

W B S R



Remington Rand Inc.

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**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

Patent No. 1390199

BROADCASTING STATION LICENSE RECORD

FM

Date first licensed 11-10-46 Call letters WBSR  
 SEE CARD #2 Location: Pensacola, Florida  
 \*MAGNEY-DEAR, INC. (AL 9-10-69, Eff: 9-26-69)  
 \*WBSR, INC. (AL 7-6-47, Eff: 7-14-50)  
 \*ESCAMBIA BROADCASTING COMPANY (APL-12-30-47; EFF: 7-22-47)  
 \* RUTH BRADEN, EDWARD F. BRADEN, GEORGE E. MEAD, JOHN H. BRADEN,  
 Name of licensee LALA BRADEN BOUGHTON and KIRKE M. BEALL d/b as ESCAMBIA BROADCASTING CO.

Transmitter location 1603 North Pace Blvd., Pensacola, Florida (BP 10-20-60)  
\*Corner of O and Moreno St., Pensacola, Fla. (CP 7-31-46)

32502

1603 North Pace Blvd., Pensacola, Florida (BP 10-20-60)  
\*Corner of O and Moreno Streets (Outside City limits), Pensacola, Fla.  
(Lic. Mod. 6-10-49)  
\* Palafox and Garden Streets, Pensacola, Fla. (Lic. 3-22-48)  
\* San Carlos Hotel, 1 North Palafox Street, Pensacola, Fla. (ltr. 8-28-  
46)

Main studio location \* to be determined, Pensacola, Fla. (CP 7-31-46)

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period	
					From	To
83-P-3842	7-31-46	1450	250w	U	9-30	3-31-47
C.P. for new station						
83-L-2080	11-19-46	1450	250	U	11-19	2-1-48
83-Z-1902	Lic. to cover CP (3842) for a new station and for approval of studio location and determine operating power by direct measurement (Cond'l clause)					
83-S-1325	12-5-46	1450	250w	U	12-5	2-1-48
Modified lic. to eliminate cond'l clause re waiver 3.55(b) & 3.60						
8P-6125	8-22-47	1450	250w	U	10-22	4-22-48
CP to install new vertical antenna.						
8APL-32	12-30-47	Vol. assignment of CP and License to ESCAMBIA BROADCASTING COMPANY				
EFF: 12-31-47						
8R-1325	1-30-48	1450	250w	U	2-1	2-1-51
BL-3018	3-29-48	1450	250w	U	3-29	2-1-51
BZ-2840	Lic. to cover CP (6125) to install new vertical antenna and determine operating power by direct method.					
BTC-675	11-18-48	Vol. Acquisition of control of licensee corp. from Kirke M. Beall to Ruth Brader				
EFF: 12-2-48						
BML-1357	6-10-49	1450	250w	U	6-10	2-1-51
Mod. Lic. to change main studio location. (COND. CLAUSE)						
BZ-3140	2-20-50	1450	250w	Un	2-20	2-1-51
Determine opr. power by direct method. (COND. CL)						
BAL-1031	7-6-50	Vol. AL from Escambia Broadcasting Co., to WBSR, Inc.				
EFF: 7-14-50						
BS-1325	1-29-51	Extension of license			2-1	6-1-51
BR-1325	5-23-51	1450	250w	U	5-23-	2-1-54
BZ-3370	1-30-52	1450	250w	U	1-30	2-1-54
Determine operating power by direct measurement						
BZ-3461	2-24-53	1450kc	250w	U	2-24-53	2-1-54
(1)	Determine operating power by direct measurement					

B.S.

#2

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W B S R

BUDWORTH BROADCASTING INC. (AL: 8-6-79 EFF: 8-22-79)

Name of licensee x See Card #1

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time	Period
				Div.	From To
BR-1325	1-13-54	1450	250w	U	2-1 2-1-55
BZ-3623 (1)	10-22-54	Author. determine operating power by direct measurement			
BR-1325	1-12-55	1450	250w	U	2-1 2-1-58
BR-1325	1-3-58	Renewal of license			2-1 2-1-61
BP-13043	10-20-60	1450kc	250w, 1kw-LS	U	12-20 6-20-61
		CP to increase daytime power to 1kw and install a new transmitter (GATES BC-1T) (Cond'1).			
	1-25-61	Commission deferred action on renewal pending further consideration.			
BR-1325	2-8-61	Renewal of license			2-8- 2-1-64
BL-8239	6-16-61	Lic. to cover CP(BP-13043) which auth. inc. in power and install new trans.			
BR-1325	1-17-64	1450kc	250w, 1kw, LS-U		2-1 2-1-67
BR-1325	3-2-67	Renewal of License			3-2 2-1-70
BZ-7133(1)	3-20-69	Direct Meas.			
BAL-6666	9-10-69	Vol. AL			
BR-1325 (1)	1-29-70	Renewal of license			2-1-73
BL-12,530	3-21-70	Lic. to use a former Main Trans. (COMPOSITE) for Auxiliary Purp. Only			
BZ-7555 (1)	7-28-70	Direct Meas. (Main)			
BZ-7556 (1)	7-28-70	Direct Meas. (Auxiliary)			
EBSA	5-22-72				
BR-1325(L)	1-3-74	RENEWAL OF MAIN & AUX. (Cond'1)			2-1-76
BZ-8779(1)	3-14-75	Direct Measurement			
BR-1325(L)	1-28-76	RENEWAL (MAIN & AUX.)			2-1-79
Ltr.	11-12-76	Main Trans: HARRIS MW-1 former main Gates BC-1T now Alt. Aux. cancelled			
BAL790530FX	8-6-79	VOL. AL		EFF:	8-22-79
BR 781002 D2	1-31-79	(L) RBN. OF LICENSE MAIN & AUX. TRANS.			2-1-82

## APPLICATION RECORD—BROADCASTING

RUTH BRADEN ~~WEBER~~, EDWARD F. BRADEN,  
 GEORGE E. MEAD, JOHN H. BRADEN, LALA BRADEN BOUGHTON,  
 Name and KIRKE M. BEALL, d/b as ESCAMBIA BROADCASTING COMPANY

Call letters

W B S E

x New

FILE NO.	DATED	(P.O. <del>39 East Chase St., Pensacola, Florida</del> San Carlos Hotel, 1 North Palafox St. (Lot-8-28-46))	ACTION	
			NATURE	DATE
B3-P-3842	11-29-44	Construction Permit for a new standard broadcast station to be operated on: Frequency: 1450 kc Power: 250w Hours of Operation: Unlimited time Trans. Location: Corner of O and Moreno St., Pensacola, Florida Studio Location: Same to be determined, (Filed by E. D. Johnston, Atty.) Pensacola, Fla. Ronald H. Culver, Engr. (Petition for consideration and grant under Commission Policy of 1-16-45 - Filed 6-28-45) ("NDSR" reserved)	Docket No. 6849 GRANTED AFTER A HEARING & CONFLICTING APPLICATION DISMISSED. ORDER ISSUED 7-31-46	
Rec'd	12-27-44			
Filed	1-11-45			
Amended	9-26-45	AMENDED re change in transmitting equipment.		
Rec'd	10-3-45			
Filed	10-3-45			

## APPLICATION RECORD - BROADCASTING

<sup>1/2</sup>  
 RUTH BRADEN ~~WEBER~~, EDWARD F. BRADEN,  
 GEORGE E. MEAD, JOHN H. BRADEN, LALA BRADEN BOUGHTON,  
 and KIRKE M. REALL, d/b as ESCAMBIA BROADCASTING COMPANY

Call WBSR  
 Letters X New

Name

(P.O. 35 East Chase St., Pensacola, Fla.)

File No.	Dated	Application for	Action	
			Nature	Date
B7-P-7842			<b>See Card #1 for action</b>	
Amended	11-8-45	Re change studio location from Corner of O		
Received	11-13-45	and Moreno St., Pensacola, Fla. to Site to be		
Filed	11-21-45	determined, Pensacola, Fla.		
Amended	12-21-45	AMENDED to change name of RUTH BRADEN WEBER		
Recd.	1-2-46	to RUTH BRADEN		
Filed	1-10-46			

## APPLICATION RECORD - BROADCASTING

Call

Letters W B S R

Name RUTH BRADEN, EDWARD F. BRADEN, GEORGE E. MEAD, JOHN H. BRADEN, LALA BRADEN BOUGHTON,  
and KIRKE M. BEALL, d/b as ESCAMBIA BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B3-L-2080	9-25-46	License to cover C.P. (B3-P-3842) which authorized a new standard broadcast station and for approval of studio location at Palafox and Garden St., Pensacola, Florida and	GRANTED	11-10-46
Rec'd	9-26-46		(2nd)	11-10-46
Filed	9-26-46		3.00 (3)	4.00 (3)
B3-Z-1902	9-25-46	Authority to determine operating power by direct measurement of antenna power.		
Rec'd	9-26-46			
Filed	9-26-46			



## APPLICATION RECORD - BROADCASTING

#4 ESCAMBIA BROADCASTING COMPANY

Call

Letters

W B S R

x RUTH BRADEN, EDWARD F. BRADEN, GEORGE E. MEAD, JOHN H. BRADEN,

Name LALA BRADEN BOUGHTON and KIRKE M. BEALL d/b as ESCAMBIA BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BP-6125 Rec'd Filed	6-12-47 6-13-47 6-13-47	Construction Permit to install new vertical antenna.	GRANTED	8-22-47
BAPL-33 Rec'd Filed	8-30-47 11-5-47 11-5-47	Voluntary Assignment of Construction Permit and License from Ruth Braden, Edward F. Braden, George E. Mead, John H. Braden, Lola Braden Boughton and Kirke M. Beall d/b as Escambia Broadcasting Company <u>to</u> Escambia Broadcasting Company. (Filed by E.D. Johnston, Atty.)	GRANTED EFF:	12-30-47 12-31-47

Form 94

Card #5

## APPLICATION RECORD - BROADCASTING

Name

RUTH BRADEN, EDWARD F. BRADEN, GEORGE E. MEAD, JOHN H. BRADEN, LALA BRADEN BOUGHTON and KIRKE M. BEALL d/b as ESCAMBIA BROADCASTING CO.

Call

W B 3 R

Letters

File No.	Dated	Application for	Action	
			Nature	Date
BR-1325 Rec'd.	11-26-47 11-28-47	Renewal of License	GRANTED	1-30-48
BL-3018 Rec'd Filed	2-24-48 3-1-48 3-1-48.	License to cover C.P. (EP-6125) which authorized to install new vertical antenna.	GRANTED	3-28-48
BZ-2840 Rec'd Filed	2-24-48 3-1-48 3-1-48	and Authority to determine operating power by direct measurement of antenna power.		
BTC-675 Rec'd Filed	8-27-48 8-31-48 8-31-48	Voluntary Acquisition of control of licensee corporation from Kirke M. Beall to Ruth Braden. 30 shares of common stock - 10%	GRANTED EPF: 12-2-48	11-18-48

## APPLICATION RECORD - BROADCASTING

Call  
Letters W E S R

Name ESCAMBIA BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BML-1357 Rec'd Filed	5-23-49 5-24-49 5-24-49	Modification of license to change main studio location from: Palafox and Garden Streets <u>TO</u> : Corner of C and Moreno Streets, Pensacola, Florida. (E. D. Johnston, Atty.)	GRANTED re waiver of the Rules to permit identification of its location as Pensacola, Florida	6-10-49 Sec. 3.30(a)
BZ-3140 Rec'd Filed	2-4-50 2-13-50 2-13-50	Authority to determine operating power by direct measurement of antenna power.	GRANTED re waiver to permit identification of location as Pensacola Fla.	2-20-50 Sec. 3.30(a)

#7

Call  
Letters WBSRName ESCAMBIA BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BAL-1031 Rec'd Filed	5-25-50 5-29-50 5-29-50	Voluntary assignment of license from Escambia Broadcasting Company <u>to</u> WBSR, INC.  D. F. Prince, Atty.	GRANTED  EFF:	7-10-50  7-10-50
BR-1325 Rec'd	12-5-50 12-7-50	Renewal of license Filed by D. F. Prince	GRANTED	5-23-51
BZ-3370 Rec'd Filed	1-11-52 1-16-52 1-16-52	Authority to determine operating power by direct measurement of antenna power.	GRANTED	1-30-52
BZ-3461 Rec'd Resub. Rec'd Filed	1-19-53 1-21-53 2-4-53 2-6-53 2-6-53	Authority to determine operating power by direct measurement of antenna power.  Glenn A. Nichols, Engr.	<del>RETURNED</del> <del>Graded by</del> GRANTED	<del>July 1953</del> <del>Chf. Engr.</del> 2-24-53

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters W B S R

Name W B S R, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BR-1325 Rec'd Filed	10-20-53 11-9-53 11-9-53	Renewal of License Filed by D. F. Prince, Atty.	GRANTED	1-13-54
BZ-3623 Rec'd Filed	10-11-54 10-13-54 10-13-54	Authority to determine operating power by direct measurement of antenna power.	GRANTED	10-22-54
BR-1325 Rec'd Filed	10-26-54 11-1-54 11-1-54	Renewal of License Filed by D. F. Prince, Atty.	GRANTED	1-12-55

## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call  
Letters W.D.S.R.Name WBSR, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BR-1325 Rec'd Filed	10-31-57 11-5-57 11-5-57	Renewal of License D. F. Prince, Attorney	GRANTED	1-3-58
BP-13,043 Rec'd Filed	4-28-59 4-30-59 4-30-59	Construction permit to increase daytime power from 250w <u>to</u> 1kw and install a new transmitter (Gates BC-1T)  Atty.- Prince, Taylor & Crampton Engr.- Claude M. Gray, Birmingham, Ala.	GRANTED Cond'l re: Permittee shall accept such interf as may be imposed by existing Class IV station in the event they are subsequently authorized to increase power.	10-20-60
BR-1325 Rec'd Filed	10-27-60 11-7-60 11-7-60	Renewal of license  D. F. Prince, Atty.	GRANTED	2-8-61

Aug 1955

MOONEY-WBSR, INC.

Call Letters WBSR

Name WBSR, INC.  
Pensacola, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BL-8293 Rec'd Filed	11-24-60 11-25-60 11-25-60	License to cover construction permit (BP-13043) which authorized an increase in daytime power and installation of new transmitter.  Atty. - D.F. Prince	GRANTED	6-16-61
BR-1325 R & F	10-30-63 11-12-63	Renewal of license Atty. Ray R. Paul	GRANTED	1-17-64
BR-1325 R & F	10-26-66 11-2-66	Renewal of license Atty- Ray R. Paul	GRANTED	5-1-67
BZ-7133 R & F DM	2/10/69 2/12/69 2/24/69	Direct Meas. Engr: Ambrose Kramer, DeFuniak Springs, Fla. Atty: Ray R. Paul	GRANTED	3-20-69
MAR 1 1969 BAL-6666 R & F FEE PD: \$105 -#514248 (remotes included) Pub. notice filed	5-12-69 5-13-69	Voluntary assignment of licenses to MOONEY-W.B.S.R., INC. Atty - Fletcher, Heald etc Amended 6-19-69 re prog. (spot announc) Amended 6-25-69 re stock.	GRANTED	9-10-69 9-26-69

BAL-6666:

AMENDED 8-11-69 Re: Financing and Community Needs





APPLICATION RECORD - BROADCASTING

Call Letters WBSR

Name MOONEY-WBSR, INC.  
PENSACOLA, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BR-1325 R & F PN PRESS NOV 1972	10-24-72 11-2-72 11-2-72	Renewal of License(Main & Auxiliary)  Atty-Marvin Rosenberg AMENDED 12-1-72 re: employment policy AMENDED 12-13-72 re: employment program AMENDED 2-22-73 re: employment policy	GRANTED (Cond'l re: EEOP REPORT)	1-3-74
BZ-8778 R & F DM FEE RETURNED PRESS MAR 1975	12-4-74 12-20-74 1-15-75 3-5-75 - not necessary	Direct Measurement	GRANTED	3-14-75
BR-1325 R & F PN Recd. PRESS OCT 9 1975	9-5-75 9-30-75 "	RENEWAL OF LICENSE (MAIN & AUXILIARY) H. C. Martin, Atty. (Fletcher & Hildreth) AMENDED 11-25-75 re: EEOP	GRANTED	1-28-76

# APPLICATION RECORD - BROADCASTING

2-46

Call  
Letters W B S R

BUDWORTH BROADCASTING INC.

Name x NOONEY-WBSR, INC.

PENSACOLA, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BR781002D2 PRESS NOV 14 1978		RENEWAL OF LICENSE (MAIN & ALTERNATE) Larry Perry, Atty.	GRANTED	1-31-79
BAL NO 53027 FM 33H PRESS: PN FILED	6-27-79	Vol AL to BUDWORTH BROADCASTING INC.  Atty - Larry Perry, Oak Ridge, Tenn. (over)	GRANTED EFF:	8-6-79 8-22-79
BP800825AP PRESS (0)	SEP 25 1979	CP to make chgs. in Ant. Sys.; Erect New Ant.; Replace Ground System & chg. Ant. from Shunt-Fed to Series-Fed.  Atty. Larry Perry (McCampbell & Young Knoxville, Tenn.)		

BAL790530FX Amended 6-27-79 re: amended banl ltr. and  
amended ltr. from Fed. Street Capitol Corporation

## 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.

