



"No (sob) KJR"

KJR

SEATTLE

5000 WATTS AT 950 kc.

A Marshall Field Station

KJR doesn't reach everybody!

But KJR does blanket the rich western Washington market, where 1,321,100 radio listeners enjoy one of the world's richest-per-capita incomes.

Best of all, KJR's 5000 watts at 950 kc. cover the important area that any 50,000 watts would reach (check your BMB).

And "the beauty of it is"—it costs YOU so much LESS!
Talk with AVERY-KNODEL, Inc., about KJR!

**for Western Washington...An Affiliate of the
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