

# KCNO

570 KCS - 1 KILOWATT

ALTURAS, CALIFORNIA

AND

LAKEVIEW, OREGON

I am very happy to confirm your report of reception of KCNO on Feb. 1, 1954. Your log of the program checks against our log, so we are issuing this to verify. Many thanks for your fine report. We use a Gates BC-1F Transmitter here, ending in a 320' tower. Best of DX & 73's.

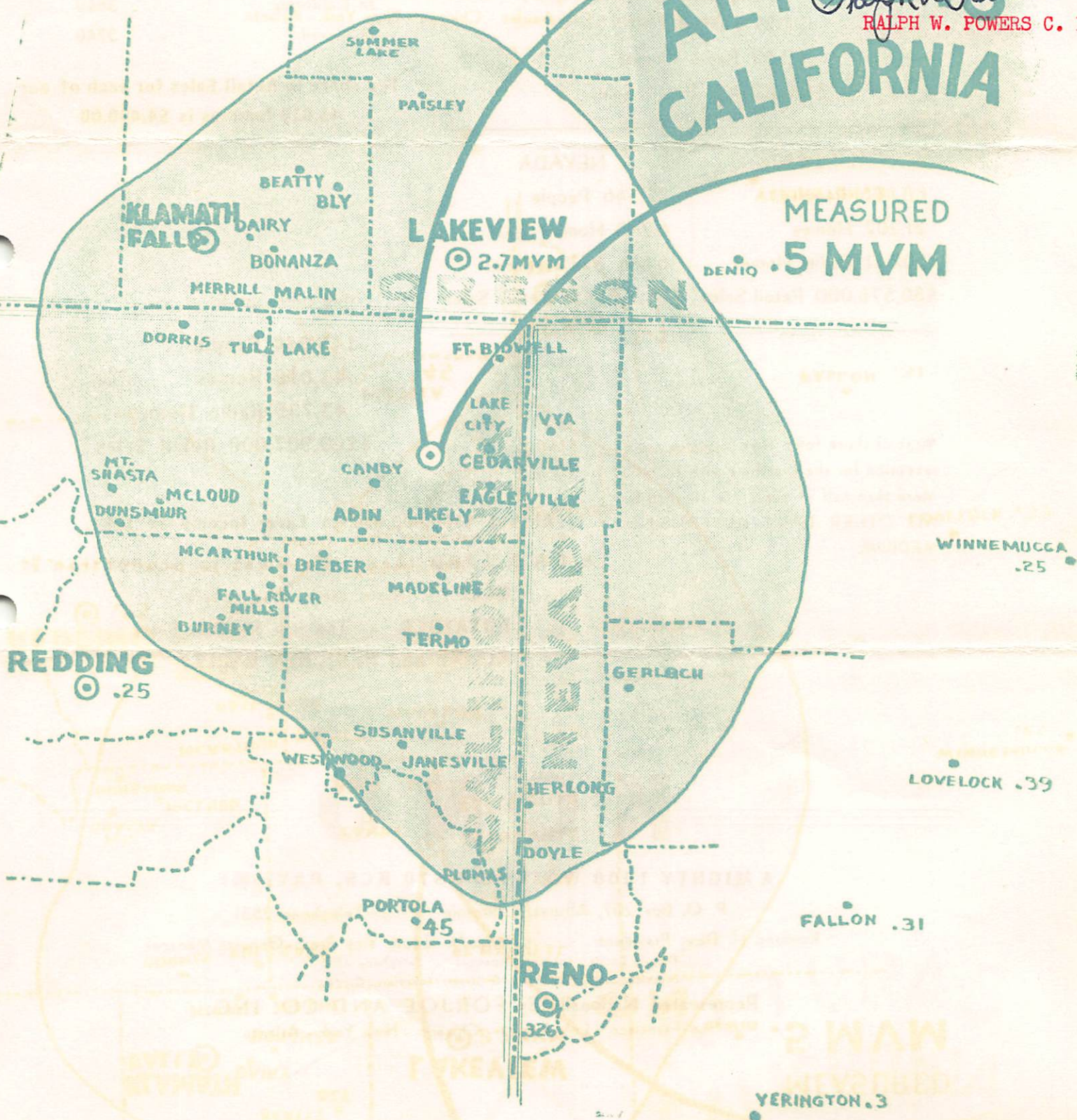
*Ralph W. Powers*

RALPH W. POWERS C. E.

ALTURAS  
CALIFORNIA

MEASURED

.5 MVM



# 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

68,486 People  
 21,202 Homes  
 20,641 Radio Homes  
 \$80,576,000 Retail Sales

## NEVADA

22,546 People  
 6,790 Homes  
 6,491 Radio Homes  
 \$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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