

St. Louis	KSD-TV	The Pulitzer Pub. Co.	Ch. 5	CP	7-11-46	Indianapolis	WWHB	Wm. H. Block Co.	Ch. 3	CP	10-10-46
Omaha, Neb.	WOW-TV	Radio Station WOW	Ch. 6	CP	1-30-48	Ames, Iowa	WOI-TV	Iowa State College	Ch. 4	CP	9-19-46
Albuquerque, N. M.	KOB-TV	Albuquerque Bstg. Co.	Ch. 4	CP	5-21-46	New Orleans	WRV-TV	Maison Blanche Co.	Ch. 4	CP	1-16-47
Buffalo	WBEW-TV	WBEW Inc.	Ch. 4	CP	8-15-46	New Orleans	WTPS-TV	Times-Picayune Pub. Co.	Ch. 7	CP	1-30-48
New York	WNBT (WNBC)	National Bstg. Co.	Ch. 4	Lic.	6-17-41	Baltimore	WAAM	Radio-Television of Baltimore	Ch. 13	CP	5-21-46
Rochester, N.Y.	WHTM (WHAM)	Stromberg-Carlson Co.	Ch. 6	CP	2- 5-48	Waltham, Mass.	WRTE	Raytheon Mfg. Co.	Ch. 2	CP	5-16-46
Schenectady	WRGB (WGY)	General Electric Co.	Ch. 4	Lic.	2-26-42	Detroit	WTVO (WJBK)	Fort Industry Co.	Ch. 2	CP	3-20-47
Cincinnati	WLWT (WLW)	Crosley Bstg. Corp.	Ch. 4	CP	11-21-46	Minneapolis	WATV (WAAT)	Northwest Bstg. Co.	Ch. 9	CP	3-11-48
Cleveland	WNBK (WTAM)	National Bstg. Co.	Ch. 4	CP	5-16-46	Newark, N. J.	WABD	Bremer Bstg. Corp.	Ch. 13	CP	5- 8-47
Columbus, Ohio	WLWC	Crosley Bstg. Corp.	Ch. 3	CP	11-21-46	New York	WPIX	DuMont Labs. Inc.	Ch. 5	Lic.	5- 2-44
Dayton, Ohio	WLWD	Crosley Bstg. Corp.	Ch. 5	CP	4- 4-47	New York	WEPK	News Syndicate Co.	Ch. 11	CP	5- 8-47
Toledo, Ohio	WTTV (WSPD)	The Fort Industry Co.	Ch. 13	CP	12- 6-46	Cleveland	WEWS	Scripps-Howard Radio	Ch. 5	CP	7-18-46
Johnstown, Pa.	WJAC-TV	WJAC Inc.	Ch. 4	CP	1- 8-48	Columbus, Ohio	WXEL	Empire Coil Co.	Ch. 9	CP	10-30-47
Lancaster, Pa.	WGAI-TV	WGAI Inc.	Ch. 3	Lic.	4-20-43	Erie, Pa.	Picture Waves Inc.	Dispatch Inc.	Ch. 6	CP	3-17-48
Philadelphia	WPTZ	Philco Television Bstg. Corp.	Ch. 11	CP	5-16-46	Philadelphia	WPTZ	Philco Television Bstg. Corp.	Ch. 12	CP	3-17-48
Providence, R. I.	WJAR-TV	Outlet Co.	Ch. 4	CP	11-28-47	Pittsburgh	WDTV	DuMont Labs. Inc.	Ch. 3	Lic.	4-20-43
Memphis, Tenn.	WMCT (WMC)	Memphis Pub. Co.	Ch. 5	CP	6-20-46	Dallas, Tex.	KBTW	Lacy-Potter Television Bstg. Co.	Ch. 8	CP	9-11-47
Fort Worth, Tex.	WBAP-TV	Carter Publications	Ch. 6	CP	5-16-46	Houston, Tex.	KLEE-TV	W. Albert Lee	Ch. 2	CP	1-30-48
Salt Lake City	KDYL-TV	Intermountain Bstg. Corp.	Ch. 3	CP	1-23-47	Seattle	KRSC-TV	Radio Sales Corp.	Ch. 5	CP	12-17-46
Richmond, Va.	WTWR (WMBG)	Havens & Martin Inc.									
Milwaukee	WTTV-TV	The Journal Co.									

**APPLICATIONS PENDING . . .**

San Diego, Calif.	KFSD	Airfan Radio Corp.	Ch. 10	2-11-48
Hartford, Conn.	WTIC	The Travelers Bstg. Service Corp.	Ch. 10	9-10-47
Miami, Fla.	WIOD	Isle of Dreams Bstg. Corp.	Ch. 5	12- 5-47
Tampa, Fla.	WFLA	The Tribune Co.	Ch. 4	3- 8-48
Indianapolis	WIRB	Indianapolis Bstg. Inc.	Ch. 8	1-23-48
Davenport, Iowa	WHO	Central Bstg. Co.	Ch. 5	3-25-48
Des Moines	WTTM	Central Bstg. Co.	Ch. 2	2-20-48
Trenton, N. J.	WTOG	Trent Bstg. Corp.	Ch. 1	9-15-47
Charlotte, N. C.	WSOC	Radio Station WSOC	Ch. 9	2- 6-48
Allentown, Pa.	WSAN	Lehigh Valley Bstg. Co.	Ch. 8	12- 3-48
Pittsburgh	KDKA	Westinghouse Radio Stations Inc.	Ch. 6	11-21-47
Wilkes-Barre, Pa.	WBRE	Louis G. Baltimore	Ch. 11	7-12-45
Dallas, Tex.	WFAA	A. H. Belo Corp.	Ch. 12	12- 9-47
Houston, Tex.	KPRC	The Houston Post Co.	Ch. 4	1-20-48
San Antonio	WOAI	Southland Industries Inc.	Ch. 4	3-15-48
Madison, Wis.	WIBA	Badger Bstg. Co.	Ch. 9	2-20-48

**Non Affiliated Interests Seeking TV**

**AUTHORIZED BY FCC . . .**

Hollywood	KLAC-TV	KMTR Radio Corp.	Ch. 13	CP	12-20-46
Hollywood	KTLA	Television Productions Inc.	Ch. 5	CP	12-20-46
Los Angeles	KTTV	The Times-Mirror Co.	Ch. 11	CP	12-20-46
Riverside, Calif.	KARO (KPRO)	Bstg. Corp. of America	Ch. 1	CP	12- 9-46
San Francisco	KRON-TV	Chronicle Pub. Co.	Ch. 4	CP	7-18-46
San Francisco	KWIS (KSFO)	Associated Bcstrs. Inc.	Ch. 5	CP	10-27-46
New Haven, Conn.	WNHC-TV	Elm City Bstg. Corp.	Ch. 6	CP	8-28-47
Washington, D. C.	WTTG	DuMont Labs. Inc.	Ch. 5	CP	4-26-46
Miami	WTVJ	Southern Radio and Television Equipment Co.	Ch. 4	CP	3-12-47
Chicago	WBKB	Balaban & Katz	Ch. 4	Lic.	10-26-43
Bloomington, Ind.	WTTV	Sarkes & Mary Tarzian	Ch. 10	CP	5- 8-47

**APPLICATIONS PENDING . . .**

Phoenix, Ariz.	Phoenix Television Co.	Ch. 5	3-26-48
Bakersfield, Calif.	Pearl Lemert	Ch. 10	12- 4-47
Fresno, Calif.	Donroy Bstg. Co.	Ch. 4	3-22-48
Oakland, Calif.	KROW Inc.	Ch. 11	12- 5-47
San Diego, Calif.	KLIK	Ch. 3	12-18-47
San Diego, Calif.	Balboa Radio Corp.	Ch. 10	2-12-48
San Diego, Calif.	Television Bstg. Co.	Ch. 10	2-13-48
San Diego, Calif.	KUSN	Ch. 10	2-13-48
San Diego, Calif.	San Diego Bstg. Co.	Ch. 10	2-13-48
San Francisco	Video Bstg. Co.	Ch. 3	2-24-48
San Francisco	Leland Holzer	Ch. 11	3- 1-48
San Francisco	KSAN	Ch. 9	11-26-47
San Francisco	S. H. Patterson	Ch. 11	3-15-48
San Francisco	Television California	Ch. 13	3-11-48
San Francisco	Radio Diablo	Ch. 9	10- 4-45
San Jose, Calif.	FM Radio and Television Corp.	Ch. 13	3-15-48
San Jose, Calif.	Video Bstg. Co.	Ch. 13	2-24-48
Denver, Col.	KTLN	Ch. 5	3-31-48
Waterbury, Conn.	Landon Television Bstg. Co.	Ch. 12	10-15-47
St. Petersburg, Fla.	The Nutmeg State Bstg. Co.	Ch. 7	2-24-48
Atlanta, Ga.	Sunshine Television Corp.	Ch. 13	2- 9-48
Atlanta, Ga.	General Bstg. Co.	Ch. 8	1-14-48
Chicago	Eurich Dickinson Rivers Jr.	Ch. 2	6-23-47
Chicago	Johnson Kennedy Radio Corp.	Ch. 13	9-19-47
Chicago	Sun and Times Co.	Ch. 2	2-16-48
Chicago	Zenith Radio Corp.	Ch. 12	1-28-48
Indianapolis	Crosley Bstg. Corp.	Ch. 5	1-27-48
Des Moines	Independent Bstg. Co.	Ch. 2	3- 8-48
Des Moines	Tri-States Meredith Bstg. Co.	Ch. 11	2-24-48
Iowa City	State U. of Iowa	Ch. 10	2-10-48
New Orleans	Mississippi Valley Bstg. Co.	Ch. 2	2-10-48
New Orleans	New Orleans Television Co.	Ch. 6	2-26-48
Baltimore	Maryland Bstg. Co.	Ch. 9	12-16-47
Boston	E. Anthony & Sons		
Boston	Boston Metropolitan Television Co.	Ch. 9	10-13-47
Boston	Matheson Radio Co.	Ch. 13	12-15-47
Boston	New England Television Co.	Ch. 13	11- 4-47
Boston	New England Theatres Inc.	Ch. 13	8-10-45

(Continued on page 105)

**SELLS 52,412 ROSE BUSHES AT LOWEST COST PER SALE IN THE NATION**



Moving rose bushes can be a stickler of a job. But not for 50,000-watt WBT. For thirteen weeks, a nursery ran a rose bush selling campaign on the country's leading stations. WBT sold 52,412 in three months... an average of 575 bushes a day! Most important, WBT's cost per sale was the lowest in the nation - 9%!

The agency reported, "Your record is the finest we have ever had. We are sure it is because of WBT's large audience and the confidence it has in WBT."

Big sales at low cost. That's a WBT habit. Because WBT averages more listeners in Charlotte, day and night, than all other stations combined\*... has virtually no Charlotte competition in 94 other Carolina counties.

Have you a thorny sales problem? Use WBT. You'll plant your message in the homes of three and a half million WBT-Carolinians. And have a rosy future.

\*C. E. Hooper, Oct.-Nov., 1947

**WBT**

The Jefferson Standard Broadcasting Company

Represented by Radio Sales... Radio Stations Representative... CBS