



**That's
coverage**



In this area, WLW reached *four fifths* of all the 3,644,800 radio homes between 6 a.m. and midnight.* *That's coverage!*

Of these homes, WLW in four weeks . . .
reaches 65.8% between 6 AM and 6 PM
reaches 74.5% between 6 PM and Midnight
reaches 80.7% between 6 AM and Midnight

THAT'S COVERAGE!

For further information, contact any of these WLW Sales Offices . . .

140 West 9th St., Cincinnati 2, Ohio

360 N. Michigan, Chicago 1, Ill.

630 Fifth Avenue, New York 20, N. Y.

6381 Hollywood Blvd., Hollywood 28, Calif.

*Nielsen Radio Index February-March, 1949

when you want
coverage you want

WLW

the nation's most merchandise-able station

CROSLY BROADCASTING CORPORATION