

WDAS-FM



Remington Rand Inc.

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**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1390199**



**B BROADCASTING STATION LICENSE RECORD**

Date first licensed 10-15-59

Call letters WDA S-FM

Station location Philadelphia, Pa.

UNITY BROADCASTING NETWORK - PENNA., INC. (AL: 8-2-79 EFF: 11-1-79)

Name of licensee XMAX M. LEON, INC.

Transmitter location Umbria and Domino Lane, Philadelphia, PA. (PH 11-10-76)  
XBelmont Avenue and Edgely Road, Philadelphia, Pa. (L 8-2-79)

19131  
Main studio location Belmont Avenue and Edgely Road, Philadelphia, Pa.



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Channel Freq.	SR Power	Time Div.	Period From To
BPH-2529	12-3-58	105.3mc	20kw.	Unl.	2-3-59
	HAAT: 185'	Ch. 287	TPO: 6.4kw.		8-3-59
Construction permit for a new FM Broadcast Station.					
BPH-2529 (modified) (2)	4-9-59	Mod. CP (above) to delete obstruction marking specifications.			
BPH-5406 (1)	3-13-59	Mod. CP to change type transmitter, type antenna and make changes in ant. system.			HAAT: 200 feet. to 8-3-59.
	TPO: 7.2kw.				
BL-1425	10-15-59	105.3mc	20kw	Unl.	10-15-59
	HAAT: 200 ft.		TPO: 7.2kw		8-1-60
Lic. to cover CP (BPH-2529 as mod.) which auth. a new FM Broadcast Station.					
	7-27-60	Commission deferred action on renewal pending further consideration.			
BRH-952	2-20-63	RENEWAL OF LICENSE TO			2-20 8-1-63
	7-24-63	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.			
BRH-952	4-24-64	Renewal of License			4-24 8-1-66
Ltr. dated 6-2-66 & rec'd 6-3-66 giving notification per Sect. 73.250(a)(5) Rules that a CCA FM-10,000D trans. is now installed & in oper. (Eff: 6-1-66.)					
BRH-952	7-18-67	105.3mc	20kw	U	7-18 8-1-69
			TPO: 7.2kw		
BPH-6475	10-23-68	105.3mc	ERP: 20kw(h) 10kw(v)	U	6-23-69
	HAAT: 200' (h&v)	ch#287	TPO: 10.5kw		
	Concl	CP install new ant (CCA-FMA-6710R-3, 3 sects); chg. TPO; operate with vert. ERP; new trans. (CCA-FM-10,000DM)			
BL-1399(1)	5-28-69	Lic (BPH-6475)			8-1-69
BRH-952(3)	10-14-69	RENEWAL OF LICENSE			8-1-72
BPH-7014 (L)	4-3-70	105.3mc	ERP: 50 kw (H&V)		6-3-70
	HAAT: 185'	Ch #287	TPO: 20 kw		to
CP install trans, ant, chg 12-3-70 ERP:, TPO: & HAAT:					



Form BC 126

June 1954 #2

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WDAS-FM .....

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
BMPH-13,071 (1)	11-30-70	MP (BPH-7014)	ext.		3-30-71
BLH-5018(L) HAAT: 185' (H&V)	1-29-71	105.3mc	ERP: 50kw (H&V) TPO: 20kw		8-1-72
		Lic. cover (BPH-7014) for changes			
EBSA	5-22-72				
BRH-952(L)	10-22-75		RENEWAL		8-1-78
CANCELLED					
BPH-9710(L)	8-10-77	105.3MHz	ERP: 50kw (H&V) U		8-10-77
HAAT: 185' (H&V)		CP install new Ant			
BPH-9952	11-10-77	105.3MHz	ERP: 3.30kw H&V (RC)		11-10-77
HAAT: 870' H&V (L)		CP chg TL, TPO, ERP, HAAT & Ant operate by RC from SL			
BAPLH781117EC	8-2-79	VOL. AL & CP (Com. M.O. & O.) EFF:			
ELH-7810(L)	8-2-79	Renewal & Lic. CP (BPH-9952) changes.			
ERH-952 Main Site:		105.3mhz	3.3kw	870' H&V RC	8-1-81
ESH-952(L)	8-2-79	Former site as aux. 15kw 185' H&V			
					8-1-81



## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call  
Letters ~~NEW~~ WDAS-FMName MAX M. LEON, INC.  
(Belmont and Edgley Road, Philadelphia, Pennsylvania)

File No.	Dated	Application for	Action	
			Nature	Date
BPH-2529	11-7-58	Construction permit for a new FM Broadcast		
Rec'd	11-7-58	Station to be operated on:		
Filed	11-7-58	Frequency: 105.3 mcs. Ch. 287		
		Power: 20 kw. ERP	GRANTED	12-3-58
		HAAT: 285'		
		T-location: Belmont Avenue & Edgley Road Philadelphia, Pennsylvania		
		S-location: Belmont Avenue & Edgley Road Philadelphia, Pennsylvania		
		STATION LOCATION: PHILADELPHIA, PENNSYLVANIA		
		Transmitter: RCA, BTF-10B, r/p 10 kw.		
		Atty: Al Cordon, Jr.		
		PETITION FOR WAIVER OF SECTION 1.356(c) AND FOR IMMEDIATE GRANT filed 11-19-58 by Atty. T. Wilson for applicant		



AUG. 1955

Call  
Letters WDAS-FMName MAX M. LEON, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-5406 Rec'd Filed	1-15-59 1-19-59 1-19-59	Modification of c.p. (BPH-2529 which authorized a new FM Broadcast station) to change type antenna (RCA BFA-3A 3sec.) change type transmitter (W.E. 506B-3) and make changes in antenna system (with FM antenna side-mounted on new 6th tower of Am directional antenna system).	GRANTED HAAT: 200 feet.	3-13-59
BLH-1425 R & F	7-27-59 7-29-59	Earl R. Stanley, Atty. License to cover C. P. (BPH-2529 as modified,) which authorized a new FM broadcast station.	GRANTED	10-15-59
BRH-952 Rec'd Filed	4-29-60 5-3-60 5-3-60	Atty's: Dow, Lohnes and Albertson Renewal of License. Earl R. Stanley, Atty.	GRANTED	2-20-63



FORM BC-121  
 AUG. 1955

APPLICATION RECORD - BROADCASTING

Call  
 Letters WDAS-FM

Name MAX M. LEON, INC.  
PHILADELPHIA, PENNSYLVANIA

File No.	Dated	Application for	Action	
			Nature	Date
BRH-952 R & F	4-16-63	Renewal of license Atty. Earl R. Stanley	GRANTED	4-24-64
	4-30-63			
BRH-952 R & F	4-28-66	Renewal of License Atty. Dow, Lohnes and Albertson	GRANTED	7-18-67
	4-28-66			
BPH-6475 R & F #464052 \$30 OCT 21 1968	9-26-68	CP install new ant(CCA-FMA-6710R-3, 3 sects); chg. TPO 10.52kw; operate with vert. ERP 10kw; install new transmitter(CCA-FM-10,000DM.) Atty - Charles J. Robertson(Dow, Lohnes etc.) Engr-Jules Cohen	GRANTED	10-23-68 Cond'l submit '302's for WDAS (AM)
	10-7-68			
	10-7-68			
BLH-4399 R & F #508507 \$30 PT MAY 22 1969	4/21/69	License (BPH-6475) for changes.  Atty: Earl R. Stanley	GRANTED	5-28-69
	4/22/69			
	4/22/69			
	5/1/69			



FORM BC-121  
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call  
Letters ..... W D A 5-FM .....

Name MAX M. LEON, INC.  
PHILADELPHIA, PENNSYLVANIA

File No.	Dated	Application for	Action	
			Nature	Date
BRH-952 R & F #511936 \$75. PRESS	4-29-69 5-5-69 5 5-69	Renewal of license Atty-Dow, Lohnes & Albertson (E. R. Stanley) AMENDED 7-7-69 re: Programming AMENDED 8-6-69 re: programming	GRANTED	10-16-69
BPH-7014 R & F #576161 \$30. PRESS:	1-20-70 2-6-70 2-6-70 FEB 17 1970	CP: install Tran(CCA-20,000DS); Ant(CCA-FMA-6710R-5, 5 horiz. & vert. sects); ERP: 50kw(h&v); HAAT: 187(h&v); TPO: 19.94kw.	GRANTED	4-3-70
BMPH-13,071 R & F #643278 \$50. CODE 068 PRESS:	11-10-70 11-12-70 11-12-70 NOV 20 1970	MP(BPH-7014) ext. time to 3-30-71(FOR CHGS). Atty-Earl R. Stanley(Dow, Lohnes etc).	GRANTED	11-30-70



## APPLICATION RECORD - BROADCASTING

Call  
Letters WDAS-FMName MAX M. LEON, INC.  
Philadelphia, Pennsylvania

File No.	Dated	Application for	Action	
			Nature	Date
BLH-5018 R & F #652379 \$50. AG-068 PTA PRESS JAN 2	12-19-70 12-23-70 12-23-70 1-6-71	Lic.(BPH-7014, as mod.) for changes. Atty: Earl R. Stanley (Dow, Lohnes & Albertson)	GRANTED	1-29-71
BRH-952 R & F PN PRESS MAY 24 1972	4-26-72 5-3-72 5-3-72	Renewal of License AMENDED 6-30-72 re: prog; employment policy Atty: Earl R. Stanley	GRANTED	10-22-75
		PETITION TO DENY RENEWAL OF BROADCAST LICENSE filed 6-30-72 by Concern Communicators et al MOTION TO DISMISS filed 7-7-72 by Max M. Leon, Inc. MOTION FOR EXTENSION OF TIME TO RESPOND filed 7-13-72 by Earl R. Stanley, Counsel on behalf of Max M. Leon, Inc. FURTHER MOTION TO DISMISS filed 7-12-72 by Max M. Leon, Inc. RESPONSE TO INFORMAL OBJECTION OF CONCERN filed 8-14-72 by Richard D. Marks on behalf of Station WDAS & WDAS-FM AMENDED 5-24-74 re: community leaders surveyed (over)		



(BRH-952) SUPPLEMENTAL APPLICATION filed 4-1-75 as an amendment to pending renewal. PN 4-1-75

MAY 21 1975

AMENDED 7-1-75 re: EEO

AMENDED 7-25-75 re: engineering

10-22-75 MEMORANDUM OPINION AND ORDER #37603 Petition to Deny filed by Concern Communicators DENIED

PETITION FOR RECONSIDERATION BASED UPON ERRORS OF LAW AND NEW FACTS CONCERNING PAYOLA-PLUGOLA PRACTICES filed

12-8-75 by Petitioners

OPPOSITION TO PETITION FOR RECONSIDERATION filed 12-22-75 by Earl R. Stanley, counsel on behalf of Max M. Leon, Inc.

2-18-76 MEMORANDUM OPINION & ORDER #39431 Petition for Reconsideration filed by Concern Communicators DENIED and grant of renewal AFFIRMED.



Form BC-121  
May 1976

## APPLICATION RECORD - BROADCASTING

Call  
Letters WDAS-FMName Max M. Leon, Inc.  
Philadelphia, Pennsylvania

File No.	Dated	Application for	Action	
			Nature	Date
BPH- 9952 Rec'd Filed #582762 \$400 Code 001 Press P. N. Rec'd	6-18-76 6-21-76 6-22-76 <b>AUG 2 1976</b> 7-22-76	CP to chg. TL to: Umbria & Domino Lane, Philadelphia, Pennsylvania (WHYY-TV Site); operate by RC from the studio site: Belmont Avenue and Edgely Road, Philadelphia, Pennsylvania; install new ant. (MCI 90023-A, 2 sects. (H&V) make chg. ant. system (incr. hght.); chg. TPO; ERP: 3.31KW(H&V) and HAAT: 872' (H&V).  40° 02' 30" - 75° 14' 24"  Atty: Earl R. Stanley (Dow, Lohnes & Albertson)	GRANTED gr fee Pd 002 W 642761	11-10-76 \$2,700 12-3-76
BPH-9710 R & F 583849\$100 CODE 001 PRESS \$100 Returned	6-18-76 6-22-76 6-24-76 8-5-76 8-3-76	CP install new Antenna (RCA BFC-5B, 5 sections (H&V)  Atty. Patrick M. Connolly	GRANTED COND'L CANCELLED (By request of applicant Attorney)	8-10-76 6-8-77



#7

105.3mhz

Form BC-121  
May 1976

## APPLICATION RECORD - BROADCASTING

Call  
Letters .....W.D.A.S-FM.....Name MAX M. LEON, INC.  
PHILADELPHIA, PENNSYLVANIA

File No.	Dated	Application for	Action	
			Nature	Date
BAPLH-206 R & F Also see WDAS (AM) FORM 314	4/5/77 4/5/77	Voluntary assignment of license and CP's (BPH-9952 - chg TL; operate by RC; chg TPO, ERP & HAAT; etc and BPH-9710 - install new ant.) to SONDERLING BROADCASTING CORPORATION  Atty for assignor - Dow, Lohnes & Albertson Atty for assignee - Harry Becker	DISMISSED REQUEST OF ATTORNEY	7-14-78
BRH-952 R & F PRESS	3-29-78 4-3-78 APR 19 1978	RENEWAL OF LICENSE  Atty. Frederick D. Cooke, Jr. (Dow, Lohnes & Albertson)	GRANTED 8-2-79 <del>79-31</del> Deferred for Hearing 22 FEB 1979	79-31
BLH-7810 R & F PTA: PRESS: AUG 21 1978	10-25-77 10-25-77 11-9-77	License to cover (BPH-9952) for changes. Trans: CCA, FM-8000E  Atty: Earl R. Stanley (Dow, Lohnes & Albertson)	GRANTED 8-2-79 Issued with renewal	



APPLICATION RECORD - BROADCASTING

105.3mhz.

Call Letters **WDAS-FM**

UNITY BROADCASTING NETWORK - PENNA., INC.

Name **x MAX M. LEON, INC.**  
**Philadelphia, Pennsylvania**

File No.	Dated	Application for	Action	
			Nature	Date
BAPLH731117EO PRESS Form 314 Also see WDAS AM	JUL 7 1978	Vol AL to UNITY BROADCASTING NETWORK-PENNA., INC (INCLUDE BPH-9952 - chgo site etc) Atty for assignor-Federick D. Cooke, Jr. Atty for assignee-Edward Hayes, Jr. Amended 11-17-78 re: Financial data (over)	GRANTED (COMM. MEMO 0. & 0.) EFF; LTR 10-3-79 (402b) REMANDED TO COURT OF APPEAL	8-2-79 11-1-79
BPH790328AW PRESS (0)	APR 16 1979	CP to Utilize Former Trans. (CCA FM20000DS) as Auxiliary, to be operated on: ERP: 15kw (H&V); HAAT: 190' (H&V) & chg. TPO. (former licensed site) Atty. Earl R. Stanley (Dow, Lohnes & Albertson)	DISMISSED auth. by telegram	6-12-79



BAPLH781117EC Amended 5-4-79 re: delete from sale and purchase agreement (the consulting agreement) and allocate payments due to the covenants not-to-compete



APPLICATION RECORD BROADCASTING  
105.3MHz.

Call Letters: W D A S-FM

Name: MAX M. LEON, INC.

Station Location: PHILADELPHIA, PENNSYLVANIA

File No.	Date	Description	Action and Date
BPH790821AH PRESS (0)	SEP 21 1979	<p>CP to make chgs. in Ant. Sys.; <del>chg. PL to 329</del>  <del>West-Domino Lane, Philadelphia, Pennsylvania;</del>            chg. type Ant. (ERI CUSTOM, 2 sects. H&amp;V);            decre. ERP: 3.31kw (H&amp;V); incre. HAAT: 870' (H&amp;V);            chg. TPO &amp; Diplex with WJDB-FM.</p> <p>40° 02' 30" 75° 14' 24"</p> <p>Atty. Earl R. Stanley (Dow, Lohnes &amp; Albertson)</p>	<p>DISMISSED 10-31-79            File 302 when instal</p>
BRH810331UK PRESS JUN 10 1981 PN filed		<p>RENEWAL OF LICENSE MAIN &amp; AUX. TRANSMITTERS            &amp; AUX. ANTENNA)</p> <p>Atty. Edward Hayes, Jr.</p>	<p>8-11-81</p>



## 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.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) 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 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). Prior to that move, 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.

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.

