

College has owned WCAL since it was first licensed on May 6, 1922. WCAL was granted its present 5 kw on 760 kc in 1938.

**KMBC Kansas City, Mo.**—Arthur B. Church put KMBC on the air on April 5, 1921. The station's call letters were WPE in 1922, and when the Mormon church took over in 1923, call was changed to KFIX. The station was assigned to Midland Broadcasting Co. in 1927. Metropolitan Broadcasting Co. now operates the outlet on 980 kc with 5 kw.

**WDAF Kansas City, Mo.**—The *Kansas City Star* owned the station which went on the air on February 16, 1922. They sold it to National Tv Corp. in 1958. Transcontinent Tv Corp. purchased the station in 1960. WDAF operates on 610 kc with 5 kw.

**WHB Kansas City, Mo.**—Originally owned by Emory J. Sweeney of the Sweeney Automotive & Electric School, WHB went on the air April 15, 1922. The station had 500 w. In 1929, it was assigned 860 kc. The late Charles R. Cook purchased the outlet in 1930 and it was licensed to the Cook Paint & Varnish Co. In 1948, WHB moved to 710 kc with 10 kw. Storz Broadcasting Co. bought the station in 1954.

**KSD St. Louis, Mo.**—Licensed on March 14, 1922, to the Pulitzer Publishing Co., KSD operated as the *Post-Dispatch* radio station. Initial power was 20 w. The station began operating early on 550 kc and in 1946, was granted 5 kw.

**WEW St. Louis, Mo.**—Jesuit St. Louis U. was licensed for WEW on March 23, 1922. The school operated WEW until 1955, when the license was assigned to the Barrington Co. WEW Inc., controlled by Franklin Broadcasting Co., became licensee in 1961. WEW operates on 770 kc with 1 kw.

**WIL St. Louis, Mo.**—On the air since February 1922, WIL was licensed on April 5 of that year. The license was assigned to Missouri Bcstg. Corp. in 1928. The station changed to 1430 kc with 5 kw in 1949. Balaban Stations acquired WIL in 1957.

**KFBB Great Falls, Mont.**—The F. A. Buttrey Co. was the first licensee July 11, 1922. The outlet operated on 1090 kc with 50 w until 1928, when it went on 1360 with 250 w. The station began on 1280 kc with 1 kw in 1930, and on 1310 kc with 5 kw in 1941. J. P. Wilkins assumed control of the licensee in 1952 and in 1954, the licensee changed its name to Wilkins Broadcast Inc. KFBB Bcstg. Corp. became licensee in 1960.

**WJAG Norfolk, Neb.** — Publisher of the *Norfolk Daily News*, the late Gene Huse, was granted WJAG's first license on July 26, 1922. The original

BROADCASTING, May 14, 1962

# A Salute to Radio's 40<sup>th</sup> ANNIVERSARY

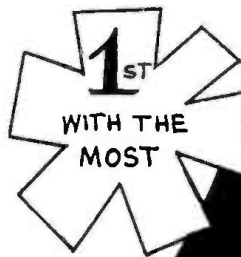


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