27 Ext.Lic.
3-R-B-448	10-3-27	Renewal of license	1-G.O. 18 Ext.Lic. 2-Letter 10-24-27 Ext.Lic. 3-Mod.Lic. 11-16-27 eff. 12-1-27 for 1010 kcs-750w 4-General Orders 21,22,23,2 25,27,33,35,38 & 44.	

Form 94 Card No.3

APPLICATION RECORD - BROADCASTING

Call Letters WSMB

Name SAENGER THEATRES INC. & MAISON BLANCHE COMPANY

File No.	Dated	Application for	Action Nature	Action Date
3-R-B-448	1-10-28	Renewal of license(St.add. 901 Canal St.),name Saenger-Maison Blanche Station. Letter 7-28-28 corrects name as previously licensed.	Reallocation: Granted 1320 kcs-750 w-Unl.hrs.	11-1-28 for
3-R-B-448	12-5-28	Renewal of license(St.add. 900 Canal St.) Studio: Maison Blanche Bldg.	Granted 500 watts.	1-12-29
3-R-B-448	3-16-29	Renewal of license Superseded by appli.4-1-29.		
3-R-B-448	4-1-29	" " "	Granted	4-1-29
3-R-B-448	5-31-29	Renewal of license	G.O.69	6-20-29
3-P-B-808	6-24-29	Change frequency and power from 1320 kcs-500 w. to 1010 kcs-1 KW	Denied Order 1-3-30	Min. 1-3-30
3-R-B-448n	9-20-29	Renewal of license	Granted	10-5-29.
3-R-B-448	12-20-29	Renewal of license	Granted	1-14-30
3-R-B-448	3-31-30	Renewal of license	Granted	4-7-30
3-F-B-88	6-2-30	Install automatic frequency control	Granted	6-30-30

Form 94 Card No.4

APPLICATION RECORD - BROADCASTING

Call Letters WSMB

Name SAENGER THEATRES INC. & MAISON BLANCHE COMPANY

File No.	Dated	Application for	Action Nature	Action Date
3-R-B-448	6-21-30	Renewal of license (H)	1-Granted Clause.	7-15-30 Temp.
			2-Granted	9-16-30
3-P-B-1641	8-28-30	Move transmitter to about 7 miles from present location(use portable to test) install new equipment	1-Granted	9-16-30.
		Exact loc. given on informal application as Eight miles from center of New Orleans population and 5½ miles from the business center of city.	2-Granted	12-19-30
3-R-B-448	9-15-30	Renewal of license	Granted	10-21-30
			Issued	10-25-30
3-R-B-448	12-16-30	Renewal of license	1-G.O.103	1-20-31
			2-Granted	4-24-31
			Issued	4-20-31
3-L-B-484 Resubmitted	12-22-30 1-24-31	License to cover P-B-1641	~~Returned~~ Granted	~~1-16-31~~ 2-17-31

Form 94 Card No.5 APPLICATION RECORD - BROADCASTING

Call Letters WSMB

WSMB, INC.(Vol.Assgn.Lic. 10-23-31).

Name X SAENGER THEATRES INC. & MAISON BLANCHE COMPANY

File No.	Dated	Application for	Action Nature	Action Date
3-ML-B-728	12-24-30	Increase power from 500 w. to 1 KW	Returned	10-5-31 No answer to letter.
3-Z-B-29	7-22-31	Direct measurement of antenna input power	Granted	8-21-31
3-AL-B-377	8-3-31	Voluntary Assignment of Lic. to WSMB, Inc.	Granted	10-23-31
3-R-B-448	8-15-31	Renewal of license(Filed by WSMB, Inc.)	Granted	10-27-31
3-R-B-448	9-26-31	Renewal of license(Filed in old name)	Out of Order	
3-P-B-2445	1-12-32	Move transmitter-exact location to be determined by tests in Louisiana.	Granted	1-29-32
3-R-B-448	2-25-32	Renewal of license	Granted	4-12-32
3-MP-B-313	3-4-32	Modify P-B-2445 gives exact loc. of transmitter 901 Canal St.,New Orleans, La.	Granted	3-25-32
3-L-B-814	4-22-32	License to cover P-B-2445 & MP-B-313	Granted	5-13-32
3-ML-B-1026	6-27-32	Increase power from 500 w. to 500 w.-1KW-LS (Facilities of KWEA)	DISMISSED	1-5-34 request of applicant
3-R-B-448 Resubmitted	2-26-34 3-30-34	Renewal of License " "	~~Returned~~ Granted	~~3-22-34~~ 4-17-34

Form 94 Card No.6

APPLICATION RECORD - BROADCASTING

Call Letters WSMB

Name WSMB, INC.

File No.	Dated	Application for	Action Nature	Action Date
3-F-B-289	7-13-32	Install automatic frequency control	~~Returned~~	~~7-22-32~~
Resubmitted	7-25-32		Granted	8-18-32
3-R-B-448	8-24-32	Renewal of license	Granted	10-11-32
3-Z-B-65	11-8-32	Determine operating power by direct antenna measurement.	~~Returned~~	~~11-11-32 not in proper form.~~
Resubmitted	11-19-32		Granted	12-14-32
3-R-B-448	3-13-33	Renewal of license	Granted	4-25-33
3-R-B-448	8-22-33	Renewal of License	Granted	10-17-33
3-P-B-2999	8-23-33	Construction permit to move transmitter location from 901 Canal St., New Orleans to U.S. Naval Station, Algiers, La.	Granted	10-20-33
3-L-B-1010	11-3-33	License to cover P-B-2999	~~Returned~~	~~11-8-33 Tr. loc.~~
Resubmitted	11-14-33	Official Transmitter address designated as Algiers Naval Station, New Orleans, La.	Granted	12-8-33

Form 94 Card No. 7

APPLICATION RECORD - BROADCASTING

Call Letters WSMB

Name WSMB, Inc.

File No.	Dated	Application for	Action Nature	Action Date
3-SA-B-139	5-17-34	Special experimental authority to use power of 1 kw for period ending 11-1-34.	Ret. 5-21-34 (appli. request)	
3-ML-B-1341	5-19-34	Modification of license to increase power from 500 w to 1 kw; to be considered under Rule 6(g).	Granted	6-19-34
			Reconsidered, suspended and designated for hearing on the protest of WADC. Min. 7-10-34 C. A. 8-6-34	
			Granted Min. 2-26-35 subject to certain conditions re 1kw night.	

Form 94 Card No. 8

APPLICATION RECORD—BROADCASTING

Call letters WSMB

Name WSMB, Inc.

FILE No.	DATED	APPLICATION FOR—	ACTION: NATURE	ACTION: DATE
		FEDERAL COMMUNICATIONS RECORDS:		
B3-R-448	8-29-34	Renewal of license ~~Retd 9-22-34~~		
Resubmitted	9-25-34		Granted	10-30-34
B3-R-448	3-15-35	Renewal of license	(1) Des. for Hearing (2) Cond. license granted Min. 5-21-35 ORDER - Reconsider & Grant	7-23-35
B3-R-448	8-29-35	Renewal of license	(1) Granted Temp. renewal & designated Hearing	10-29-35
			(H) Granted Temp. renewal	4-24-36
			Ex. Rept. 1-223 GRANTED Min. 6-20-36 Eff. 7-7-36 Subj. directional ant. Letter written. Issued regular renewal with ML-343 10-27-36.	

Form 94 Card No. 9

APPLICATION RECORD—BROADCASTING

Call letters W S M B

Name WSMB, Inc.

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-R-448	2-27-36	Renewal of license (Unnecessary)	Returned	5-2-36
B3-ML-343	8-11-36	Mod. of license to operate with 1 kw power and request provision WSMB license limiting radiation in direction Akron, Ohio to 88 mv/v at 1 mile from WSMB trans. be deleted and provision be inserted WSMB be auth. to radiate in direction Akron not to exceed 70.6% of the average radiation, based on radiation by it in all directions	Granted	10-27-36
B3-R-448 Resubmitted	8-26-36 "	Renewal of license (~~not properly signed~~) " " "	~~Returned~~ Granted	~~9-24-36~~ 11-24-36

U. S. GOVERNMENT PRINTING OFFICE

Form 94

#10

APPLICATION RECORD—BROADCASTING

Call letters WSMB

Name WSMB, INCORPORATED

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-P-1446	9-21-36	Construction permit to install a new transmitter and install directional antenna for day and night use.	Granted	11-24-36
B3-P-1494	9-21-36	C.P. to install new transmitter and increase power from 1kw to 1kw-5kw-LS.(Directional antenna for day & night use)	Ex.Rept.I-455 Dock.4328 GRANTED Min.9-14-37 Effective 10-5-37 Not issued until B3-MP-574 granted. B3-MP-574 granted 12-3-37	

Form 94

11

APPLICATION RECORD—BROADCASTING

Call letters WSMB

Name WSMB, INCORPORATED

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-MP-468	2-6-37	Mod. of C.P.(B3-P-1446) for new transmiting equipment, directional antenna, further requesting equipment changes, and move of transmitter from Algiers Naval Station, New Orleans, La. to Behrman Highway, New Orleans, La. extend c and c dated from 1-24-37 & 7-24-37 to 15 days and 90 days respectively.	Granted	3-9-37
B3-R-448	5-3-37	Renewal of license	Granted	5-25-37
B3-L-673	8-13-37	License to cover construction permit (B3-P-1446) as modified, for new transmitter and directional antenna and move of transmitter.	Granted	9-14-37

U. S. GOVERNMENT PRINTING OFFICE

Form 94

#12

APPLICATION RECORD - BROADCASTING

Call Letters W S M B

Name WSMB, INCORPORATED

File No.	Dated	Application for	Action Nature	Action Date
B3-R-448	8-26-37	Renewal of license (~~3b-74-1b0-18b&d-20~~) (Old Basis) (Unnecessary)	~~Returned~~ Returned	~~10-4-37~~ 10-30-37
Resubmitted	"			
B3-R-448	10-9-37	Renewal of license (Present basis)	Granted	C A 10-29-37
B3-MP-574	9-21-37	Mod. of CP(B3-P-1494) for approval of trans. site at Behrman Highway, New Orleans, La.	Granted	12-3-37
B3-R-448	2-28-38	Renewal of license	Granted	4-13-38
B3-L-770	3-24-38	License to cover construction permit (B3-P-1494) for new transmitter, directional antenna for day and night use and increase in power. Also move of transmitter	Granted	4-19-38

Form 94

#13

APPLICATION RECORD - BROADCASTING

Call Letters W S M B

Name WSMB, Incorporated

File No.	Dated	Application for	Action Nature	Action Date
B3-ML-567	4-25-38	Modification of license to eliminate directional antenna for day use.	Granted	6-1-38
B3-R-448	8-31-38	Renewal of license	Granted	10-18-38
B3-R-448	8-18-39	Renewal of license	Granted	4-3-39
B3-P-2398	5-13-39	C.P. to replace directive tower demolished by hurricane,& make changes in antenna.	Granted	6-20-39
B3-R-448	10-7-39	Renewal of license	Granted	11-14-39
B3-MP-867	10-11-39	Mod. of C.P.(B3-P-2398) for changes in DA, and increase in power from 1kw;5kw-LS to 5kw day and night. Extend C & C dates respectively.	Granted Issued as C.P.	12-5-39

Form 94

APPLICATION RECORD - BROADCASTING

14.

Call Letters W S M B

Name WSMB, INCORPORATED

File No.	Dated	Application for	Action Nature	Action Date
B3-L-1059	11-29-39	License to cover C.P.(B3-P-2398) to replace tower demolished by hurricane, and make changes in antenna.	Granted	12-26-39
B3-Z-307	12-19-39	Authority to determine operating power by direct measurement of antenna power.	Granted	2-13-40
B3-L-1128	3-25-40	License to cover C.P. (B3-MP-867) for increase in power and changes in antenna	Granted	4-11-40
B3-Z-375	3-25-40	Authority to determine operating power by direct measurement of antenna power.	Granted	4-11-40
B3-R-448	5-11-40	Renewal of license	Renewal granted 3-24-41 subject to receipt and approval of proof of performance which was approved 4-9-41 for 1350 kc, 5kw, U, DA-N	

Form 94

#15

APPLICATION RECORD - BROADCASTING

Call Letters W S M B

Name W S M B, INCORPORATED

File No.	Dated	Application for	Action Nature	Action Date
B3-R-448	7-1-41	Renewal of license Forms 335 filed 7-3-41	Granted	9-16-41
B3-R-448 Resub.	5-27-42 "	Renewal of license ~~(Sec. 13b and Forms 335)~~ " " Forms 335 filed 6-26-42	~~Ret'd~~ Granted	~~6-17-42~~ 7-28-42
B3-R-448 Rec'd	7-26-44 7-31-44	Renewal of license Filed by Paul Spearman atty. Amend. filed 8-24-44, 17(b)	Granted	10-30-44
B3-R-448 Recd.	7-28-45 7-31-45	Renewal of license (Filed by Spearman) Amend. 17(b), logs and photos filed 8-6-45	Granted	5-10-46

FCC Form 94 #16

APPLICATION RECORD - BROADCASTING

Call Letters WSMB

Name WSMB, INC.

File No.	Dated	Application for	Action Nature	Action Date
BR-448 Rec'd	8-23-48 8-25-48	Renewal of License Filed by John Spearman, attorney	Granted	10-20-48
BZ-2996 Rec'd Filed	11-5-48 11-17-48 1-10-49	Authority to determine operating power by direct measurement of antenna power. (Russell Rowell, Atty.)	GRANTED	1-31-49
BTC-866 Rec'd Filed	12-20-49 12-22-49 12-22-49	Involuntary transfer of control of ~~Paramount Richards Theatres Inc~~. (Parent Corporation of WSMB, Incorporated) from E. V. Richards, Jr., to United Paramount Theatres, Inc. (3000 shares Class A stock). Karl A. Smith, Atty.	GRANTED EFF:	2-9-53 2-9-53
AMENDED Rec'd Filed	7-10-51 7-13-51 7-13-51	ADMENDMENT filed to change name of (Parent Corporation of WSMB, Incorporated) from Paramount Richards Theatres, Inc. to Paramount Gulf Theatres, Inc.		

FCC Form 94 #17

APPLICATION RECORD - BROADCASTING

Call Letters WSMB

Name W S M B, INCORPORATED

File No.	Dated	Application for	Action Nature	Action Date
BTC-867 Rec'd Filed * See amendment below	12-22-49 12-22-49 12-22-49	Involuntary transfer of control of ~~Paramount Richards Theatres, Inc.~~ (Parent Corporation of WSMB, Incorporated) from Paramount Pictures, Inc. to United Paramount Theatres, Inc. (3000 shares of Class B. Stock). Karl A. Smith, Atty.	GRANTED EFT:	2-9-53 2-9-53
BP-7971 Rec'd Filed	1-17-51 1-18-51 1-18-51	Construction permit to change from employing directional antenna at night only to directional antenna for day and night (DA-2). John C. Spearman, Atty. George C. Davis, Engr.	Docket No. 9965 DISMISSED WITHOUT PREJUDICE 10-19-54 ORDER ISSUED	
*AMENDED: Rec'd Filed	7-10-51 7-13-51 7-13-51	AMENDMENT filed to change name of (Parent Corporation of WSMB, Incorporated) from Paramount Richards Theatres, Inc. to Paramount Gulf Theatres, Inc.		

FORM A-170 #18
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WSMB

Name WSMB, INCORPORATED

File No.	Dated	Application for	Action Nature	Action Date
BTC-1152 Rec'd Filed	7-9-51 7-12-51 7-12-51	Voluntary transfer of negative control of licensee corporation from Maison Blanche Company, Inc. to City Stores, Inc. (350 shares of Class A stock - 50%). John C. Spearman, Atty.	Granted Eff.	10-10-51 11-5-51
BTC-1154 Rec'd Filed	7-10-51 7-13-51 7-13-51	Voluntary transfer of control of Paramount Gulf Theatres, Inc. (Parent corporation of WSMB, Incorporated) from United Paramount Theatres, Inc. to American Broadcasting-Paramount Theatres, Inc. (100%). (Contingent on grant of BTC-867) Hoagan & Hartson, Atty.	GRANTED EFF	2-9-53 2-9-53

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

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

#19

Call Letters W S M B

Name W S M B, INCORPORATED

File No.	Dated	Application for	Action Nature	Action Date
BR-448 Rec'd Filed Resubmitted	8-4-51 8-6-51 8-6-51 8-27-51	Renewal of license Filed by John C. Spearman, Atty. ~~(Applic. date 8-4-51 & exc. 8-3-51 & to corp. Part 3, sec. I & ans. Part 2(b), Sec. IV, Part I)~~	Ret'd GRANTED (Granted after hearing Docket 10034)	8-20-51 2-9-53
BZ-3504 Rec'd Filed	7-5-51 7-9-51 10-16-51	Authority to determine operating power by direct measurement of antenna power. John C. Spearman, Atty. Walter L. Davis, Engr.	GRANTED	8-17-53
BP-9220 Rec'd Filed	3-17-54 3-19-54 3-19-54	Construction permit to install a new transmitter (RCA BTA-5G). Spearman and Roberson, Attys.	GRANTED	4-5-54
BL-5393 Rec'd Filed	7-19-54 7-21-54 7-21-54	License to cover construction permit (BP-9220) which authorized installation of a new trans.	GRANTED	1-21-55

FORM A-170 #20

FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters W S M B

Name W S M B, INCORPORATED
New Orleans, Louisiana

File No.	Dated	Application for	Action Nature	Action Date
BL-5438 Rec'd Filed	8-27-54 8-30-54 8-30-54	License to use old main transmitter(WESTERN ELECTRIC, 355-E-1) as an auxiliary transmitter. for auxiliary purposes only	GRANTED	1-28-55
Rec'd	2-24-55 2-28-55	Construction permit to increase daytime power from 5kw to 10kw and change type transmitter (RCA BTA 10G). John C. Spearman, Atty. L.J. N. DuTreil, Engrs.	RETURNED Request	3-1-55 of atty.
BR-448 Rec'd Filed	2-24-55 2-28-55 2-28-55	Renewal of License (Main) Filed by John C. Spearman, Atty.	GRANTED	7-27-55
BR-448 Rec'd Filed	3-4-55 3-7-55 3-7-55	Renewal of License (Auxiliary) Filed by John C. Spearman, Atty.	GRANTED	7-27-55

#21

FORM BC-121
FORMERLY FORM A-170

APPLICATION RECORD - BROADCASTING

Call Letters W S M B

Name W S M B, INCORPORATED

File No.	Dated	Application for	Action Nature	Action Date
BTC-2181 Rec'd Filed	2-29-56 3-1-56 3-1-56	Voluntary transfer of negative control of licensee corporation from City Stores Company to Bankers Securities Corporation. Ralph Walker, Atty	GRANTED EFF:	3-2-56 4-16-56
BTC-2403 Rec'd Filed	12-26-56 1-14-57 1-14-57	Voluntary transfer of negative control of licensee corporation from Paramount Gulf Theatres, Inc., to Radio Hawaii, Inc. (350 shares of Class "B" stock, 50%). Frank U. Fletcher, Atty, for Transferor Loucks, Zins, Young & Jansky for Transferee	GRANTED EFF:	2-27-57 3-7-57
BRC-1122 Rec'd Filed	4-3-57 4-10-57 4-10-57	Modification of license to operate Main transmitter by remote control from Maison Blanche Bldg., 901 Canal Street, New Orleans, Louisiana while using non-directional antenna Frank Roberson, Atty.	GRANTED	4-11-57

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

FORM BC-121 #22
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WSMB

Name WSMB, INC.
New Orleans, Louisiana

File No.	Dated	Application for	Action Nature	Action Date
BR-448 Rec'd. Filed	4-2-58 4-7-58 4-7-58	Renewal of license (MAIN & AUXILIARY) Andrew G. Haley, Atty.	GRANTED	5-28-58
BZ- 4039 Rec'd Resub Rec'd&Filed	3-26-58 3-28-58 8-18-58 8-19-58	Authority to determine operating power by direct measurement of antenna power (MAIN).	~~Application returned signed incorrectly.~~ 7-18-58 GRANTED	4-23-59
BZ-4322 Rec'd Resub. Rec'd & Filed	5-3-60 6-6 -60 7-15-60 7-19-60	Authority to determine operating power by direct measurement of antenna power.	~~RETURNED, 7-6-60 signed incorrectly~~ GRANTED	8-24-60
BR-448 Rec'd&Filed	3-9-61 3-16-61	Renewal of License Andrew G. Haley, atty. (main + aux)	GRANTED	~~9-15-61~~ ~~[illegible]~~

1350kc

FORM BC-121
AUG. 1955 #23

APPLICATION RECORD - BROADCASTING

Call Letters W S M B

Name WSMB, INC.
New Orleans, Louisiana

File No.	Dated	Application for	Action Nature	Action Date
BZ-4799 R. & F.	8-2-62 8-3-62	Authority to determine operating power by direct measurement of antenna power (Main)	GRANTED	2-13-63
BR-448 Rec'd Filed	2-21-64 3-10-64 3-10-64	Renewal of license (MAIN & AUXILIARY)	GRANTED	5-28-64
BZ-5973 R & F	3/3/66 3/4/66	Authority to determine operating power by direct meas. of antenna power. (Main)	GRANTED	6-16-66
Arthur Stambler of Philipson, Lyon & Chase now atty. for WSMB per ltr. 1-5-67.				
BR-448 R & F	2-25-67 3-2-67	Renewal of License (Main and Auxiliary) Philipson, Lyon & Chase, Attys. (Arthur Stambler)	GRANTED	5-22-67
BTC-5743 R & F FEE PD: $30 - #462806 (Form BN-38 OCT 10 1968	8-28-68 9-30-68	Voluntary transfer of negative control of lic. corp. from Radio Hawaii, Inc. to Macmillan Ring-Free Oil Co., Inc. Atty - Krieger & Jorgensen (L.Schwartz)	GRANTED EFF.	10-23-68 12-4-68

FORM BC-121 #24
AUG. 1955

APPLICATION RECORD - BROADCASTING

1350kc

Call Letters WSMB

Name WSMB, INC.
New Orleans, Louisiana

File No.	Dated	Application for	Action Nature	Action Date
BZ-7035 R & F DM	7/1/68 7/5/68 11/27/68	Direct Meas. (Main) (COLLINS-820E/F1) Engr: Louis R. Du Treil	GRANTED	1-27-69
BL-12,206 R & F PT #440965 $30 DEC 17 1968	7/1/68 7/5/68 11/27/68 7/5/68	License to use former main trans. RCA BTA-5G as an alt-main trans. Engr: Louis R. Du Treil	GRANTED	1-6-69
BR-448 R & F #581292 $75 PN BR-448 Rec'd filed #582069 $30	2-11-70 2-27-70 2-27-70 2-11-70 2-27-70 3-3-70 APR 13 1970	Renewal of license (Main) Atty- Jason L. Shrinsky AMENDED 5-25-70 re: commercial policy AMENDED 6-22-70 re: commercial policy Renewal of Alt.Main AMENDED 7-9-70 re: commercial policy	GRANTED	7-31-70

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

#25

1350kc.

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters W S M B

Name X WSMB JOINT VENTURE
WSMB, INC.
New Orleans, Louisiana

File No.	Dated	Application for	Action Nature	Action Date
BR-448	2-23-73	Renewal of License (Main & Alt. Main)	GRANTED	9-30-74
R & F	3-2-73			
P.N.	3-2-73	Atty.: Arthur Stambler		
PRESS	MAR 15 1973	AMENDED 3-20-73 re: transmitter logs		
PETITION TO DENY AND TO INTERVENE filed 5-1-73 by Southern Media Coalition (See WTIX)				
OPPOSITION TO PETITION TO DENY filed 5-16-73 by James A. Koerner, Counsel for WSMB, Inc.				
By Memorandum Opinion & Order adopted 9-5-74 Petition to Deny Dismissed				
BAL-8031	10-30-73	Voluntary assignment of license to	GRANTED	12-28-73
R & F	11-8-73	WSMB JOINT VENTURE	EFF:	2-?-74
FEE PD: $250 #250475				
FORM 316 (CODE 047)		Atty - Stambler & Shrinsky		
NOV 21 1973				
BR-448	1-20-76	RENEWAL OF LICENSE (MAIN & ALTERNATE MAIN)	GRANTED	1-6-77
R & F	1-30-76	Arthur Stambler, Atty.	Cond'l re EEO	
PN Recd.	"	AMENDED 4-7-76 re: signature page (Sect. II) & commercial matter		
PRESS	MAR 17 1976	(See KDBS for petition) (over)		

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

3-15-76
to be amended re date for engr.sign.

(BR-448) AMENDED 5-18-76 re: engineering

COMMENTS OF PETITIONERS IN RESPONSE TO THE AMENDMENTS TO THE EQUAL EMPLOYMENT OPPORTUNITY PROGRAMS filed 9-20-76 by Nolan A, Bowie, Counsel on behalf of Louisiana State Chapters of the National Organization for Women, the Southern Media Coalition & the Louisiana Chapter of the National Welfare Rights Organization

AMENDED 9-28-76 re: engineering

Form BC-121 #26
May 1976

1350khz.

APPLICATION RECORD - BROADCASTING

NORAD, INC. - NEW ORLEANS (A Partnership in Commendam) Call Letters W S M B
(Norad, Inc. - General Partner)

Name x WSMB JOINT VENTURE
New Orleans, Louisiana

File No.	Dated	Application for	Action Nature	Action Date
BRC-3975 R & F PRESS: JAN 5 1978	12-14-77 12-16-77	Modification of License to operate transmitter by Remote control from the main studio location at: Maison Blanche Bldg., 901 Canal St., New Orleans, Louisiana Atty: ~~Arthur Stambler~~	GRANTED	3-31-80
AMEND. R&F	12-26-79	Addl. engr. & chg. name of applicant.		
BR790201WB PRESS: MAR 14 1979		RENEWAL OF LICENSE (Main & Alt.MainTrans.) Atty: Louis Schwartz	GRANTED	7-16-79
BAL791022HX Form 316 NOV 5 1979	10-22-79	Vol. AL to NORAD, INC. - NEW ORLEANS (A Partnership in Commendam) Norad, Inc. - General Partner (over) Atty - Gene Bechtel (Arent, Fox, etc.)	GRANTED EFF:	11-7-79 11-8-79

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

BAL791022HX Note: A Partnership in Commendam is a lmtd. partnership

#27

1350 kHz.

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call Letters W S M B

Name NORAD, INC. - NEW ORLEANS (A Partnership in Commendam)
New Orleans, Louisiana

File No.	Dated	Application for	Action Nature	Action Date
BRC-791226AF PRESS: (0)	JAN 17 1980	Request for authority to operate by RC from SL at: Maison Blanche Bldg., 901 Canal St., New Orleans, Louisiana. (Nighttime)	DISMISSED Treated as amend. to BRC-3975	1-23-80

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

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.