


RADIO



ANNUAL

Norman E. Olin



14

OUT OF EVERY

ONE OUT OF EVERY FOUR NETWORK  
CLIENTS USED MUTUAL IN 1937

---

MUTUAL BROADCASTING SYSTEM  
COAST TO COAST



*Sound*

**WMCA**

**TOP OF THE DIAL  
IN NEW YORK**



# **A CONCENTRATED**

"A concentrated WOV-WBIL-WPEN—conscious audience of 2,300,000 individuals."

# **PURCHASING POWER**

"Possessing a purchasing power of one billion dollars annually."

# **WITH STEADY- INCOME AUDIENCES**

"All residing and working in productive areas the full 52 weeks of the year."

# **WHO ARE THRIFTY**

"Recognized as the Nation's greatest buyers of insurance."

# **AND EXTREMELY RADIO CONSCIOUS**

"A consumer group whose sensitivity to radio's exploitation makes them the ideal market."

# **A READY MARKET- FULLY DEVELOPED - WITH PROVED PERFORMANCE**

**WOV**

NEW YORK

**WPEN**

PHILADELPHIA