



That's penetration



Among all of the 258 stations heard within the WLW Merchandise-Able Area, The Nation's Station received five and one-half hours of *all* listening during an average week between 6 AM and Midnight—as compared to an average of less than one hour to the nine major competitive stations.*

THAT'S PENETRATION!

Listeners were tuned to...

WLW	Average of Nine Major Competitive Stations
184 minutes—6 AM to 6 PM	—30 minutes
143 minutes—6 PM to Midnight	—22 minutes
327 minutes—6 AM to Midnight	—52 minutes

WE REPEAT, that's penetration!

Complete information may be obtained at any of the WLW Sales Offices:

140 West 9th St., Cincinnati 2, Ohio
 630 Fifth Avenue, New York 20, N. Y.
 360 North Michigan, Chicago 1, Ill.
 6381 Hollywood Blvd., Hollywood 28, Calif.

*Nielsen Radio Index, February - March, 1949

when you want
penetration you want



CROSLY BROADCASTING CORPORATION