

BROADCASTING

The Weekly Newsmagazine of Radio

Broad... tizing

NEW YORK CITY
435 EAST 52ND ST.
EDWIN H. ARMSTRONG
3 1139

WAVE DIDN'T CELEBRATE NO NEW YEAR'S EVE (Ky.)!

Well suh, we suspect they turned the lamps up right bright in Eve (Ky.) on Dec. 31—and that gingerale outsold seltzer in Alka (Ky.)! But we don't know, because we wunt there: As usual, we-uns at WAVE wasn't out in them hills and hollers—we was concentratin' on the Louisville Trading Area, where the inhabitants do 17.1% more

retail buying than all the rest of Kentucky combined!
If you ain't asking your salesmen to spend their gasoline out in the back woods of Kentucky, you probably ain't intending to spend any radio dollars there either! In that event, we'd like to tell you all the facts about Kentucky's one big market. How about it?

LOUISVILLE'S WAVE

5000 Watts
FREE & PETERS, INC.



970 K. C. N. B. C.
NATIONAL REPRESENTATIVES

