

WGAD



Remington Rand Inc.

BRANCHES EVERYWHERE

MADE IN U. S. A.

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199



# BROADCASTING STATION LICENSE RECORD

Date first licensed 8-22-47

Call letters WGAD  
Station Location: Gadsden, Alabama

COOSA BROADCASTING COMPANY, INC. (AL 11-7-51, EFF. 12-1-51)

XGENERAL NEWSPAPERS, INC. (AL 12-29-49; EFF: 12-31-49)

x E. L. ROBERTS tr/as COOSA VALLEY BROADCASTING COMPANY (MP 4-7-47)

Name of licensee x E. L. ROBERTS

On Hwy. 11, 2 blocks south of Attalla, Alabama  
xWest end of Holly Avenue, Attalla, Alabama (BP 8-19-69) Forfeited  
XOn Hwy., 11, 2 blocks south of Attalla, Alabama (redescribed per CP11-5-59)  
xAcross RR track from 3rd Ave., Attalla, Alabama. (Lic. 8-22-47)  
Transmitter location xWest of Gadsden, Ala. (CP 6-20-46)

2500 Forrest Avenue, Gadsden, Alabama (Let 5-13-55)  
x520 Chestnut Street, Gadsden, Alabama (Tele 5-6-50 EFF: 1-1-50)  
x 817 Forrest Ave., Gadsden, Alabama. (Lic. 8-22-47)  
Main studio location x750 Forrest Ave., Gadsden, Ala. (CP 6-20-46)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
B3-P-4596 O.P. for new station	6-20-46	1350	1kw*	U * DA	8-20 2-20-47
BMP-2496	2-26-47	Mod. CP (4596) for extension of completion date			8-20 4-21-47
BMP-2636	4-7-47	1350kc	1kw-DA	U	8-20 4-21-47
	Mod. of C.P.(4596) change type of T. and name of applicant.				
BMP-2679	4-23-47	1350kc	1kw* *DA	U	8-20 5-21-47
	Mod. of C.P.(4596, as mod.) for extension of completion date.				
BMP-2772	5-29-47	Mod. of CP (4596 as mod.) for extension of completion date.			8-20 6-21-47
BL-2510 BZ-2329	8-22-47	1350	1kw-DA	U	8-22 11-1-48
	Lic. to cover CP (4596 as mod.) for a new station, change studio site and determine operating power by direct method. (Conditional)				
BR-1605	10-27-48	1350	1kw* *DA-D&N	U	11-1 11-1-51
BP-6412 (Cond.)	4-6-49	1350	1kw, 5kw-LS	U	6-6 12-6-49
	CP to change power, install new T, change to DA for night use only, and change T site. (geographic coor.)				
BMP-4858	11-21-49	1350	1kw*, 5kw-LS *DA-N	Un	6-6 12-6-49
	Mod. CP (6412) to change type of T (COND. CLAUSE)				
BMP-4857	12-12-49	1350	Mod. CP (6412) for ext. of completion date. (Cond. Cl)		6-6 4-15-50
BAPL-54	12-29-49	Vol. assignment of license and CP from E. L. Roberts tr/as Coosa Valley B/Cing Co. to General Newspapers, Inc. (COND. CL)			
EFF:	12-31-49				
BMP-5040	3-23-50	1350	Mod. CP (6412) for ext. of completion date. (COND. CLAUSE)		6-6 6-15-50
BL-4072	9-14-50	1350	1kw*5kw-LS *DA-N	U	9-14 11-1-51
	(Blanketing Cl.)				
	Lic. cover CP(BP-6412, as mod. which authorized chg. power, T site(coor. only), DA for N use & installation new T				
BR-1605	10-10-51	1350	1kw*5kw-LS	U	11-1 - - -
	*DA-N				



B S. 12

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W O A D .....

Name of licensee .....

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
DAI-1263	11-7-51	Vol. assignment of license to COOSA			
12-1-51	12-1-51	COOSA BROADCASTING CO., INC.			
BR-1605	3-26-52	1350	1kw-5kw-LS *DA-N	U	4-1 4-1-55
BTC-1830 EFF:	11-17-54 11-17-54	Voluntary trans. of control to Radio Muscle Shoals, Inc., James L. Garrett and Richard B. Biddle.			
BR-1605	3-9-55	RENEWAL OF LICENSE			4-1 4-1-58
BRC-689 (1)	4-4-55	Modification of license to operate trans by remote control from 2500 Forrest Avenue, Gadsden, Alabama, while using non directional antenna			
BTC-2399 EFF:	1-16-57 1-16-57	Vol. acquisition of positive control by Radio Muscle Shoals, Inc., through the sale of stock (25%) from James L. Garrett to Coosa Broadcasting Company, Inc.			
BTC-2547 EFF:	8-1-57 8-10-57	Voluntary transfer of control of licensee corporation from Richard B. Biddle and Radio Muscle Shoals, Inc., TO Escar L. Roberts, Albert M. Rains, Edward Z. Carrell and DENDY L. JACKSON.			
BR-1605	3-19-58	1350	1kw-5kw-LS DA-N	U	4-1 4-1-61
BP-13515	11-5-59	1350 kc	1kw-5kw DA-N	U	1-5-60 7-5-60
CP to install new transmitter and make chgs. in trans. equip.					
BL-7830 (1)	5-27-60	License to cover CP(BP-13515) which authorized installation of a new trans. action taken on renewal application, continued operation authorized.			
BR-1609	11-24-61	1350kc	1, kw-5kw-LS	DA-N U	11-24 4-1-64
BRC-2311 (1)	10-23-63	Modification of license to operate transmitter by remote control from 2500 Forrest Avenue, Alabama (DA-N).			



Form BC 126

June 1954

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## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W G A D

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-1605	3-17-64	1350kc	1kw-5kw	LS-DA-n, U	4-1-67
TELEGRAM	10-17-67	PSA	500w		
BR-1605(S)	3-11-68	Renewal	of License & NDEA		4-1-70
BP-18240	8-19-69	1350kc	1kw, 5kw	DA-N U	4-19-70
	CP to chg. ant.-trans. loc. and chg. DA system (add two towers). <i>Forfeited 4-24-70</i>				
BR-1605(L)	4-1-70	RENEWAL & NDEA			4-1-73
BP-19,142	1-6-72	350kc	1kw, 5kw	DA-N U	1-6-73
	CP to change maximum radiation value for the nighttime pattern.				
EBSA	5-25-72				
BP-19,142(1)	6-26-72	Mod. of	(BP-19,142) to change MEOV to 34.5° - 37 mv/m.		
BL-13,272(L)	8-31-72	Lic(BP-19,142)	for changes		4-1-73
BR-1605(L)	4-13-73	Renewal	of license		4-1-76
BS-1605AL)	6-27-75	ML chg	antenna monitor (page 2)		
BR-1605(S)	3-12-76	RENEWAL			4-1-79
LETTER	9-8-77	Installation of a new (HARRIS MW-5) trans. as Main. Former Main (GATES- BC-5P-2) used as Auxiliary.			
BR-781117UA BZ-9782(L)	8-8-79	Renewal	of License and Direct Measurement		4-1-82



## APPLICATION RECORD - BROADCASTING

#1

Call W G A D

Letters ~~x~~ New

E. L. ROBERTS tr/as COOSA VALLEY BROADCASTING COMPANY (MP-4-7-47)

Name

x E. L. ROBERTS

(P.O. Pioneer Life Bldg., Gadsden, Alabama)

File No.	Dated	Application for	Action	
			Nature	Date
33-P-4596	1-26-46	Construction Permit for a new standard broadcast station to be operated on: Frequency: 1350 Kc Power: 1kw - DA Hours of Operation: Unlimited time Trans. Location: Etowah County, West of the city of Gadsden, Ala. Studio Location: 750 Forrest Avenue, Gadsden, Alabama (Filed by: John F. Claggett, Atty.; Frank H. McIntosh, Engr.)	GRANTED	6-20-46
Rec'd:	1-30-46			
Filed:	3-12-46			



RCA-BTA-1L



Form 94

## APPLICATION RECORD - BROADCASTING

#2

Call

Letters W C A DName E. L. ROBERTS

File No.	Dated	Application for	Action	
			Nature	Date
BMP-2496 Rec'd Filed	2-15-47 2-17-47 2-17-47	Mod. of C.P. (B3-P-4596, which authorized a new standard broadcast station) for extension of completion date from: 2-20-47 <u>to</u> : 4-21-47.	GRANTED	2-26-47
BMP-2636 Rec'd Filed	3-15-47 3-18-47 3-18-47	Mod. of C.P. (B3-P-4596, as modified, which authorized a new standard broadcast station) to change type of transmitter (Gates BC-1E) and to change name of applicant from E. L. Roberts to E. L. Roberts tr/as Coosa Valley Broadcasting Company.	GRANTED	4-7-47



## APPLICATION RECORD - BROADCASTING

#3

Call

Letters W C A DName E. L. ROBERTS tr/as COOSA VALLEY BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-2679 Rec'd. Filed	4-15-47 4-17-47 4-17-47	Mod. of C.P. (B3-P-4596, as modified, which authorized a new standard broadcast station) for extension of completion date from 4-21-47 to 5-21-47.	GRANTED	4-23-47
BMP-2772 Rec'd Filed	5-15-47 5-26-47 5-26-47	Mod. of C.P. (B3-P-4596, as mod., which authorized a new standard broadcast station) for extension of completion date from 5-21-47 to 6-21-47.	GRANTED	5-29-47



Form 94

## APPLICATION RECORD - BROADCASTING

#4

Call

Letters W G A DName E.L. ROBERTS tr/ea COOSA VALLEY BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BL-2510 Rec'd Filed	4-18-47 4-23-47 6-19-47	License to cover C.P.(B3-P-4596, as mod., which authorized a new standard broadcast station and for change of studio location from: 750 Forrest Avenue, Gadsden, Alabama to: 817 Forrest Avenue, Gadsden, Alabama. and Authority to determine operating power by direct measurement of antenna power. (Henry B. Riblet, Engr.)	GRANTED re waiver	8-22-47 3.60
BZ-2329 Rec'd Filed	4-18-47 4-23-47 6-19-47			
Rec'd	6-20-47	Mod. of C.P.(B3-P-4596, as mod., which authorized a new standard broadcast station) for extension of completion date.	DISMISSED Unnecessary - Program Test authorized	6-2-47 3-11-47



## APPLICATION RECORD - BROADCASTING

Call

Letters

WGAD

Name E.L. ROBERTS Jr/sa COOSA VALLEY BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
RP-6412	10-21-47	Construction Permit to change power from 1kw to 1kw, 5kw-LB, install new transmitter (Gates 30-5A), change from employing 1A for day and night use to 1A for night use only, and change transmitter location from Across RR Track from 3rd Ave., Attalla, Alabama <u>TO</u> West of Garden, Alabama.	GRANTED	4-6-49
Rec'd	10-24-47		re blanketing clause	
Filed	10-24-47			
		(James R. Gray, Engr.)		



## APPLICATION RECORD - BROADCASTING

Call  
Letters W.G.A.D.Name E. L. ROBERTS tr/as COOSA VALLEY BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-1605 Rec'd	8-30-48 8-31-48	Renewal of license	Granted	10-27-48
BMP-4857 Rec'd Filed	10-27-49 11-2-49 11-2-49	Modification of construction permit (BP-6412, which authorized to change power, install new transmitter, change to directional antenna for night use only and change transmitter location) for extension of completion date from: 12-6-49 to: 4-15-50.	GRANTED re blanketing clause	12-12-49
BMP-4858 Rec'd Filed	10-31-49 11-3-49 11-3-49	Mod. of C.P. (BP-6412, which authorized to change power, install new transmitter, change to directional antenna for night use only and change transmitter location) to change type of transmitter (W.E. 405-B-1).	GRANTED re blanketing clause	11-21-49



## APPLICATION RECORD - BROADCASTING

Call  
Letters W G A DName E. L. ROBERTS tr/as COOSA VALLEY BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BAPL-54	11-2-49	Voluntary assignment of license and construction permit from E. L. Roberts tr/as Coosa Valley Broadcasting Company to General Newspapers, Inc.  Verne R. Young, Assignee's atty.	GRANTED	12-29-49
Rec'd	11-10-49		subj. to cond. that the	
Filed	11-10-49		assignment be not effectuated until the assignee, as proposed by it surrenders the license of WGNH, Gadsden Ala.	
			EFF:	12-31-49



## APPLICATION RECORD - BROADCASTING

Call  
Letters W. G. A. D.Name GENERAL NEWSPAPERS INC.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-5040 Rec'd. Filed	3-9-50 3-13-50 3-13-50	Modification of construction permit (BP-6412, as modified, which authorized to change power, install new transmitter, change to directional antenna for night use only and change transmitter location) for extension of completion date from: 4-15-50 to 6-15-50. Verne R. Young, Atty.	Granted re blanketing clause	3-23-50
BL-4072 Rec'd Filed	5-29-50 5-31-50 5-31-50	License to cover construction permit (BP-6412, as modified) which authorized change in power, transmitter location, directional antenna for night use only and installation of a new transmitter. Verne R. Young, Atty. Claude E. Gray, Esqr. Birmingham, Alabama	Granted	9-14-50



## APPLICATION RECORD - BROADCASTING

Call

#9  
 COOSA BROADCASTING COMPANY, INC. (AL 11-7-51, EFF. 12-1-51) Letters W.G.A.R.  
 Name XGENERAL NEWSPAPERS INC.

File No.	Dated	Application for	Action	
			Nature	Date
BR-1605 Rec'd	7-21-51 7-25-51	Renewal of license Filed by Verne R. Young	Granted	10-10-51
BAL-1262 Rec'd Filed	9-15-51 9-24-51 9-24-51	Voluntary assignment of license to Coosa Broadcasting Company, Inc.  Verne R. Young, Atty.	GRANTED Eff.	11-7-51 12-1-51
BR-1605 Rec'd Filed	12-29-51 1-3-52 1-2-52	Renewal of License  Verne R. Young, Atty.	GRANTED	3-26-52



# APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters

WGAD

Name **COOSA BROADCASTING COMPANY, INC.**

File No.	Dated	Application for	Action	
			Nature	Date
BTC-1830 Rec'd Filed	10-16-54 10-18-54 10-18-54	Voluntary transfer of control of licenses corporation from W. Curtie DeLamar, Sara B. DeLamar and Mary June DeLamar to Radio Muscle Shoals, Inc., James L. Garrett and Richard B. Biddle.	GRANTED EFF:	11-17-54 11-17-54
BR-1605 Rec'd Filed	12-30-54 1-3-55 1-3-55	Renewal of License	GRANTED	3-9-55
BRC-689 Rec'd Filed	3-29-55 3-30-55 3-30-55	Modification of license to operate transmitter by remote control from 2500 Forrest Avenue, Gadsden, Alabama, while using non-directional antenna.	GRANTED	4-4-55



## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call  
Letters WGADName COOSA BROADCASTING COMPANY, INC.  
Gadsden, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BTC- 2399	11-1-56	Voluntary acquisition of positive control of licensee corporation by Radio Muscle Shoals, Inc., through the sale of stock (25%) from James L. Garrett to Coosa Broadcasting Company, Inc.	<del>Ret. 12-7-56; filed on</del>	<del>wrong form.</del>
Rec'd	11-21-56			
Resub.	12-31-56			
Rec'd	1-10-57		GRANTED	1-16-57
Filed	1-10-57		EFF:	
BTC-2547	7-1-57	Voluntary transfer of control of licensee corporation from Richard B. Biddle and Radio Muscle Shoals, Inc. to Oscar L. Roberts, Albert M. Rains, Edward Z. Carrell and Denny L. Jackson.	GRANTED	8-1-57
Rec'd	7-8-57		EFF:	9-10-57
Filed	7-8-57		Time within which to consummate ext. to 10-15-57	
			Ltr. 9-6-57	
BR-1605		Renewal of license	Application returned	
Rec'd	1-3-58		1-13-58 - Ret. Signed	
Resub.	1-16-58		wrong	
Rec'd	1-20-58		GRANTED	3-19-58
Filed	1-20-58			



AUG. 1955

Call  
Letters W G A DName COOSA BROADCASTING COMPANY, INC.  
Gadsden, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BP-13515 R & F	10-5-59 10-7-59	Construction Permit to install new transmitter (Gates SC-5P-2) and make changes in transmitting equipment.	GRANTED	11-5-59
BL-7830 Rec'd Filed	1-25-60 1-27-60 1-27-60	License to cover construction permit (BP-13515) which authorized installation of a new transmitter.	GRANTED	5-27-60
BR-1605 Rec'd Resubmitted Rec'd&Filed	12-31-60 1-3-61 3-22-61 3-27-61	Renewal of License.	<del>RETURNED</del> <del>Notarized by an</del> <del>interested party.</del> GRANTED	<del>2-15-61</del>   11-24-61
BKC-2311 R & F	8-21-63 8-26-63	Modification of license to operate transmitter by remote control from 2500 Forrest Avenue, Gadsden, Alabama (DA-N).	GRANTED	10-23-63
BR-1605 R.&F.	12-31-63 12-31-63	Renewal of license	GRANTED	3-17-64
BR-1605 R & F	12-31-66 1-3-67	Renewal of License	GRANTED	3-11-68



FORM BC-121  
Aug. 1955

#13

# APPLICATION RECORD - BROADCASTING

1350kc

Call  
Letters W G A D

Name COOSA BROADCASTING COMPANY, INC.  
GADSDEN, ALABAMA

File No.	Dated	Application for	Action	
			Nature	Date
BP-18,240	6-21-68	CP to change ant-trans. loc. to West end of Holly Ave., Attalla, Alabama & change DA system( two addl towers).  Atty-none Engr-Geo. C. Davis, Wash., D.C.  Addl engr. data filed 8-20-68	GRANTED	8-19-69
Recd & F.	6-24-68			
#438622 \$50	6-24-68		FORFEITED	4-24-70
#442278 \$25	7-8-68			
PN mailed	9-6-68			
SEP 10 1968				
PN Filed	10-9-68			
BR-1605	12-31-69	Renewal	GRANTED	4-1-70
R & F	1-2-70			
#566003 \$75	1-2-70			
PRESS: JAN 27 1970				
PN Rec'd	1-2-70			



# APPLICATION RECORD - BROADCASTING

1350 Kc.

Call  
Letters W C A D

Name COOSA BROADCASTING COMPANY, INC.  
Gadsden, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BP-19,142 Rec'd Filed #020013 \$50 Acc. 060 Press JAN 6 1972	11-11-71 11-15-71 11-15-71 11-15-71	Construction permit to change maximum radiation value for the nighttime pattern.	GRANTED	1-6-72
BL-13,272 R & F W 032761-\$50 PTA PRESS AUG 2 1972	6-9-72 6-14-72 6-14-72 6-23-72	Lic.(BP-19,142) for changes. AC-067	GRANTED	8-31-72
BR-1605 R & F PN Recd. PRESS JAN 1 1973	12-30-72 1-2-73 "	RENEWAL OF LICENSE AMENDED 4-2-73 re: ascert. of comm. needs; commercial policy; employment policy	GRANTED	4-13-73



Form BC-121  
September 1969  
4-47

#15

# APPLICATION RECORD - BROADCASTING

1350 kc

Call  
Letters W G A D

Name COOSA BROADCASTING COMPANY, INC.  
GADSDEN, ALABAMA

File No.	Dated	Application for	Action	
			Nature	Date
BR-1605 R & F PN Recd. PRESS	11-14-75 11-17-75 " <b>NOV 26 1975</b>	RENEWAL OF LICENSE	GRANTED	3-12-76
BR-1605 AMENDED	11-28-75 12-1-75	Amended to include a skeleton proof of performance along with monitor point readings		
BR 781117 UA PRESS	<b>FEB 7 1979</b>	RENEWAL OF LICENSE (MAIN & AUX. TRANS.)	GRANTED issued with BZ-9782	7-16-79
BZ-9782 R & F DM PRESS	6-27-78 6-22-79 <b>JUL 20 1979</b>	Direct Measurement	GRANTED issued with RENEWAL	8-8-79



## 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.

