

# CREAM of the NEW ENGLAND COVERAGE

Every other home in the New England States owns a radio—according to the United States Census Bureau. This figure is as of April 1, 1930. In the eighteen months that have elapsed since that date, the proportion of radio-owning families has substantially increased.

This rich, responsive market has proven a profitable territory to local and national advertisers. This is evident by the exceptionally large number of WCSH advertisers on renewed contracts.

Southern Maine and Eastern New Hampshire are among the richest concentrated population areas in all New England. They are the areas dominated by — — — —

# WCSH

Portland,  
Maine

*Affiliated with the NBC  
Basic Red Network*

1000 Watts .. .. Full Time .. .. 940 Kilocycles

*Owned and Operated by the CONGRESS SQUARE HOTEL CO.*