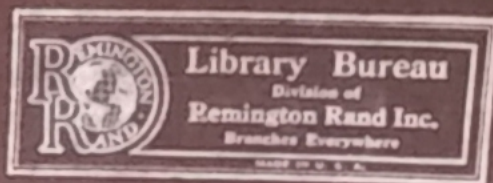


WLAD



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390189

## BROADCASTING STATION LICENSE RECORD

Date first licensed 6-8-49Call letters W.L.A.D.

LOCATION: DANBURY, CONNECTICUT

Name of licensee THE BERKSHIRE BROADCASTING CORPORATIONTransmitter location Brushy Hill Road, 0.2 mi. South of city limits of Danbury, Connecticut.  
(Lic. 6-8-49) (CP & MP 9-4-47)

198 Main Street, Danbury, Connecticut (BRC-5-10-62) (move Eff: 10-29-62)

xx 207 Main Street, Danbury, Connecticut. (Ltr. 9-20-47) (Lic. 6-8-49)

Main studio location To be determined, Danbury, Connecticut. (CP & MP 9-4-47)

ZIP 06810

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
Order B1-P-4155	6-17-47	800	250w	Day Cond'l	
		Subj. filing MP approval of site & antenna For a new station			
B1-P-4155 BMP-2952	9-4-47	800	250w	Daytime	11-4 5-4-48
	Mod. CP (4155) for approval of antenna and T site and mount FM antenna.				
B1-P-4155 BMP-2952	9-4-47	Superseding construction permit of same date to add <b>CONDITIONAL CLAUSE.</b>			
BTC-575	2-13-48	Voluntary Transfer of Control of per- mittee corporation from Lazarus S. Heyman,			
Eff:	3-16-48	Burton F. Sherwood & William Hanna to John C. Doran, Cecil Previdi, Robert J. Doran & John P. Previdi.			
BL-2733 BZ-2570	6-8-49	800	250w	Daytime	6-8 11-1-49
	Lic. to cover CP (4155 as mod) for a new station and specify studio site and determine opr. power by direct method.				
BS-2274	10-28-49	Extension of license			11-1 3-1-50
BR-2274	2-23-50	800	250w	Day	2-23 11-1-52
BTC-1192	10-17-51	Transfer of control of licensee corp.			
Eff.	11-1-51	from Robert J. Doran, John C. Doran and John P. Previdi to JAMES B. LEE			
Telegram	10-23-52	Action on renewal deferred 10-15-52 and continued operation authorized until final determination on renewal.			
BR-2274	11-5-52	Renewal of license			11-1-52 4-1-54
BRC-266 (1)	1-13-54	Mod of lic. to operate trans. by R. C. from 207 Main St., Danbury, Connecticut.			
HP-9077	12-18-53	800	250w	Day	2-18-54 8-18-54
	CP install a new transmitter.				
BR-2274	3-10-54	800	250w	Day	4-1 4-1-57
BL-5214	3-1-54	800kc	250w	Day	3-1-54 4-1-54
	Lic. cover CP(9077) to install new transmitter				
BR-2274	3-13-57	RENEWAL OF LICENSE			4-1 4-1-60
BR-2274	3-30-60	Renewal of license			4-1 4-1-63
BRC-266 (1)	5-10-60	Mod. lic. to chg. studio remote control point to 198 Main St., Danbury, Conn.			

Form BC 126  
June 1954

#2

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W L 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
BZ-4639 (2)	6-1-62	Authority to determine operating power by direct measurement of ant. power.			
BR-2274	3-26-63	800kc	250w	Day	4-1-4-1-66
BTC-4545 <b>EFF:</b>	4-29-54 5-15-64	Involuntary transfer of control of licensee corp. from James B. Lee to City Trust Company, Executor under the Will of James B. Lee, Deceased			
RP-13925	11-10-65	800kc	1kw	Day	1-10 7-10-66
		CP to increase power to 1kw and install a new transmitter (GATES BC-1T) (Cond'l).			
BR-2274	3-21-66	Renewal of License			4-1 4-1-69
BL-11,300	6-30-66	800kc	1kw	Day	6-30 4-1-69
		Lic to cover CP (BP-13,925) which auth incr. power, install new trans, spec. trans COLLINS 20V (Main)			
BL-11,301	6-30-66	800kc	250w	Aux	6-30 4-1-69
		Lic to use former main trans GATES BC 250 GY located at main trans loc. to be operated on 800kc, 250w with RC for <u>Aux. purposes only.</u>			
BTC-5442	9-29-67	Voluntary transfer of control.			
BR-2274(S)	4-17-69	Renewal of License & NDEA (Main-S & Aux.-S)			4-1-72
Comtel	11-30-70	PSA	433 watts		
BR-2274(S)	3-30-72	RENEWAL & NDEA (Main & Aux)			4-1-75
EBSA	5-25-72				
BR-2274(L) BZ-8724	3-31-75 1-22-75	Renewal (Main & Auxiliary) (issued together)			4-1-78
BR-2274(S)	3-28-78	Renewal of License (Main & Auxiliary)			4-1-81
BP800512AF	6-26-80	800khz.	1kw	Day	6-26-81
		CP to make chgs. in ant. sys.			

## APPLICATION RECORD - BROADCASTING

Call W L A D  
 Letters x New

Name THE BERKSHIRE BROADCASTING CORPORATION  
 (P.O. 7 West St., Pershing Bldg., Danbury, Conn.)

File No.	Dated	Application for	Action	
			Nature	Date
Bl-P-4155 Recd.	10-6-45 10-8-45	Construction Permit for a new Standard Broadcast Station to be operated on: Frequency - <del>1490 kc</del> 800kc Power - 250w                      daytime Hours of operation - <del>Unlimited time</del> Transmitter location - <del>High St.</del> , Danbury, Conn. Studio location - to be determined, Danbury, Conn. (Filed by Atty. Andrew Haley; Engr. Grant Wrathall)	Docket No. 6897 - Petition for reconsideration Granted and application removed from hearing & GRANTED 6-17-47 as amended, subj. filing MF for approval T site and antenna, and subj. to whatever interference may be rec'd if appls. BP-4173 or BP-4435 be granted - Order issued	
Amended Recd. Filed	3-4-46 3-6-46 3-14-46	AMENDED re changes in directors, officers, and stockholders, changes in transmitting equipment, change transmitter location from High St., Danbury, Conn. to 1 mile N.W. of Danbury, Conn. and make antenna changes.	Issued with MF2952	

(See amendment Card #1 A)

RAA-250-H transmitter  
COMPOSITE

## APPLICATION RECORD - BROADCASTING

Card #1 A

Call W L A D  
Letters x NEWName THE BERKSHIRE BROADCASTING CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
BP-4155 (cont. from Card #1)				
AMENDED	5-22-47	AMENDED to change frequency from 1490kc to 800kc;		
Recd.	5-22-47	hours of operation from unlimited to daytime.		
Filed	6-17-47			



## APPLICATION RECORD - BROADCASTING

#2

Call

Letters WLADName THE BERKSHIRE BROADCASTING CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
BMP-2952 Rec'd Filed	7-10-47 7-10-47 7-10-47	Mod. of C.P. (Bl-P-4155, which authorized a new standard broadcast station) for approval of antenna and transmitter location at Brushy Hill Road, 0.3 mi. South of city limits of Danbury, Connecticut, and to mount FM antenna on AM Tower.  (Filed by Philip M. Baker, Atty.; Grant R. Wrathall, Engr.)	GRANTED subject to whatever interference may be rec'd if appls. BP-4173 or BP-4435 be granted.	9-4-47
BTC-575 Rec'd Filed	9-9-47 9-22-47 9-22-47	Voluntary Transfer of Control of permittee corporation from Lazarus S. Heyman, Burton F. Sherwood and William Hanna to John C. Doran, Cecil Previdi, Robert J. Doran and John P. Previdi. (290 shares of capital stock-72.5%) Filed by Philip M. Baker, Atty.	GRANTED Eff:	2-13-48 3-16-48

## APPLICATION RECORD - BROADCASTING

Call  
Letters W L A DName THE BERKSHIRE BROADCASTING CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
BL-2733 Rec'd Filed	10-2-47 10-3-47 10-3-47	License to cover C.P. (B1-P-4155, as mod.,) which authorized a new standard broadcast station and specify studio location as 207 Main Street, Danbury, Connecticut and	GRANTED	6-8-49
BZ-2570 Rec'd Filed	10-2-47 10-3-47 10-3-47	Authority to determine operating power by direct measurement of antenna power.  (Philip M. Baker, Atty.)		
BR-2274 Rec'd	8-25-49 8-30-49	Renewal of license (Philip Baker, Attorney)	GRANTED	2-23-50

FORM A-170

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call

W L A D

THE BERKSHIRE BROADCASTING CORPORATION

Letters .....

Name .....

File No.	Dated	Application for	Action	
			Nature	Date
BTC-1192 Rec'd Filed	9-11-51 9-19-51 9-19-51	of control Voluntary transfer of licensee corporation from Robert J. Doran, John C. Doran and John P. Previdi to James B. Lee (75%) (300 shares) Leonard H. Marks, Atty.	GRANTED Eff.	10-17-51 11-1-51
BR-2274 Rec'd Filed	7-3-52 7-16-52 7-16-52	Renewal of License Filed by Leonard H. Marks, Atty.	GRANTED	11-5-52
HP-9077 Rec'd Filed	11-25-53 12-2-53 12-2-53	Construction permit to install a new trans- mitter (GATES BC-250-GY) Conn and Marks, Attys.	GRANTED	12-18-53

#5

FORM A-170

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters W L A DName THE BERKSHIRE BROADCASTING CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
BRC-266 Rec'd Filed	12-15-53 12-21-53 12-21-53	Modification of license to operate transmitter by Remote Control from 207 Main Street, Danbury, Connecticut.  Cohn & Marks, Atty.	GRANTED	1-13-54
BR-2274 Rec'd Filed	12-4-53 12-11-53 12-11-53	Renewal of license Filed by George MacClain, Atty.	Granted	3-10-54
BL-5214 Rec'd Filed	1-11-54 1-13-54 1-13-54	License to cover construction permit (RP-9077) which auth. installation of a new transmitter.  Cohn & Marks, Attys.	GRANTED	3-1-54
BR-2274 Rec'd Filed	12-7-56 12-10-56 12-10-56	Renewal of license Leonard H. Marks, Atty	GRANTED	3-13-57

APPLICATION RECORD - BROADCASTING

Call  
Letters W L A D

Name THE BERKSHIRE BROADCASTING CORPORATION  
DANBURY, CONNECTICUT

File No.	Dated	Application for	Action	
			Nature	Date
BR-2274 Rec'd Filed	1-4-60 1-7-60 1-7-60	Renewal of License.  Stanley B. Cohen, Atty.	GRANTED	3-30-60
BP-13,925 Rec'd Filed	2-17-60 2-23-60 2-23-60	Construction Permit to increase power from 250w to 1kw and install a new transmitter (Gates BC-1T) Atty.- Cohn and Marks Eng.- Page, Creutz, Steel & Waldschmitt, Inc. (Requests waiver of Sec. 3.28(c) of the Rules) AMENDED to reflect transfer of control BTC-4545 gr. 4-29-64	GRANTED Cond'l re: Section 73.54	11-10-65 Section
AMENDED Rec'd Filed (Order)	6-25-64 6-26-64 7-9-64			
BZ-4639 R. & F.	3-8-62 3-13-62	Authority to determine operating power by direct measurement of antenna power.  ATTY-Cohn & Marks	GRANTED	6-1-62

FORM BC-121  
Aug. 1955

#7

APPLICATION RECORD - BROADCASTING

Call Letters W L A D

Name THE BERKSHIRE BROADCASTING CORPORATION  
Danbury, Connecticut

File No.	Dated	Application for	Action	
			Nature	Date
BRC-2055 Rec'd Filed	4-24-62 4-27-62 4-27-62	Modification of license to change Studio Location and Remote Control Point from 207 Main St., Danbury, Conn. TO 128 Main Street Danbury, Connecticut  Stanley B. Cohen, Atty.	GRANTED (Cond'1 re Sect. 3.31)	5-10-62
BB-2274 Rec. & Filed	12/3/62 1/2/63	Renewal of License Cohn & Marks, Attys.	GRANTED	3-26-63
BTC-1545 R & F	4-9-64 4-13-64	Involuntary transfer of control of licensee corporation from James B. Lee to City Trust Company, Executor under the Will of James B. Lee, Deceased.  Atty. - Cohn & Marks	GRANTED  EFF:	4-29-64  5-15-64

AUG. 1955

Call  
Letters W L A DName THE BERKSHIRE BROADCASTING CORPORATION  
Danbury, Connecticut

File No.	Dated	Application for	Action	
			Nature	Date
BR-2274 R & F	11-29-65 12-28-65	Renewal of license  Atty- Cohn & Marks (Martin J. Gaynes)	GRANTED	3-21-66
BL-11,300 R & F	4/7/66 4/11/66	Lic. to cover CP (BP-13,925) which auth. incr. power, install new trans., specify type trans. COLLINS 20V. (Main) Attys: Cohn & Marks	GRANTED	6-30-66
BL-11,301 R ec'd Filed	4/7/66 4/11/66 4/27/66	Lic. to use former main trans. GATES BC 250GY, located at main trans. loc., to be operated on 800kc 250w, with RC, for auxiliary purposes only. Attys: Cohn & Marks	GRANTED	6-30-66
ETC-5442 Rec'd Filed (Form 316) SEP 27 1967	9-12-67 9-15-67 9-18-67	Voluntary transfer of control of Lic. corp. from City Trust Company, Executor under the Will of James B. Lee, Deceased, to City Trust Company Trustee under Paragraphs 4 & 5 of the Will of James B. Lee, Deceased. Atty - Marcus Cohn F. C. C. - WASHINGTON, D. C.	GRANTED EFF:	9-29-67 10-11-67

FORM BC-121  
Aug. 1955

#9

APPLICATION RECORD - BROADCASTING

Call  
Letters W L A D

Name THE BERKSHIRE BROADCASTING CORPORATION  
Danbury, Conn.

File No.	Dated	Application for	Action	
			Nature	Date
SR-2274 R & F #481446 \$75. #483856 \$30. PRESS FEB 7 1969	11-29-68 1-2-69 1-2-69 1-2-69	Renewal of license---(Main & Auxiliary) AMENDED 3-28-69 re: Foreign language programming  Atty. Stanley Neustadt	GRANTED	4-17-69
BR-2274 R & F PH PRESS JAN 12 1972	11-29-71 12-29-71 12-29-71	Renewal of License(Main & Auxiliary)  Atty-Stanley Neustadt	GRANTED	3-30-72
BZ-8724 R & F DM PRESS JAN 8 1975	3-2-74 3-7-74 3-20-74	DIRECT MEASUREMENT(MAIN ONLY)	GRANTED (issued with BR-2274)	1-22-75
BR-2274 R & F P. N. Rec'd Press	11-4-74 12-2-74 12-2-74	Renewal of License (Main & Auxiliary).  Atty: Lawrence N. Cohn	GRANTED (issued with BZ-8724)	3-31-75



# APPLICATION RECORD - BROADCASTING

#10

Call  
Letters W L A D

The Berkshire Broadcasting Corporation

Name .....  
Danbury, Conn.

File No.	Dated	Application for	Action	
			Nature	Date
BR-2274	11-15-77	Renewal of License (Main & Aux.)	GRANTED	3-28-78
R&F	12-1-77	Atty-Lawrence N. Cohn		
PN Recd.	12-1-77			
PRESS	JAN 3 1978			
BP800512AF PRESS (0)	JUN 12 1980	CP to Replace Top 24' of Existing Structure with Steel Pole, Supporting 3-Bay FM Antenna.  Atty. Roy R. Russo (Cohn & Marks)	GRANTED	6-26-80

Name: THE BERKSHIRE BROADCASTING CORPORATION

Station Location: Danbury, Connecticut

File No.	Date	Description	Action and Date
BL-801203AB R & F PRESS	12-03-80 DEC 11 1980	Lic. to cover (BP-800512AF) for changes. Atty: Lawrence N. Cohn (Cohn & Marks)	<i>holding for renewal</i> <b>ISSUED</b>
BR801201UF PRESS	DEC 23 1980	Renewal of License Atty.: Lawrence N. Cohn	<i>As 3/30/81</i> <b>ISSUE</b>
810501AA  AMENDED	5-1-81 5-20-81	Construction permit to chg hrs of operation to unlimited by adding nighttime service with 5kw; increase day power to 10kw; install DA-2; chg frequency from 800khz to 1160khz and make chgs in antenna system.  RE: Engineering, (section V-G) Public Notice	<u>RETURNED 10-15-81</u> <u>RE: OVERLAP</u>

W L A D

Record of informals denied:

Letter 9-3-52 - Denied waiver of 1.324(b) to permit operation night of 11-4-52 for election returns.

## 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.

