

WOND



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390196

B.S. #2543

BROADCASTING STATION LICENSE RECORD

Date first licensed 11-14-50

Call letters WOND
LOCATION: PLEASANTVILLE, NEW JERSEY

SOUTH JERSEY RADIO, INC. (AL 9-15-55, EFF: 10-12-55)

Name of licensee PIONEER BROADCASTERS, INC.

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

15 S. Shore Rd., Linwood, New Jersey (BML 9-14-73)
 Old Turnpike, S.E. of Sewage Plant, Pleasantville, New Jersey (L 11-14-50)

Main studio location 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 BP-5075	5-17-50	1400	250w	U	7-17 1-17-51
	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 EFF:	7-13-55 7-16-55	Vol. trans. of control to Harlan G. Murrelle and Associates (Harlan G. Murrelle, President)			
BAL-2111 EFF:	9-15-55 10-12-55	Vol. assignment of license to SOUTH JERSEY RADIO, INC.			
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 (1)	7-14-61	Authority to determine operating power by direct measurement of antenna power.			
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'1).				
BP-9175 (2) Cond1	5-24-62	1400kc	250w, 1kw-LS	U	
	License to cover CP(BP-12343) which auth. incr. power(Daytime) and install new trans.(RCA BTA 1R)				
BR-2543	5-11-63	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-5168 (1)	4-14-64	Authority to determine operating power by direct measurement of antenna power.			
B ^{AA} -2543	6-2-66	1400kc	250w, 1kw-LS	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	Lic to correct record. To agree with R.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 hearing subj. filing MP for approval T site and antenna.	
Filed	2-3-47		ORDER ISSUED	
			Issued with BNP-5075	

Transmitter-Collins 300-FA

APPLICATION RECORD - BROADCASTING

#2

Call
Letters W O N DName 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

APPLICATION RECORD - BROADCASTING

Call
Letters W O N DName 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, Pleasantville, 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. D.Name X PIONEER BROADCASTERS, INC.

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

AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W.C.H.D.Name SOUTH JERSEY RADIO, INC.

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

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 day time power and installation of a new transmitter. ATTY® 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 WOND

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: <u>Cordon & Jacob</u>	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 ^{operate by} remote control from outside the city limits to 15 S. Shore Rd., Linwood, New Jersey. Atty. John B. Jacob	GRANTED	9-14-73

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

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)	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

#10

APPLICATION RECORD-BROADCASTING

1400kc

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 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 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.

