

W O N D



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390196

## BROADCASTING STATION LICENSE RECORD

Date first licensed 11-14-50

Call letters W O N D  
LOCATION: PLEASANTVILLE, NEW JERSEYName of licensee SOUTH JERSEY RADIO, INC. (AL 9-15-55, EFF: 10-12-55)  
PIONEER BROADCASTERS, INC.

Transmitter location Old Turnpike, SE of sewage plant, Pleasantville, New Jersey (MP 5-17-50)

Main studio location 15 S. Shore Rd., Linwood, New Jersey (BML 9-14-73)  
X Old Turnpike, S.E. of Sewage Plant, Pleasantville, New Jersey (L 11-14-50)  
X to be determined, Pleasantville, New Jersey (MP 5-17-50)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BP-5694	12-8-49	1400	250w	Un	
	Order Issued. CP for a new station granted subj. filing MP for approval T site and antenna.				
BP-5694	5-17-50	1400	250w	U	7-17 1-17-51
BP-5075	Mod. of CP (5694) for approval of site & antenna & change type of T.				
BMP-5203	6-30-50	1400	250w	U	7-17 1-17-51
	Mod. of CP (5694 as mod) to change type of T.				
BL-4116	11-14-50	1400	250w	U	11-14 8-1-53
	Lic. cover CP(5694, as mod. which auth. new std. B/C station and specify studio location				
Telegram	7-31-53	Action on renewal deferred 7-29-53 and continued operation authorized until final determination on renewal.			
BR-2543	7-13-55	1400	250w	U	7-13 6-1-57
BTC-1790	7-13-55	Vol. trans. of control to Harlan G. Murrelle and Associates (Harlan G. Murrelle, President)			
EFF:	7-16-55				
BAL-2111	9-15-55	Vol. assignment of license to SOUTH JERSEY RADIO, INC.			
EFF:	10-12-55				
BZ-3785	7-11-56	1400	250w	Un.	7-11-56 6-1-57
	Authority to determine operating power by direct measurement of antenna power.				
BR-2543	5-8-57	RENEWAL OF LICENSE			6-1 6-1-60
BR-2543	5-25-60	1400kc	250w	U	6-1 6-1-63
BZ-4442	7-14-61	Authority to determine operating power by direct measurement of antenna power.			
(1)					
BP-12343	11-21-61	1400kc	250w, 1kw-LS	U	1-21 7-21-62
	CP to increase daytime power to 1kw and install new transmitter (RCA BTA-1R) (Cond'l).				
BP-9175	5-24-62	1400kc	250w, 1kw-LS	U	
(2)	License to cover CP(BP-12343) which auth. incr. power(Daytime) and install new trans.(RCA BTA 1R)				
Cond1					
BR-2543	5-31-63	1400kc	250w, 1kw-LS	U	6-1 6-1-66



Form BC 126

June 1954 # 2

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ..... W O N D

Pleasantville, New Jersey

Station location .....

Name of licensee ..... SOUTH JERSEY RADIO, INC.

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BZ-5163 (1)	4-14-64	Authority to determine operating power by direct measurement of antenna power.			
B <sup>A</sup> -2543	6-2-66	1400kc	250w, 1kw-L3	U	6-2 6-1-69
BZ-6338 (1)	2-27-67 (Main)	Authority to determine operating power by direct measurement of antenna power			
BL-11,617	4-19-67	1400kc	250w	Aux.	4-19 6-1-69
Lic to use former main trans G.E. BT-20 A at main trans loc. as an aux. t rans.					
BR-2543(L)	6-16-69	Renewal of Main (L) and AUX( )			6-1-72
BS-2543(1)	6-23-71	ML to correct record. to agree with F. C. (Main & Aux.)			
BZ-7953(L)	1-18-72	Direct Measurement(Main & Aux )			6-1-72
EBSA	5-22-72				
BR-2543(S)	8-22-72	RENEWAL MAIN & AUX.			6-1-75
BML-2479	(1) 9-14-73	ML to change main studio location to 15 S. Shore Rd., Linwood, N.J. and operate by remote control. Rules waived to permit location outside corporate city limits.			
BR-2543(L)	5-10-76	Renewal (Main & Aux.)			6-1-78
BTC-8438	9/26/77	Vol acq of neg con EFF:			10/1/77
BR-2543(S)	5-31-78	Renewal of License (Main & Auxiliary)			6-1-81



## APPLICATION RECORD - BROADCASTING

Call W O N D  
 Letters New

Name PIONEER BROADCASTERS, INC.

(PO 10 East Verona Avenue, Pleasantville, New Jersey)

File No.	Dated	Application for	Action	
			Nature	Date
BP-5694	2-1-47	Construction Permit for a new standard broadcast station to be operated on: Frequency: 1400kc Power: 250w Hours of operation: Unlimited Trans. location: To be determined-Near Pleasantville, New Jersey Studio location: To be determined-Pleasantville, New Jersey (P.W.Seward,Atty.; John Creutz,Engr.)	Docket # 8104	
Rec'd	2-3-47		Granted	12-8-49 after
Filed	2-3-47		hearing subj. filing MP for approval T site and antenna.	
			ORDER ISSUED	
			Issued with BNP-5075	



Transmitter-Collins 300-FA



## APPLICATION RECORD - BROADCASTING

#2

Call  
Letters **W O N D**Name **PIONEER BROADCASTERS, INC.**

File No.	Dated	Application for	Action	
			Nature	Date
BMP-5075 Rec'd Filed	3-31-50 4-4-50 4-4-50	Mod. of C.P. (BP-5694, which authorized a new standard broadcast station) for approval of antenna and transmitter location as Old turnpike, Southeast of sewage plant, Pleasantville, New Jersey and change type of transmitter (RCA 250-K).  (P. W. Seward, Atty.) (John Creutz, Engr.)	GRANTED	5-17-50
BMP-5203 Rec'd Filed	6-17-50 6-20-50 6-20-50	Mod. of C.P. (BP-5694, as mod., which authorized a new standard broadcast station) to change type of transmitter (General Electric BT-20-A).  P. W. Seward, Atty.	GRANTED	6-30-50



## A PPLICATION RECORD - BROADCASTING

Call  
Letters **W O N D**Name **PIONEER BROADCASTERS, Inc.**

File No.	Dated	Application for	Action	
			Nature	Date
BL-4116 Rec'd Filed	7-7-50 7-7-50 7-7-50	License to cover C.P. (BP-5694, as mod.,) which authorized a new standard broadcast station and specify studio location as Old Turnpike, Southeast of Sewage Plant, Pleasant- ville, New Jersey.  (John Creutz, Engr.)	GRANTED	11-14-50
BR-2543 Rec'd Filed	5-4-53 5-6-53 5-6-53	Renewal of License      Welch, Mott & Morgan withdrawn as counsel for WOND per ltr. dated 4-19-54 X Welch, Mott & Morgan retained as attys. Ltr. 10-23-53	GRANTED	7-13-55



## APPLICATION RECORD - BROADCASTING

SOUTH JERSEY RADIO, INC.

Call

Letters W O N DName X PIONEER BROADCASTERS, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BTC-1790 Rec'd Resub. Rec'd Filed	7-13-54	Voluntary transfer of control of licensee corporation from Charles E. Rupp and 6 others to Harlan G. Murrelle and Associates.  Verne Young, Atty.	<del>RETURNED</del>	<del>7-30-54</del>
	7-14-54		<del>Names of transferors</del>	<del>incorrectly signed</del>
	8-5-54		<del>incorrectly</del>	
	8-6-54		GRANTED	7-13-55
	8-6-54		EFF:	7-26-55
		LOUCKS, ZIAS, YOUNG & JANSKY no longer represent (Letter 8-4-55)		
BAI-2111 Rec'd Filed	8-25-55	Voluntary assignment of license to South Jersey Radio, Inc.  Harry Daly, Atty.	GRANTED	9-15-55
	8-30-55		EFF:	10-12-55
	8-30-55			
BZ-3785 Rec'd Filed	6-1-56	Authority to determine operating power by direct measurement of antenna power.  Harry J. Daly, Atty.	GRANTED	7-11-56
	6-18-56			
	6-18-56			



AUG. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters

Name SOUTH JERSEY RADIO, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BR-2543	2-28-57	Renewal of License.	GRANTED	5-8-57
Rec'd	3-5-57			
Filed	3-5-57	Harry J. Daly, Atty.		
BP-12,343	8-30-58	Construction permit to increase daytime power from 250w to 1kw and install new transmitter (RCA BTA 1R)	<del>GRANTED</del>	<del>5-25-60</del>
Rec'd	9-4-58		GRANTED	11-21-61
Filed	9-4-58	Atty. - Harry J. Daly Engr. - John H. Mullaney	Cond'l re: Permittee shall accept such interf. as may be imposed by other existing 250w Class IV stations.	
BR-2543	2-23-60	Renewal of License.	GRANTED	5-25-60
Rec'd	2-25-60			
Filed	2-25-60	Lenore G. Thrig, Atty.		



## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call  
Letters W O N DName SOUTH JERSEY RADIO, INC.  
Pleasantville, New Jersey

File No.	Dated	Application for	Action	
			Nature	Date
BZ-4442 R. & F.	3-9-61 3-10-61	Authority to determine operating power by direct measurement of antenna power. Atty: Daly & Ehrig	GRANTED	7-14-61
BL-9175 R. & F.	2-14-62 2-15-62	Lic to cover CP(BP-12,343) which auth. incr. in <b>day</b> time power and installation of a new transmitter. ATTY <sup>®</sup> DALY & EHRIG	GRANTED Cond'l: accept interference from other 250w Class IV stations if granted to incr. power to 1kw	5-24-62
BR-2543 Rec'd & Filed	2-21-63 2-25-63 2-25-63	Renewal of License	GRANTED	5-31-63
BZ-5168 R. & F.	1-10-64 1-16-64	Authority to determine operating power by direct measurement of antenna power.	GRANTED	4-14-64
LICENSEE NOW REPRESENTED BY DOW, LOHNES AND ALBERTSON PER LETTER RECEIVED FEBRUARY 8, 1965.				



FORM BC-121  
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call  
Letters W O N D

Name SOUTH JERSEY RADIO, INC.  
PLEASANTVILLE, NEW JERSEY 08232

File No.	Dated	Application for	Action	
			Nature	Date
BR-2543 R & F	2-18-66 3-1-66	RENEWAL OF LICENSE  ATTYS: DOW, LOHNES, ALBERTSON	GRANTED	6-2-66
BZ-6338 Rec'd. Filed	11-25-66 11-28-66 12-14-66	Auth. to determine operating power by direct measurement of antenna power. Atty: John Jacob	GRANTED	2-27-67
BL-11,617 R & F	3/6/67 3/7/67	Lic. to use former main trans. GEN. ELECT. Bt-20-A at main trans. loc. as an aux. trans. to be operated on 1400kc 250w, for aux. purposes only. Atty: J. B. Jacob	GRANTED	4-19-67
BR-2543 R & F	2-20-69 2-24-69	Renewal of license---(Main & Auxiliary)	GRANTED	6-16-69
492864 \$105. PRESS FEB 8 1969	2-24-69	Atty. John B. Jacob		



APPLICATION RECORD - BROADCASTING

Call  
Letters

W O N D

Name SOUTH JERSEY RADIO, INC.  
PLEASANTVILLE, NEW JERSEY

File No.	Dated	Application for	Action	
			Nature	Date
BZ-7953 R & F DM PRESS	12-3-71 12-8-71 12-15-71 JAN 18 1972	Direct Measurement - Main & Auxiliary Atty: Cordon & Jacob	GRANTED	1-18-72
BR-2543 R & F P.N. PRESS MAR 28 1972	2-29-72 2-29-72 2-29-72	Renewal of License (Main & Auxiliary)  Atty: John B. Jacob AMENDED 8-10-72 re: ascertainment of community needs; commercial policy; employment policy	GRANTED	8-22-72
BML-2479 R & F \$50-224681 AC-056 PRESS: AUG 29 1973	8-15-73 8-17-73 8-17-73	Modification of license to change the main studio location and <sup>operate by</sup> remote control from outside the city limits to 15 S. Shore Rd., Linwood, New Jersey.  Atty. John B. Jacob	GRANTED	9-14-73



## APPLICATION RECORD - BROADCASTING

1400 kc

Call  
Letters W O N DName SOUTH JERSEY RADIO, INC.  
PLEASANTVILLE, NEW JERSEY

File No.	Dated	Application for	Action	
			Nature	Date
BR-2543 R & F PNRcd. PRESS	1-27-75 " "  FEB 12 1975	RENEWAL OF LICENSE (MAIN & AUX. TRANS.) John B. Jacob, Atty. AMENDED 5-29-75 re: EEO AMENDED 11-18-75 re: EEO	GRANTED	5-10-76
BTC-8438 R & F FORM 316 See WMGM(FM) Also see BTC-8437 WENY AM, FM & TV)  SEP 1 1977	8/22/77 8/25/77       SEP 1 1977	Voluntary acquisition of negative control of lic corp by Each, Howard L. Green and Donald M. Simmons thru redemption of stock (and retire- ment thereof) by the licensee corp from John T. Stethers  Atty - <u>Cordon</u> & Jacob	GRANTED  EFF:	9/26/77  10-1-77
BR-2543 R & F PRESS	1-24-78 "  MAR 13 1978	RENEWAL OF LICENSE (MAIN & AUX. TRANS.)  J.B. Jacob, Atty.	GRANTED	5-31-78



Call Letters: WOND

Name: SOUTH JERSEY RADIO INC.

Station Location: PLEASANTVILLE, NEW JERSEY

File No.	Date	Description	Action and Date
BR810127UY PRESS	MAR 18 1981	RENEWAL OF LICENSE Atty. John B. Jacob	GRANTED 5-29-81



## 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.

