

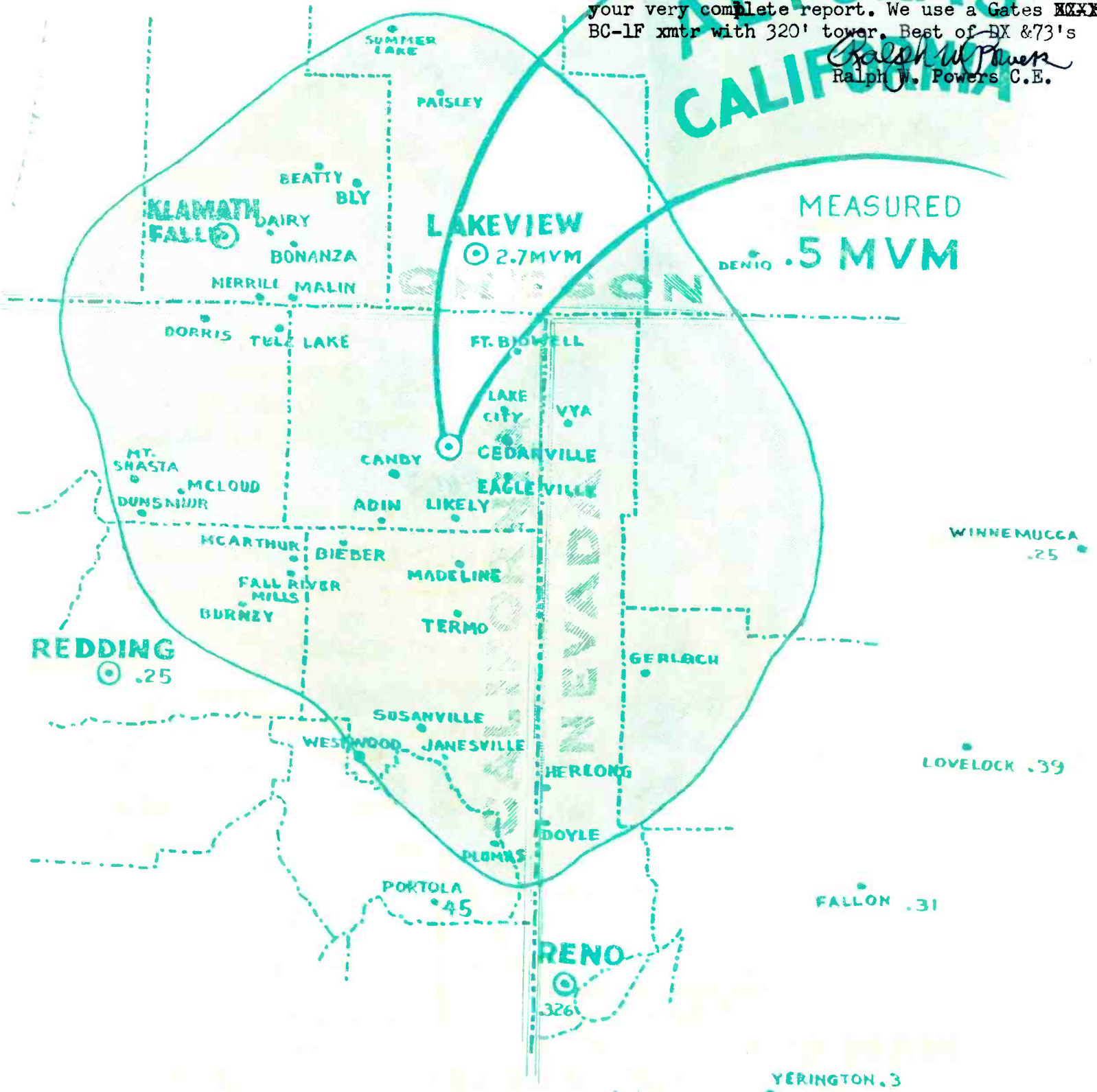
# KCNO

570 KCS - 1 KILOWATT

## ALTURAS, CALIFORNIA AND LAKEVIEW, OREGON

Many thanks to you for your fine report of reception of KCNO on Feb. 1, 1954. Yours is the most comprehensive report we have received. Your report checks very completely with our log of the reported program, so we are very happy to verify your report. Yours is our best report from Pennsylvania. My thanks for your very complete report. We use a Gates BC-1F xmtr with 320' tower. Best of BX & 73's

*Ralph W. Powers*  
Ralph W. Powers C.E.



# K C N O LAND IS PROSPEROUS!

## OREGON

54,912 People  
17,027 Families  
16,553 Radio Homes  
\$83,810,000 Retail Sales

## FIRST IN MEDIAN INCOME

In Oregon \$3550  
In California 3840  
In Nevada 3740

The share in Retail Sales for each of our  
45,019 families is \$4,450.00

CALIFORNIA	NEVADA
68,486 People	22,546 People
21,202 Homes	6,790 Homes
20,641 Radio Homes	6,491 Radio Homes
\$80,576,000 Retail Sales	\$36,521,000 Retail Sales

- - - this adds up to

**145,944 People**  
**45,019 Homes**  
**43,735 Radio Homes**  
**\$200,907,000 Retail Sales**

Most of these folks have daytime radio reception for the first time with KCNO. More than half of them are reached by NO OTHER DAILY ADVERTISING MEDIUM.

Almost \$100,000,000 in Farm Income in 1951.

K C N O LAND leads the West in production of

- ✓ **BEEF** - More cattle than people.
- ✓ **POTATOES** - The rich Klamath Basin.
- ✓ **ALSIKE and HENJCHEN BARLEY**

# K C N O

**A MIGHTY 1000 WATTS ON 570 KCS. DAYTIME**

P. O. Box 207, Alturas, California - Telephone 2531

Rowland H. Dow, President - Philip N. Good, Vice Pres. - General Manager

Darwin Dodds, Lakeview Manager - Telephone 4551

Lakeview Studios 17 South G Street, Lakeview, Oregon

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