

W D S M



Remington Rand Inc.
BRANCHES EVERYWHERE
MADE IN U. S. A.

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

Date first licensed October 10, 1939 (SEE CARD #2 FOR NAME) Call letters W D S M

SUPERIOR, WISCONSIN
 xNORTHWEST PUBLICATIONS, INC. (AL 12-12-56; EFF: 2-1-57)
 xWDSM, INC.

xLAKE SUPERIOR BROADCASTING COMPANY (AL 5-6-53 EFF: 6-1-53)

xRIDSON, INCORPORATED (AL 11-21-46, EFF 12-23-46)

xW D S M, Incorporated (Vol. Assign. C.P. 2-6-39)

Name of licensee xFRED A. BAXTER

5.5 mi. S-SW of the center of Superior, Wisconsin (CP 9-7-49)

x200 Main Street, Superior, Wisconsin (MP 10-2-39) Lic. 10-10-39

Transmitter location x38th St. & Tower Avenue, Superior, Wisconsin (C.P. & MP-B 6-9-38)

1105 East Superior St., Duluth, Minn. (ML 2-15-79)

x230 East Superior Street, Duluth, Minnesota (let. 2-1-50, EFF: 2-1-50)

x921 Tower Avenue, Superior, Wisconsin (Ltr. 10-13-59)

x230 East Superior Street, Duluth, Minnesota (let. 9-17-39)

xNational Building, 921 Tower ~~Building~~ Avenue, Superior, Wisconsin (ltr. 4-18-47)

xConner's Point, 200 Main Street, Superior, Wis. (Ltr. 7-7-42)

Main studio location x1507 Tower Avenue, Superior, Wisconsin (C.P. & MP-B 6-9-38) Lic. 10-10-39

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
Letter	1-5-37	1200	100w	U	(Subject to
B4-P-770	Eff. 1-19-37	Rule 131 and Trans. site			
B4-P-770	6-9-38	1200	100w	U	8-9 2-9-39
B4-MP-497	C.P. for new station at Superior, Wisc. Mod. C.P. for approval of trans. site & ant.				
B4-MP-689	12-27-38	Mod. C.P.	770 to extend		
		C. & C. dates			10-9 4-9-39
P-739	1-17-39	Mod. C.P.	770 to change		
		equipment			10-9 4-9-39
B4-AP-26	2-6-39	Voluntary Assign. of C.P. to WDSM, Incorporated			
B4-MP-763	3-27-39	Mod. C.P.	770 to ext. compl.	10-9	6-9-39
B4-MP-777	6-12-39	Mod. C.P.	770 to move trans.	6-19	9-17-39
	Eff. as of 6-9-39 change type of equip.; antenna changes, ext. C. & C. dates				
B4-MP-842	10-2-39	Mod. C.P.	770 to ext. compl.	6-19	10-17-39
B4-L-994	10-10-39	1200	100w	U	10-10 10-1-40
	License to cover C.P. for new station				
B4-S-1013	2/20/40	1200	100w	U	3/1 8/1/40
Order	6/12/40	Extension of License			3/1 10/1/40
Order	9-10-40	"	"	"	10-1 3-29-41
B4-F-161	11-22-40	install automatic frequency control			
-2-498	2-13-41	1200	100w	U	2-13 3-29-41
	Determine operating power by direct method.				
NABBS REALLOCATION					
B4-R-913	3-24-41	1230	100w	U	3-29 10-1-41
B4-S-1013	9-30-41	Extension of license			10-1 11-1-41
B4-S-1013	10-28-41	Extension of license			11-1 12-1-41
B4-S-1013	11-13-41	Extension of license			12-1 1-1-42
B4-S-1013	12-16-41	Extension of license			1-1 2-1-42
B4-R-1013	1-27-42	1230	100w	U	2-27 10-1-42
B4-S-1013	9-15-42	Extension of license			10-1 11-1-42

BROADCASTING STATION LICENSE RECORD

#2

Date first licensed

Call letters

W D S M

RIDSON, INC. (8-11-80)

WDSM, INC. (AL 5-20-75 EFF: 6-10-75 Consummated 10-31-74)

xNORTHWEST BROADCASTING, INC. (AL 10-22-74 EFF: 11-11-74)

See Card #1

x W D S M, INCORPORATED (Vol. Assign. C.P. 2-6-39)

Name of licensee

x FRED A. BAXTER

Transmitter location

Main studio location

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

APPL. No.	DATE ISSUED	FREQ.	POWER	TIME Div.	PERIOD	
					From—	To—
B4-R-1013	10-6-42	1230	100w	U	10-6	2-1-43
B4-S-1013	11-6-42	1230	100w	U	12-1	2-1-43
	Mod. Lic. in accordance with Order #107					
B4-R-1013	1-19-43	1230	100w	U	2-1	2-1-45
B4-P-3526	10-19-43	1230	250w	U	12-19	6-19-44
	C.P. make changes in equipment and increase power					
B4-L-1782	12-1-43	1230	250w	U	12-1	2-1-45
	Lic. cover CP 3526 for changes in equipment and increase power					
B4-TC-357	4-4-44	Relinquishment of control by Victoria BFF. 3:21 pm 4-28-44B. Conroy to ROLAND C. BUCK				
B4-S-1013	1-25-45	Extension of license			2-1	4-1-45
B4-S-1013	3-27-45	Extension of license			4-1	6-1-45
B4-R-1013	5-1-45	1230	250w	U	5-1	2-1-46
B4-S-1013	7-10-45	1230	250	U	10-1	2-1-46
	Mod. Lic. Order 107A					
B4-S-1013	1-23-46	Extension of license			2-1	4-1-46
B4-S-1013	3-20-46	Extension of license			4-1	6-1-46
B4-TC-474	6-6-46	Transfer of control of licensee corp. from James J. Conroy, Roland C. Buck, George W. Wells, Jr., Victoria B. Conroy and Joseph H. Weisberg TO RIDSON, INCORPORATED				
	EFF: 7-5-46					
B4-R-1013	5-24-46	1230	250w	U	5-24	2-1-49
B4-AL-560	11-21-46	Voluntary assignment of license to RIDSON, INCORPORATED				
	EFF 12-23-46					
BR-1013	1-18-49	1230	250w	U	2-1-49	2-1-52
B4-P-5638	9-7-49	710	5kw-DA	Un	11-7	5-7-50
	CP to change freq., change power, install new T and DA for day and night and make changes in T and studio location. (COND. CLAUSE)					
B4-P-4982	2-8-50	710	5kw-DA-N	U	11-1	5-7-50
	Mod. of CP (COND) to change from DA to DA-N. type of T, and make changes in antenna system. (COND. CLAUSE)					
B4-P-121	5-17-50	710	5kw-DA-N	U	11-7	7-8-50
	Mod. of CP (COND) to change freq. of transmit. ant. (COND. CLAUSE)					

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WDSMName of licensee X RIDSON, INCORPORATED

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BMP-5219	7-5-50	Mod. of CP(5638 as mod)	for extension of completion date. (COND'L. CLAUSE) 11-7 11-15-50		
BTC-956	7-26-50	Vol. TC of lic. corp. from H.H.Ridder et/al to Northwest Publications, Inc.			
EFF:					
BL-4170	11-15-50	710	5kw, DA-N	U	11-15 11-1-52
Lic. cover CP(5638, as mod.) which auth. chg. freq., increase power, installation new T & DA-N & chg. T & S locations (Cond					
BS-1013	4-17-51	710	5kw, DA-N	U	4-17 11-1-52
Mod. Lic. showing that antenna base currents may be logged & read once week instead of once daily. (COND'L. CLAUSE)					
BS-1013	4-17-51	710	5kw* 8DA-N	U (COND'L. CLAUSE)	4-17 11-1-52
xxx Superseding license correcting phase indications for north and south towers					
BR-1013	10-15-52	710kc	5kw DA-N	Unl	11-1 12-1-52
BR-1013	11-26-52	710kc	5kw, DA-N	Unl.	12-1 12-1-55
BAL-1523	5-6-53	Vol. assignment of license to LAKE SUPERIOR BROADCASTING COMPANY			
EFF:	6-1-53				
BTC-1466	5-6-53	Vol. transfer of control to NORTHWEST PUBLICATIONS, INC.			
EFFL	6-1-53				
BML-1544	6-19-53	Mod. of license to change name to WDSM, INC.			
BP-9598	12-28-54	710kc	25w, DA-N	AUX.	2-28-55 8-28-55
*	CP to install old trans. as AUX. trans.				
BRC-637 (1)	1-20-55	Modification of license to operate Main transmitter by remote control from 921 Tower Ave., Superior, Wisconsin, while using non-directional antenna			
BMP-6909	7-26-55	Mod. of CP (BP-9598) for extension of completion date to 10-28-55			
*(1)					
BR-1013	11-3-55	710kc	5 kw DA-N	Unl	12-1 12-1-59
BAL-2518	12-12-56	Vol. assignment of license to: NORTHWEST PUBLICATIONS, INC.			
EFF:					

*Forfeited per Sec. 1.314. Ltr. 5-8-56

Form BC 126

June 1954



BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W D S M

Station location .. Superior, Wisconsin

Name of licensee

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
	11-25-58	Commission deferred action on renewal pending further consideration.			
BR-1013	4-29-59	710kc	5kw-DA-N	U (RC day)	4-29 12-1-61
	Renewal and modification to change operating specifications (Memo dtd. 3-12-59)				
3ML-1828 (1)	9-9-59	Mod. of license to change studio loc. to 230 East Superior Street, Duluth, Minnesota.			
BRC-1617 (2)	2-5-60	Mod. of license to operate transmitter by RC from WDSM-TV Control Rm. West & 10th Street, Duluth, Minn. (Non-DA).			
BRC-1511 waiver 3.40(a)	4-13-60	710Kc	5kw, DA-N	U	4-13 12-1-61
	Mod. of license to operate transmitter by Remote Control from 4th Avenue, West & 10th St., Duluth, Minnesota (WDSM-TV Transmitter Building). (DA)				
	11-29-61	Action on "renewal of license Deferred.			
BR-1013	2-28-62	Renewal of license			2-28 12-1-64
BR-1013	11-30-61	710kc.	5kw-DA-N	U	12-1 12-1-67
Ltr. dated 11-8-65 & rec'd 11-12-65 giving notification per Sect. 73.48(a)(5) Rules that a Gates BC-5P-2 trans. is now installed & in oper. -----					
BZ-6087 (1)	8-19-66	Auth. to determine power by direct meas. of antenna power.			
BRC-3037 (2)	2-1-67	Mod. of license to change remote control point to 230 E. Superior St., Duluth, Minnesota (WDSM-TV Control Room).			
BR-1013	11-24-67	710kc	5kw-DA-N	U	12-1 12-1-70
	Renewal of NDRA				
BS-1013 (1)	2-26-68	Mod. of license to change remote control point to 4th Ave. West & 10th St., Duluth, Minnesota (WDSM-TV Transmitter Bldg.).			
EBSA	5-25-72				
BZ-8112(L)	8-7-72	Direct Measurement			
BR-1013	8-7-72	Renewal			12-1-73

June 1954

BROADCASTING STATION LICENSE RECORD

#5

Date first licensed

Call letters W.D.S.M.

Station location Superior, Wisconsin

Name of licensee

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BS-1013(L)	11-22-72	ML to change operating spec. and monitoring values			12-1-73
BR-1013(L)	11-30-73	RENEWAL			12-1-76
BS-1013(L)	2-25-74	ML to change remote control to (WDSM Control Room) 230 East Superior St.			
BAL-8263	10-22-74	VOL. AL	EFF: 11-14-74		
BAL-8313	5-20-75	VOL. AL	EFF: 6-10-75		
BS-1013(L)	11-28-75	ML chg antenna monitor (page 2)			
BR-1013(S)	11-30-76	Renewal of license			12-1-79
BP-20279	3-21-78	710khz 5kw to 10kw - LS DA-N RC U			3-21-79
		CP increase day power & chg. trans.			
BL-14,468(L)	9-9-78	Lic. to cover BP-20,279 for changes			8-9-78
BP-781011AJ	2-15-79	ML to chg SL/RC (ISSUED AS MOD. OF LIC)			
	(1)				
BR79080167(L)	11-30-79	Renewal			12-1-82
7-8-80	8-11-80	CHANGE NAME OF LICENSEE			

APPLICATION RECORD - BROADCASTING

 Call W D S M
 Letters x NEW

W D S M, Incorporated (Vol. Assign. C.P. 2-6-39)

Name

x FRED A. BAXTER

P. O. 1224 N. 21 St. Superior, Wisc.

File No.	Dated	Application for	Action	
			Nature	Date
B4-P-770	9-9-35.	C.P. new station to be operated on: Frequency 1370 kc 1200 kc Power 100 w Time unlimited. Studio & Trans. to be determined, Superior, Wisc.	Ex. Report 1-266 GRANTED Min. 1-5-37 Effective 1-19-37 Subj. R. 131 and trans. site to be deter. Letter written. * Issued with MP-497 6-9-38	
Amended	2-29-36	RE: Change freq. from 1370 to 1200 kc. *Appeal filed by KDAL (Red River Brd. Co., Inc. Cause No. 6906) <u>Dismissed</u>		
B4-MP-497	3-8-37	Mod. of C.P. (B4-P-770) for new station, for approval of transmitter site at 38th St & Tower Ave., Superior Wisc. and studio at 1507 Tower Ave., Superior, Wisc., and approval of vertical antenna.	Granted 4-20-37, however never issued, because of an appeal pending. (Appeal dismissed Min. #251 6-9-38 application issued.	

APPLICATION RECORD - BROADCASTING

Call

Letters W D S MName WDSM, Incorporated
x FRED A BAXTER,

File No.	Dated	Application for	Action	
			Nature	Date
B4-MP-689	8-10-38	Modification of construction permit (B4-P-770) ^{as mod.} for a new station, requesting extension of c and c dates from 8-9-38 and 2-9-39 to 10-9-38 and 4-9-39.	Granted	12-27-38
B4-MP-26	7-8-38	Voluntary assignment of construction permit (B4-P-770) as modified from Fred A. Baxter, to WDSM, Inc.	Granted	2-6-39

W D S M

Petition for Writ of Certiorari DENIED 10-19-38

APPLICATION RECORD—BROADCASTING

Call letters WDSM

WDSM, Incorporated (Vol. Assign. C.P. 2-6-39)

Name x FRED A. BAYLER

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B4-MP-739	12-15-38	Mod. of C.P. (B4-P-770) as modified for a new station, requesting new transmitter.	Granted	1-17-39
B4-MP-763	3-4-39	Mod. of C.P. (B4-P-770) as modified, to extend completion date from 4-9-39 to 6-9-39.	Granted	3-27-39
B4-MP-777	4-10-39	Mod. of C.P. (B4-P-770) as modified, for change in type of equipment,* and move of transmitter from 38th St & Tower Ave, Superior, Wisc. to 200 Main Street, Superior, Wisc. and extend c and c dates from 10-9-38 & 6-9-39 for 10 and 90 days. * antenna changes	Granted	5-12-39
Amended	4-20-39	Equipment changes.		
B4-MP-842	9-5-39	Mod. of C.P. (B4-P-770) as modified, to extend date of completion of construction to 10-17-39.	Granted	10-2-39

APPLICATION RECORD—BROADCASTING

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Call letters WDSMName W D S M, Incorporated

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B4-L-994	9-9-39	License to cover C.P.(B4-P-770) as modified, for a new station.	Granted	10-10-39
B4-R-1013	5/29/40	Renewal of license	Granted	3-24-41
B4-L-488	8-31-40	Authority to determine operating power by direct measurement of antenna power.	1230kc. 100w. U	
Resubmitted	9-23-40			
Rec'd	9-26-40		Granted	2-13-41
B4-F-161	10-30-40	Authority to install automatic frequency control equipment.	GRANTED	11-22-40
Rec'd	11-1-40			

APPLICATION RECORD - BROADCASTING

Call

Letters

W D S MName W D S M, Incorporated.

File No.	Dated	Application for	Action	
			Nature	Date
B4-R-1013 Resub.	7-31-41 10-30-41	Renewal of license	Ret'd: -9-2-41-for-add: copy-Defect-sections- 20(b) + -22(a). Granted	1-27-42
B4-R-1013	8-17-42	Renewal of license and Forms 335	Granted	10-6-42
B4-R-1013	11-28-42	Renewal of license	Granted	1-19-43
B4-P-3526 Rec'd Filed	2-27-43 3-9-43 3-9-43	C.P. to make changes in transmitting equip., and increase power from 100w to 250w (Filed by Chas. Wayland)	Granted	10-19-43
B4-L-1782 Rec'd Filed	11-8-43 11-10-43 11-10-43	License to cover C.P. (B4-P-3526) which authorized increase in power and changes in transmitting equipment.	Granted	12-1-43

APPLICATION RECORD - BROADCASTING

Call

Letters W D S XName W D S X INCORPORATED

File No.	Dated	Application for	Action	
			Nature	Date
B4-TC-357 Rec'd Filed	1-26-44 1-29-44 1-30-44	Relinquishment of Control of licensee corporation by Victoria B. Conroy and James J. Conroy through sale of 45 shares common stock by Victoria B. Conroy to Roland C. Buck. (Filed by Charles V. Wayland)	Granted Eff. 3:21 pm	4-4-44 4-26-44
B4-R-1013 Rec'd	11-29-44 12-7-44	Renewal of license Filed by Charles Wayland atty.	Granted	5-1-45
B4-R-1013 Rec'd	11-27-45 11-30-45	Renewal of license Filed by Charles Wayland atty. Amend. filed 12-5-45 Amend. filed 1-22-46	Granted	5-24-46

APPLICATION RECORD - BROADCASTING

Call

Letters

WDSM

RIDSON, INCORPORATED

Name ☒ WDSM, INCORPORATED

File No.	Dated	Application for	Action	
			Nature	Date
B4-TC-474	1-11-46	Voluntary Transfer of Control of licensee corporation from James J. Conroy, Roland C. Buck, George W. Welles, Jr., Victoria B. Conroy, and Joseph H. Weisberg, to RIDSON, INCORPORATED (114 shares common stock - 100% outstanding). (335a filed) (Miller, Scher & Oppenheimer, Attys.)	GRANTED EFF: 7-5-46	6-6-46
Rec'd	1-17-46			
Filed	1-17-46			
B4-AL-560	10-18-46	Voluntary assignment of license from WDSM, Incorporated to Ridson, Incorporated. (Robert E. Sher, Atty.)	GRANTED EFF 12-23-46	11-21-46
Rec'd	10-18-46			
Filed	10-18-46			

APPLICATION RECORD - BROADCASTING

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Call

Letters W D S MName RIDSON, INCORPORATED

File No.	Dated	Application for	Action	
			Nature	Date
B4-P-5638 Rec'd Filed	12-23-46 1-21-48 ⁷ 1-21-48 ⁷	Construction Permit to change frequency from 1230kc to 710kc, change power from 250w to 5kw, install new transmitter (W.E. 405-B-2) and directional antenna for day and night use (DA-2) and change transmitter and studio locations from Conner's Point, 200 Main Street, Superior, Wisconsin to 5.5 miles South - Southwest of the center of Superior, Wisconsin and 921 Tower Ave., Superior, Wisconsin respectively. (Filed by Robert E. Sher, Atty.) LaVerne M. Poast, Engr.	Docket # 8301 Granted 9-7-49 after being removed from the hearing docket. Subj. installation of properly designed phase monitor re field measuring equip. and submission of complete non-DA proof of performance in addition to proofs for both day and night DA.	
• AMENDED Rec'd Filed	3-5-48 3-8-48 3-19-48	AMENDED to change DA patterns.		

APPLICATION RECORD - BROADCASTING

Call
Letters **W D S M**Name **RIDSON, INCORPORATED**

File No.	Dated	Application for	Action	
			Nature	Date
BP-5638 (cont. from Card #8)				
AMENDED	5-28-49	AMENDED to make changes in DA-N pattern (Worthington Lent, Engr.)		
Rec'd.	6-2-49			
Filed	6-10-49			
BB-1013	11-22-48	Renewal of license.	GRANTED	1-18-49
Rec'd	11-30-48	Filed by William P. Bernton Atty.		
BMP-4932	12-19-49	Modification of construction permit (BP-5638, which authorized change in frequency, increase in power, installation of new transmitter and DA for day and night use and change transmitter and studio locations) to change from employing DA day and night to DA night and change type of transmitter (RCA BTA-5F), and make changes in antenna system. William P. Bernton, Atty. Worthington C. Lent, Engr.	GRANTED	3-8-50 re properly designed phase monitor installed; re field meas. equip. re complete non-DA proof shall be made in addition to the proof required for the night DA system.
Rec'd	12-22-49			
Filed	12-22-49			

APPLICATION RECORD - BROADCASTING

Call
Letters W.D.M.

Name RIDSON, INCORPORATED

File No.	Dated	Application for	Action	
			Nature	Date
MP-5124 Rec'd Filed	4-27-50 5-8-50 5-8-50	Modification of construction permit (MP-5652 as modified, which authorized change in frequency, increase in power, installation of new transmitter and DA for night use and change transmitter and studio locations) for extension of completion date from 5-7-50 to 7-8-50. William F. Berntson, Atty.	GRANTED re properly designed phase monitor installed; re field meas. equip.; re complete non-DA proof be made in addition to proof for night DA ops.	5-17-50
BTC-956 Rec'd Filed	5-29-50 6-15-50 6-15-50	Voluntary transfer of control of licensee corporation from Herman H. Ridder et al (7 other stockholders) to Northwest Publications, Inc. (100% of common stock).	GRANTED EFF:	7-26-50 8-21-50

APPLICATION RECORD - BROADCASTING

#11

Call

Letters ... W.D.S.M.

Name ... RIDSON, INCORPORATED

File No.	Dated	Application for	Action	
			Nature	Date
BMP-5219 Rec'd Filed	6-29-50 6-30-50 6-30-50	Mod. of C.P. (BP-5638, as mod., which authorized change in frequency, increase in power, installation of new transmitter and DA for night use and change transmitter and studio locations) for extension of completion date from 7-5-50 to 8-15-50.	GRANTED re properly designed base monitor installed; field meas. equip; re complete non-DA proof be made in addition to proof on night DA system.	7-5-50
BL-4170 Rec'd Resub. Rec'd Filed	7-26-50 8-8-50 8-5-50 8-25-50 8-25-50	License to cover construction permit (BP-5638, as modified) which authorized change in frequency, increase in power, installation of a new transmitter and DA for night use and change transmitter and studio locations. William F. Bernton, Atty.	RETRACTED Proof dated after Sections I & II-A. GRANTED re field measuring equip available & record kept.	9-21-50 11-15-50
BR-1013 Rec'd Filed	7-28-52 8-4-52 8-4-52	Renewal of license William J. Durka, Atty.	GRANTED	10-15-52

FORM A-170 #12
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Name ~~RIDSON, INCORPORATED~~ LAKE SUPERIOR BROADCASTING COMPANY Call Letters W.D.S.M.

File No.	Dated	Application for	Action	
			Nature	Date
BR-1013 Rec'd Filed	10-27-52 10-28-52 10-28-52	Renewal of License (Informal request)	GRANTED	11-26-52
BAL-1523 Rec'd Filed	3-23-53 3-24-53 3-24-53	Voluntary assignment of license to Lake Superior Broadcasting Company. Peter Shuebruk, Atty.	GRANTED EFF:	5-6-53 6-1-53
BTC-1466 Rec'd Filed	3-23-53 3-24-53 3-24-53	Voluntary transfer of control of licensee corporation/to Northwest Publications, Inc. (51%) from Ridson, Incorporated Contingent on grant of BAL-1523 Peter Shuebruk, Atty.	GRANTED EFF:	5-6-53 6-1-53

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters **WDSM**Name **LAKE SUPERIOR BROADCASTING COMPANY**

File No.	Dated	Application for	Action	
			Nature	Date
BML-1544 Rec'd Filed	6-1-53 6-5-53 6-5-53	Modification of license to change name from Lake Superior Broadcasting Company <u>to</u> WDSM, Inc. William J. Durka, Atty.	GRANTED	6-19-53
BP-9598 Rec'd Filed	12-14-54 12-16-54 12-16-54	Construction permit to install old transmitter (Collins 300F) at 5.5 mi. S-SW of the center of Superior, Wisconsin (present location of the main transmitter) to be used for auxiliary purposes with power of 250w.	GRANTED Forfeited Let. 5-8-56	12-28-54
BRC-637 Rec'd Filed	1-13-55 1-17-55 1-17-55	Modification of license to operate Main transmitter by remote control from 921 Tower Superior, Wisconsin, while using non-directional antenna.	GRANTED Avenue,	1-20-55

FORM A-170

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

NORTHWEST PUBLICATIONS, INC.

Call

Letters

W D S M

x W D S M, INC.

Name

File No.	Dated	Application for	Action	
			Nature	Date
BMP-6909	7-20-55	Modification of construction permit (BP-9598 which auth. installation of old transmitter as an auxiliary transmitter to be operated on 710kc with power of 250w, for auxiliary purposes only) for extension of completion date from 8-28-55 to 12-1-55.	GRANTED	7-26-55 for period to 10-28-55
Rec'd	7-21-55			
Filed	7-21-55			
BR-1013	8-23-55	Renewal of license William J. Durka, Atty.	GRANTED	11-9-55
Rec'd	8-31-55			
Filed	8-31-55			
BAL-2518	11-26-56	Voluntary assignment of license to Northwest Publications, Inc. Peter Shuebruk, Atty.	GRANTED EFF:	12-12-56 12-16-56
Rec'd	11-29-56			
Filed	11-29-56			
BR-1013	8-22-58	Renewal of License. Peter Shuebruk, Atty.	GRANTED	4-29-59
Rec'd	9-2-58			
Filed	9-2-58			

APPLICATION RECORD - BROADCASTING

Aug. 1955

Call
Letters WDSMName NORTHWEST PUBLICATIONS, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BML-1828 R & F	7-2-59 7-13-59	Mod. of lic. to change studio loc. from National Building, 920 Tower Ave., Superior, Wis. to 230 East Superior Street, Duluth, Minnesota. Fly, Shuebruk, Blume, & Gaguine, Attys.	GRANTED Request waiver of Section 3.30(a).	9-9-59
BRC-1511 Rec'd Filed	8-7-59 8-14-59 8-14-59	Modification of license to operate Transmitter by Remote Control from 4th Avenue, West & 10th Street, Duluth, Minnesota (WDSM-TV Transmitter Building) using Directional antenna (DA-N) Fly, Shuebruk, Blume and Gaguine, Attys.	GRANTED Waiver 3.30(a)	4-13-60
BRC-1617 Rec'd Filed	2-1-60 2-4-60 2-4-60	Modification of license to operate transmitter by Remote Control from WDSM-TV transmitter building, located at 4th Avenue West & 10th Street, Duluth, Minnesota, while using non-directional antenna. Lauren Colby, Atty.	GRANTED	2-5-60

APPLICATION RECORD - BROADCASTING

AUG. 1955

#16

Call
Letters W.D.S.M.Name NORTHWEST PUBLICATIONS, INC.
SUPERIOR, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BR-1013 R & F	8-25-61 9-6-61	Renewal of License	GRANTED	2-28-62
BR-1013 R & F	6/25/64 10/9/64	Renewal of license Attys: Fly, Shuebruk, Blume & Gaguine	GRANTED	11-30-64
BZ-6087 R & F	5/31/66 6/20/66	Auth. to determine operating power by direct meas. of antenna power. Attys: Fly, Shuebruk, Blume & Gaguine	GRANTED	8-19-66
BRC-3037 R & F	1-23-67 1-26-67	Modification of license to change remote control point to 230 E. Superior Street, Duluth, Minnesota (WDSM-TV Control Room). Atty.: Benito Gaguine	GRANTED	2-1-67
BR-1013 R. & F.	9-5-67 9-6-67	Renewal of license. atty: Fly, Shuebruk, Blume and Gaguine	GRANTED 9-29-67	11-24-67

SEP 21 1967

#17

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

710 Hz
Call
Letters W D S MName NORTHWEST PUBLICATIONS, INC.
SUPERIOR, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BR-1013 R & F PN Recd. PRESS SEP 16 1970	8-27-70 9-1-70 "	RENEWAL OF LICENSE James K. Edmundson, Atty. (Fly, Shuebruk, Blume) AMENDED 9-25-70 re: engineering (skeleton proof of perf.) AMENDED 11-23-70 re: engineering data	GRANTED Issued with BZ-8112	7-14-72
BZ-8112 R & F DM	7-5-72 7-7-72 7-11-72 JUL 31 1972	Direct Measurement Atty: Fly, Shuebruk, Blume & Gaguino (James K. Edmundson)	GRANTED Issued with renewal	8-7-72
BR-1013 R & F PN PRESS 25 SEP 1973	8-30-73 9-4-73 9-4-73	Renewal of License Atty: James K. Edmundson AMENDED 9-6-73 re: Bal Sheet submitted	GRANTED	11-30-73

APPLICATION RECORD - BROADCASTING

September 1969

#18

710khz

WDSM, INC.

Call

Letters

W D S M

X NORTHWEST BROADCASTING, INC.

X NORTHWEST PUBLICATIONS, INC.

Name

Superior, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BAL-8263	9-27-74	Voluntary assignment of license <u>to</u>	GRANTED	10-22-74
Rec'd	9-27-74	Northwest Broadcasting, Inc.	Con	10-31-74
Filed	9-27-74	Peter Shuebruk, Atty.	EFF:	11-14-74
Fee: \$250 047	349856			
(See Also KSSS, WCCO & KSDN)		AMENDED 10-10-74 - legal data		
Press: OCT 3	1974			
BAL-8313	10-31-74	Voluntary assignment of license to		
Rec'd	11-7-74	WDSM, INC.	GRANTED	5-20-75
FEE PD: \$1000 # 362084		(SEE OVER)	gr fee req.	
CODE 047		Atty - Fly, Shuebruk, Blume & Gaguine	EFF: 6-20-75	
FILED	12-13-74	AMENDED 12-13-74 to reflect BAL-8263 gr 10-22-74		
DEC 30 1974		AMENDED 2-28-75 - Cert of Auth db in Wisconsin; pd 048		6-17-75 439494
PN FILED:	1-27-75	legal data.		
		Same amendment as above filed 3-7-75	TAX CERTIFICATE ISSUED	12-10-76
		AMEND. 4-21-75 info re newspaper/radio ownership		
		AMENDED 5-21-75 re sale of newspaper stock		
		REQUEST FOR TAX CERTIFICATE filed 12-9-75		
		by Robert Ridder, and Kathleen Ridder		
		Atty - Benito Gaguine		
		F.C.C. - WASHINGTON, D. C.		
		PETITION FOR TAX CERTIFICATE filed 6-8-76 by Attys Hogan & Hartson		
		on behalf of Northwest Publications, Inc.		

RE: EAL

ATTY WAS CALLED 11-11-74 - licensee name??

will amend when AL-8263 is consummated

12-13-74

APPLICATION RECORD - BROADCASTING

September 1969

12-39

Call
Letters W D S MName W D S M, INC.
Superior, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BP- 20,279	3-3-76	Construction permit to increase daytime power to 10kw, change type trans. Harris- BC-10H1- Sparta 710C Atty: Herbert M. Schulking Eng. Jules Cohen Amended 3-19-76 re additional info Amended 5-10-76 re Section IV-A supplement Robert B. Ridder Sr. Vice President of WDSM INC. no longer has any ownership interest in stations WCCO -AM FM & TV in Minn. Amended 9-26-77 re: to chg. type trans.	GRANTED	3-21-78
Rec'd	3-5-76			
Filed				
\$600-538667	3-5-76			
\$600-542003 AC-001	3-15-76			
	APR 28 1977			
	Amended 9-13-76			
BR-1013	7-19-76	RENEWAL OF LICENSE	GRANTED	11-30-76
R & F	8-2-76			
PN Recd. PRESS	"			
	AUG 30 1976	H.M.Schulkind, Atty.		
		AMENDED 8-27-76 re: Programming F.C.C. - WASHINGTON, D. C.		
		AMENDED 10-26-76 re: engineering		

APPLICATION RECORD - BROADCASTING

710khz

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Call
Letters W D S M

#20

RIDSON, INC.
Name X WDSM, INC.
Superior, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BL-14,468 R & F PTA PRESS	4-14-78 4-18-78 4-27-78	Lic. to cover BP-20,279 for changes Atty: Herbert M. Schulkind	GRANTED	8-9-78
JUN 9 1978				
BP781011AJ PRESS	DEC 12 1978	ML to change SL & RC to: 1105 E. Superior Street, Duluth, Minnesota (Outside City Limits).	GRANTED	2-15-79
BR 790801 B 7 PRESS	OCT 15 1979	RENEWAL OF LICENSE Herbert M. Schulkind, Atty.	GRANTED	11-30-79
LETTER DATED PRESS (O)	7-8-80 AUG 7 1980	Filed by Herbert M. Schulkind Request to change Name of Licensee to: RIDSON, INC.	GRT.	8-11-80

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 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.

