



In all advertising, there's only one medium where one advertiser reaches over half the population of the country... 21,000,000 families!... with one program in one month. He does it with Network Radio... on CBS.*

The Columbia Broadcasting System

*And forty-nine other CBS advertisers reach their customers ... everywhere in America week in, week out... at an average cost of approximately 85¢ per thousand people: the lowest cost of actual "advertiser circulation" in all advertising today.