

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 odds 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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