

W B O X



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**REMOVABLE LABEL GUIDE**

Cat. No. 4550L

Patent No. 1390199



## BROADCASTING STATION LICENSE RECORD

Date first licensed March 1, 1954

Call letters

W B O X (3-6-59)

X W H X Y

NORTHLAKE AUDIO, INC. (AL 10-19-78 EFF: 12-1-78)

Station location: Bogalusa, Louisiana

\* MOSELEY-SMITH BROADCASTING, INC. (AL 1-23-74 EFF: 3-1-74)

X PEARL RIVER BROADCASTING CORPORATION (AL 2-25-66 EFF: 3-4-66)

\* MAGIC CITY BROADCASTING CORPORATION (AL 6-28-61 EFF: 7-3-61)

X J.A. OSWALD (AL 2-25-59 EFF: 3-25-59)

X BOGALUSA BROADCASTING CORPORATION (AL 5-20-54 EFF: 8-16-54)

Name of licensee X CHARLES W. HOLT AND DAVID A. WATSON, JR., d/b as BOGALUSA BROADCASTING COMPANY

On Louisiana Hwy 436, 2 miles N. of Bogalusa, La. (CP grted. 5-10-79)

Transmitter location X On State Highway 7, 4 miles NNE of Bogalusa, Louisiana (MP 11-12-53) Lic. 3-1-54

On Louisiana Hwy 436, 2 miles N. of Bogalusa, La. (CP grted. 5-10-79)

X 214 Alabama Avenue, Bogalusa, Louisiana (BRC 8-17-62)

X Pine Tree Inn Hotel, 400 Georgia Ave., Bogalusa, La. (ltr. dtd. 12-7-53)

Main studio location X On State Highway 7, 4 miles NNE of Bogalusa, Louisiana (MP 11-12-53)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-8776 Ltr.	6-17-53 6-24-53	920kc	1kw	Daytime	
CP for new station granted subject filing MP for approval antenna & T. site.					
EFFECTIVE DATE SET ASIDE AND APPLICATION DESIGNATED FOR HEARING 7-29-53 REMOVED FROM HEARING & GRANTED 11-12-53					
BP-8776 EMP-6303	11-12-53	920	1kw	Day	1-12-54 7-12-54
MP (BP-8776) for approval of ant. & trans. & studio sites & change type trans.					
ERC-325 (1)	3-10-54	Mod. of lic. to operate trans. by R.C. from 400 Georgia Ave., Bogalusa, La.			
BL-5210	3-1-54	920	1kw	Day	3-1 6-1-55
Lic. cover CP (8776) as mod., for a new standard broadcast station					
BAL-1774	5-20-54	Vol. AL to BOGALUSA BROADCASTING CORPORATION.			
EFF:	8-16-54				
OTC-1958	5-4-55	Vol. trans. of control to Charles W. Holt.			
EFF:	5-4-55				
BR-2921	5-11-55	920	1kw	Daytime	6-1 6-1-58
BR-2921	5-7-58	Renewal of license			6-1 6-1-61
BAL-3324	2-25-59	Voluntary assignment of license to;			
EFF:	3-25-59	J.A.Oswald.			
Wire	5-27-60	Sign-off 6pm CST period			6-1 thru 8-31-60.
	6-1-61	Comm. deferred action on renewal pending further consideration.			
BR-2921	6-28-61	920kc	1kw	Day	6-28 6-1-64
(renewal of license)					
BAL-4165	6-28-61	Voluntary assignment of license to Magic City Broadcasting Corporation			
EFF:	7-3-61				
BRC-2108	8-17-62	920kc	1kw	Day	8-17 6-1-64
Mod. of license to change studio loc. and remote control point to 214 Alabama Ave., Bogalusa, Louisiana.					
BR-2921	5-28-64	920kc.	1kw	Day	6-1 6-1-67
BAL-5667	2-25-66	Voluntary assignment of lic. to Pearl River Broadcasting Corporation			
Eff:	3-4-66				



Form BC 126

June 1954

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WZLX

Station location Orleans, Louisiana

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-29211	5-22-67	920kc	1kw	Day	6-1-67-1-70
BR-29211(S)	7-14-70	Renewal			6-1-73
BTC-6779	3-10-72	VOL. Acq. positive TC EFF:			6--7-72
EBSA	6-12-72				
WIRE	10-20-72	PSA	500watts		
BR-2921(S)	5-31-73	RENEWAL OF LICENSE			6-1-76
BAL-7910	1-23-74	VOL AL	EFF:	3-1-74	
BR-2921(L)	5-27-76		RENEWAL		6-1-79
BAL780718EC	10-19-78	VOL. AL	EFF:	12-1-78	
BP-21,156	5-10-79	1kw,1kw	DA-N	Unl	5-10-80
CP to add nighttime service with hours unlimited., make chg in antenna syst. & chg. TL.					
BR790202YZ(S)	6-20-79	Renewal of License			6-1-82
BMP800505AR (1)	8-12-80	MP (BP-21156) for ext. of time to:			11-30-80



## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

CHARLES M. HOLT AND DAVE A. MATISON, JR. d/b as

Call  
LettersW B O X  
X W N X Y  
New

Name

BOGALUSA BROADCASTING COMPANY

PO c/o W. Ervin James, 17 Melton St., Montgomery, Ala.

File No.	Dated	Application for	Action	
			Nature	Date
BP-8776	2-6-53	Construction permit for a new standard broadcast station to be operated on: Frequency: 920kc Power: 1kw Hours of Operation: Daytime Trans. Location: To be determined Bogalusa, La. Studio Location: To be determined Bogalusa, La.  W. Ervin James, Atty. (Montgomery, Ala.) C. I. Shelkofsky, Engr.	GRANTED	6-17-53
Rec'd	2-24-53		Sub. filing MP for approval antenna & T site	
Filed	2-24-53		Ltr. 6-14-53	
			EFFECTIVE DATE SET ASIDE AND APPLI. DESIGNATED FOR HEARING 7-29-53	
			DOCKET NO. 20605	
			REMOVED FROM HEARING & GRANTED 11-12-53	
			ISSUED WITH BMP-6306	
PET FILED 6-17-53 BY WALTON ON BEHALF OF WTPS TO SET ASIDE ACTION & DESIGNATE APPLICATION FOR HEARING. PET. GRANTED 7-29-53				



RCA BTA - 1L

lkw



## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

CHAPLES W. HOLT AND DAVE A. MATISON, JR. d/b as

Call W B O X  
Letters X W H X YName BOGALUSA BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-6303 Rec'd Filed	8-26-53 8-28-53 8-28-53	Modification of construction permit (BP-8776 which auth. a new standard broadcast station) for approval of antenna, transmitter and studio location as On State Hwy. No. 7, 4 miles N.N.E. of Bogalusa, Louisiana and change type transmitter (GATES BC-1F).  C. I. Shelkofsky, Engr.	GRANTED	11-12-53
BL- 5210 Rec'd Filed	1-7-54 1-12-54 1-12-54	License to cover construction permit (BP-8776 as mod.,) which auth. a new standard broadcast station.  C. I. Shelkofsky, Engr.	GRANTED	3-1-54
BRC-325 Rec'd Resub. Rec'd Filed	2-4-54 2-8-54 2-22-54 2-24-54 2-24-54	Modification of license to operate transmitter by remote control from 400 Georgia Avenue, Bogalusa, Louisiana	<del>APPROVED</del> <del>Signed by Manager</del> GRANTED	<del>2-10-54</del>  3-10-54



#3

FORM A-170

# APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call V B CX  
Letters X H H X X

Name CHARLES W. HOLT AND DAVE A. MATISON, JR., d/b as  
BOGALUSA BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BAI-1774 Rec'd Filed	4-14-54 4-22-54 4-22-54	Voluntary assignment of license to Bogalusa Broadcasting Corporation.	GRANTED EFF:	5-20-54 8-16-54
BR-2921 Rec'd	2-28-55 3-4-55	Renewal of license	GRANTED	5-11-55
BTC-1958 Rec'd Filed	4-2-55 4-5-55 4-5-55	Voluntary acquisition of positive control of licensee corporation by Charles W. Holt thru purchase of 5 shares of stock from Dave A. Matison, Jr.	GRANTED EFF:	5-4-55 5-4-55



## APPLICATION RECORD - BROADCASTING

AUG 1955

#4

Call WBOG

Letters X-W-H-X-Y

Name MAGIC CITY BROADCASTING CORPORATION

Name ~~X~~BOGALUSA BROADCASTING CORPORATION

Bogalusa, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BR-2921 Rec'd Filed	2-25-58 2-27-58 2-27-58	Renewal of License	GRANTED	5-7-58
BAL-3324 Rec'd. Filed	1-22-59 1-26-59 1-26-59	Voluntary assignment of license to J.A. Oswald.	GRANTED EFF:	2-25-59 3-25-59
BAL-4165 Rec'd Filed	2-6-61 2-27-61 2-27-61	Voluntary assignment of license to Magic City Broadcasting Corporation.	GRANTED EFF:	6-28-61 7-3-61
BR-2921 Rec'd&Filed	4-26-61 4-28-61	Renewal of License		
BRC-2108 Rec'd Filed	7-31-62 8-13-62 8-13-62	Modification of license to change studio location and remote control point to 214 Alabama Avenue, Bogalusa, Louisiana	GRANTED	8-17-62



#5

FORM BC-121

AUG. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters W B O XName PEARL RIVER BROADCASTING CORPORATION  
X MAGIC CITY BROADCASTING CORPORATION*Poplarville, Mississippi*

File No.	Dated	Application for	Action	
			Nature	Date
BR-2921 Rec'd Filed	3-31-64 4-2-64 4-14-64	Renewal of license	GRANTED	5-28-64
BR-5667 R & F	1-5-66 1-6-66	Voluntary assignment of license to PEARL RIVER BROADCASTING CORPORATION  Atty - Julian P. Freret	GRANTED Eff:	2-25-66 3-4-66
BR-2921 R & F	2-21-67 3-1-67	Renewal of license Atty- Julian P. Freret	GRANTED	3-22-67
BR-2921 R & F #581590-75 P. 1.	2-21-70 3-2-70 3-2-70 3-2-70 MAR 23 1970 4-21-70	Renewal of License Atty: Julian P. Freret (Booth & Freret) AMENDED 4-21-70 re: programming; revised policy of broadcast AMENDED 6-5-70 re: programming; commercial policy AMENDED 6-22-70 re: commercial policy	GRANTED	7-14-70



APPLICATION RECORD - BROADCASTING

920kc

Call Letters W B O X

Name PEARL RIVER BROADCASTING CORPORATION  
Bogalusa, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BTC-6779 R & F FEE PD: \$250 #036616 CODE 053 (Form 316)  FEB 7 1972	1-19-72 1-27-72	Voluntary acquisition of positive control of lic corp by Wayne E. Marcy thru purchase of stock from William Dawson Womack and Harry Earl Womack  Atty - Booth & Freret	GRANTED EFF:	3-10-72 6-7-72
<del>BTC Rec'd FEE PD: \$250 #124077 CODE 053 (Form 316)</del>	<del>10-27-72 11-2-72</del>	<del>Voluntary transfer of control of lic corp from Wayne E. Marcy to Wayne E. Marcy and Summit Broadcasting Co., Inc. (50% each)  Atty for transferee - Booth &amp; Freret</del>	<del>RET'D</del>	<del>11-15-72 Form 315 necessary</del>
BR-2921 R & F PN Recd. PRESS MAR 2 1973	2-27-73 3-5-73 "	RENEWAL OF LICENSE	GRANTED	5-31-73



#7

APPLICATION RECORD - BROADCASTING

920kHz

NORTHLAKE AUDIO, INC.

X MOSELEY-SMITH BROADCASTING, INC

Name X PEAPL RIVER BROADCASTING CORPORATION  
Bogalusa, Louisiana

Call  
Letters .....

File No.	Dated	Application for	Action	
			Nature	Date
BAL-7910 R & F FEE PD: \$1000 #193946 CODE 047	5-30-73 6-1-73	Voluntary assignment of license to MOSELEY-SMITH BROADCASTING, INC.  Atty - Booth & <u>Freret</u> (OVER)	GRANTED Req. Grant Fee * \$2,672.56 EFF:	1-23-74  3-1-74
Pub. notice filed	7-20-73			048 PD 3-11-74 W 289025
BR-2921 R & F PN Recd. PRESS	1-30-76 2-2-76 APR 8 1976	RENEWAL OF LICENSE Julian P. Freret, Atty. AMENDED 5-11-76 re: commercial matter AMENDED 3-14-77 re: commercial matter	RECOMPUTE GRANTED	\$2,413.67 5-27-76
BAL 780718EC R & F FORM 314 Pub notice filed	7-17-78 7-18-78 8-10-78	Vol AL to NORTHLAKE AUDIO, INC.	GRANTED EFF:	10-19-78 12-1-78



RE: BAL-7910 - Assignee <sup>is</sup> ~~is~~ <sup>Fin.</sup> ~~Fin.~~ corp - Cert. of auth db  
in State of La. nec. <sup>original cert of by laws ned.</sup>  
ATTY WAS CALLED 6-27-73 *filed 7-11-73*

AMENDED 8-29-73 - Cert. of Auth db in Calif; fin.data

AMENDED 10-29-73 - financial data (assignee)

AMENDED 12-14-73 - financial & prog. data

RE: BAL 780718EC - Table I incomplete re dates; assignor  
fails to show pending BP-21156 - chge hrs to Unl., etc  
AMENDED 10-11-78 - statement re B/C & bus. int



APPLICATION RECORD - BROADCASTING

Call  
Letters W B O X

NORHLAKE AUDIO, INC.  
Name XMOSELEY-SMITH BROADCASTING INC  
Bogalusa, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BP-21,156 R&F PN FILED PRESS: AUG 16 1978	3-20-78 3-22-78 4-24-78	Construction permit to add nighttime service with 1kw DA-N chg hours of oper to Unlimited; make chgs in ant. sys; chg TL&SL: On Louisiana Hwy 436, 2 miles North of Bogalusa, Louisiana 30°50'29"                      89° 50'06" MAJOR ENVIRONMENTAL ACTION UNDER SECTION 1.1305  ATTY:-----  ENGR: Marvin Blumberg	GR	5-10-79
BR790202YZ PRESS: MAR 19 1979		RENEWAL OF LICENSE	GRANTED	6-20-79
BMP-800505AR PRESS: (O) JUL 10 1980		Mod of CP(BP-21156) for extension of time to July 15, 1980(chgs)  ATTY: Ashotn Hardy	GRANTED TO	8-12-80 11-30-80



## APPLICATION RECORD BROADCASTING

920 kHz

Call Letters: W B O X

Name: NORTHLAKE AUDIO, INC.

Station Location: Bogalusa, Louisiana

File No.	Date	Description	Action and Date
BL-800606AI R & F Amended Amended PTA PRESS Amended	6-6-80 6-24-80 11-26-80 9-19-80 FEB 25 1981 6-9-81	Lic. to cover (BP-21,156 as mod) for changes. Atty: --  Request waiver of Section 73.24(j) of rules.	90-3-10-81 <b>ISSUED</b>



## 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.

