



A large, stylized logo for 'Radio' in a gold, blocky font. The letter 'R' is tall and features a lightning bolt striking its upper right side. The letter 'i' has a five-pointed star above its dot. The letters are set against a dark red, textured background.

Radio

A N N U A L



Sales

WMCA

**TOP OF THE DIAL
IN NEW YORK**

Radio Combination

THIS is a very simple story. Philadelphia is your number three market. It has three large foreign language populations, namely, Italian, Jewish and Polish.

Our station talks to these three separate markets in their native tongue. Naturally, we enjoy a large and loyal audience . . . with a tremendous buying power. That's why the Advertisers you see here use our facilities for at least one language, or all three! Simple, in fact just as simple as your one, two threes!



Alka-Seltzer

WPEN PHILADELPHIA 1000 WATTS

WM. PENN BROADCASTING COMPANY, PHILADELPHIA

*"In Radio and Television
—it's RCA All the Way"*



*RCA Institutes, Inc.
R.C.A. Communications, Inc.
National Broadcasting Company
RCA Manufacturing Company, Inc.
Radiomarine Corporation of America*

**RADIO CORPORATION
OF AMERICA**

RADIO CITY, NEW YORK, U.S.A.

