

The Federal Communications Commission

Said

"KLAMATH FALLS? - Okay!" SO...

The HERALD and NEWS

KFLW

ABC

1450 KC

American Broadcasting Company Affiliate for The Klamath Area

GOES ON THE AIR SUNDAY March 31st 2:00 P. M.

Technical facilities have now been completed, and our final authorization to broadcast has been received from the Federal Communications Commission.

KFLW is ready to go! We hope you'll get a thrill out of the first words that are spoken officially next Sunday afternoon at 2 o'clock. Words that will mark the beginning of a new radio service to the people of the Klamath Basin.

KFLW will go on the air Sunday despite the fact that physical facilities are still partially under construction and not yet ready for public inspection.

We think you'll enjoy the programs; we're sure you'll like the staff; we hope the words "KFLW, The Herald-News, Klamath Falls, The American Broadcasting Company" will be welcome words in your homes.

BUD CHANDLER, Manager.

250 WATTS COMPLETE COVERAGE OF THE GREAT KLAMATH BASIN 1450 KC