



That's dominance



Of the 3,644,800 radio homes in this area, WLW reached 80.7% between 6 a.m. and midnight. *That's coverage.*

Of the 258 stations heard in WLW-land, The Nation's Station received *one-sixth* of all listening to all stations. During a 4-week's period*, WLW's share was

- 15.6% between 6 AM and 6:45PM
- 18.1% between 6 PM and Midnight
- 16.6% between 6 AM and Midnight

AND THAT'S DOMINANCE!

Write or call any of the following WLW Sales Offices for complete information:

- 140 West 9th St., Cincinnati 2, Ohio
- 350 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
dominance you want

WLW

the nation's most merchandise-able station

CROSLY BROADCASTING CORPORATION