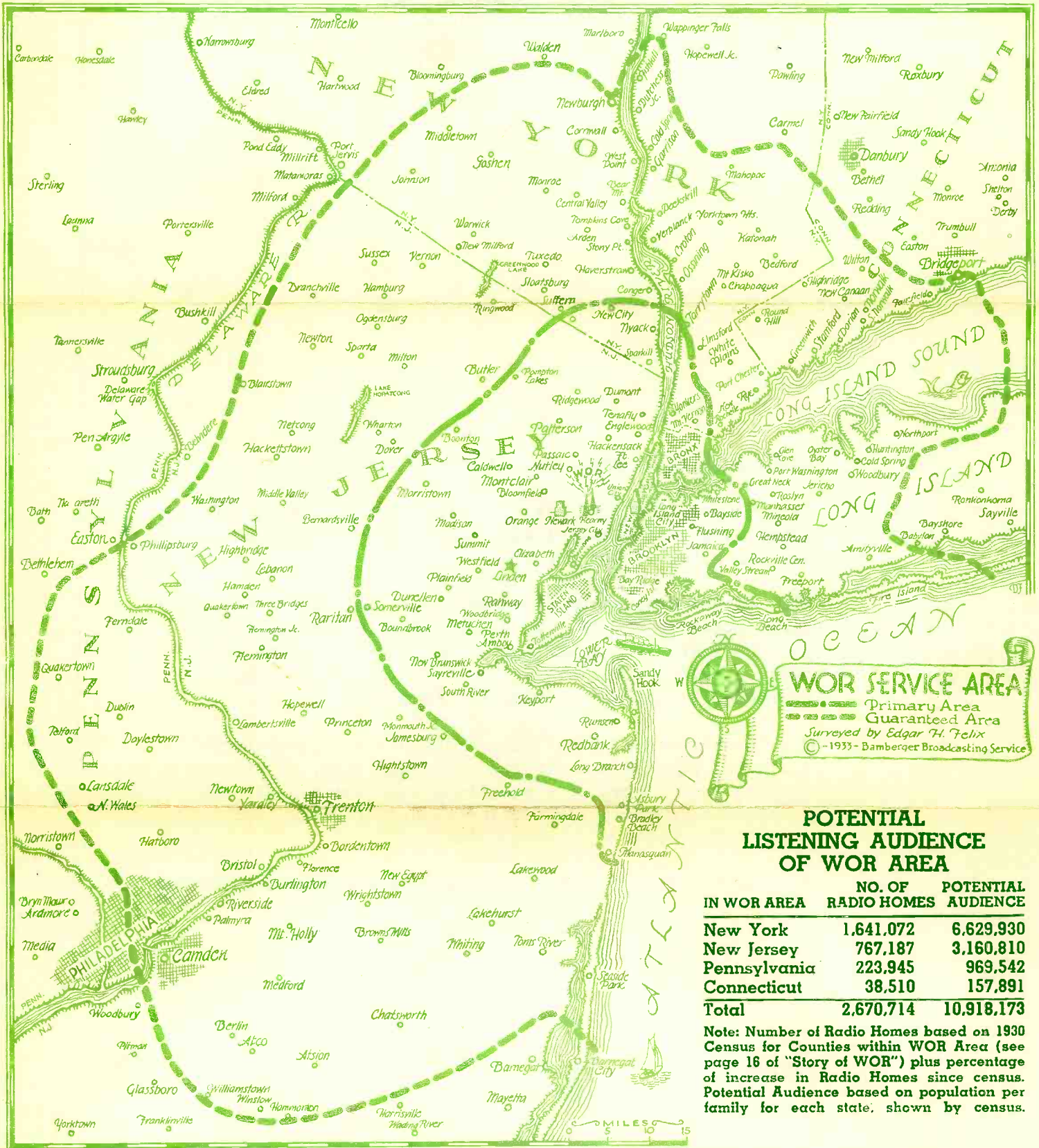


# 10,918,173 POTENTIAL LISTENERS IN THE WOR AREA!



This map of the WOR Area shows the Guaranteed range of the WOR signal—scientifically determined through a Field Intensity Survey. The inner contour, containing 75 per cent of the population of the entire area, is served with a superior signal of 5 millivolts per meter or more. Inasmuch as a signal of this strength is required to overcome the reflection and absorption factors resulting from the high steel buildings and extensive electrical equipment so characteristic of New York, perfect reception is assured in all five boroughs of New York City as well as throughout the entire WOR Area.