



## That's impact

Small wonder so many new products and advertising campaigns are launched over WLW. For its over-all performance is remarkable.

In four weeks, The Nation's Station reached **FOUR-FIFTHS—80.7%** — of all the 3,644,800 radio homes within the WLW Merchandise-Able Area between 6 a.m. and midnight.\* **That's coverage!**

Of all listening among all radio homes between 5 a.m. and midnight during an average week, **WLW received six times MORE listening than the average of the nine major competitors.\* That's penetration!**

Of the 258 stations heard in WLW-land, The Nation's Station received **ONE-SIXTH—16.5%** — of all listening to all stations.\* **That's dominance!**

And when you put coverage, penetration and dominance together . . . **THAT'S IMPACT!**

If you are planning to launch a new product or advertising campaign, talk it over first with The Nation's Station. Write or call any of the following 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  
impact you want



the nation's most merchandise-able station

CROSLY BROADCASTING CORPORATION