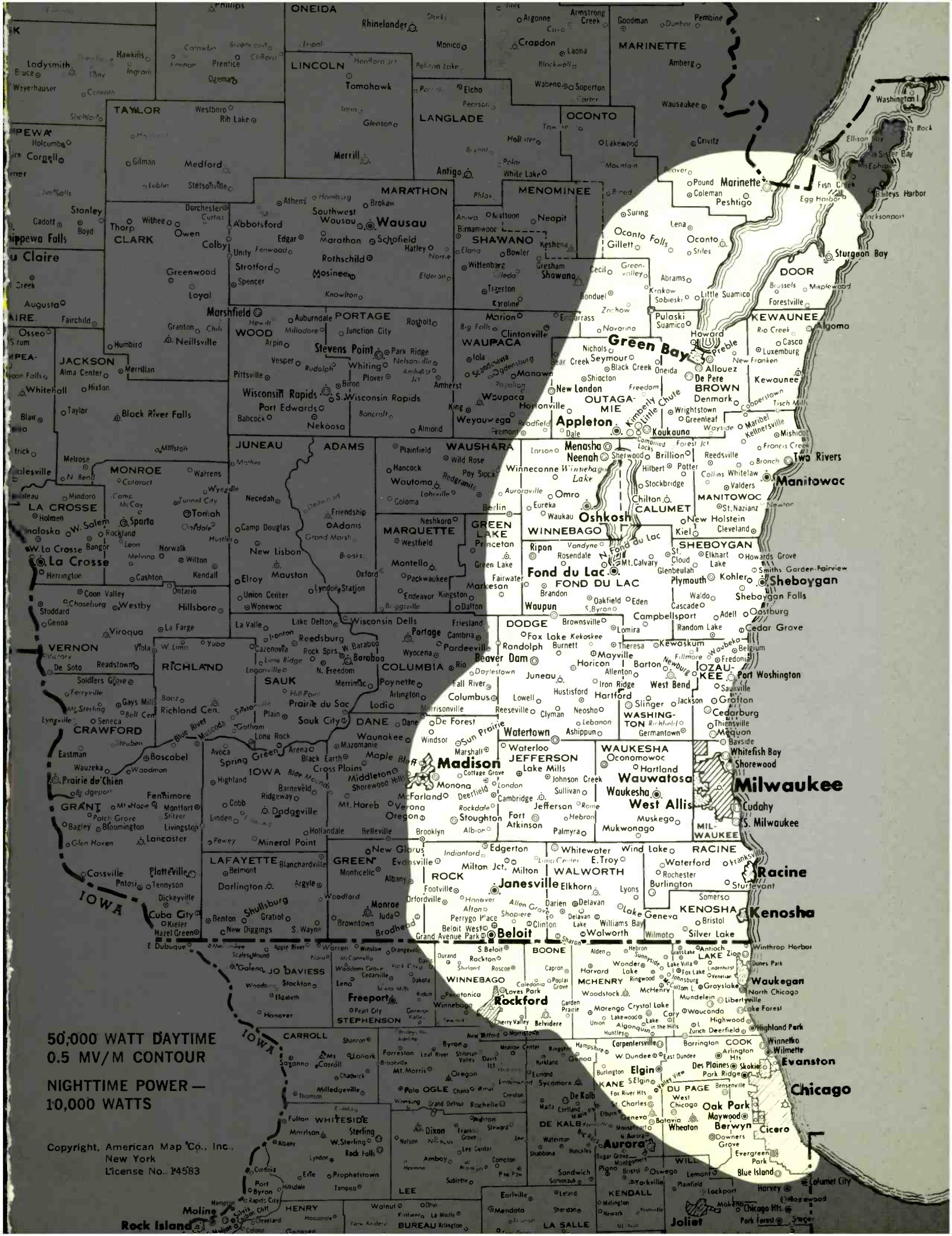


WISN

**RADIO
MILWAUKEE**

beautiful music
beautiful audience
beautiful coverage

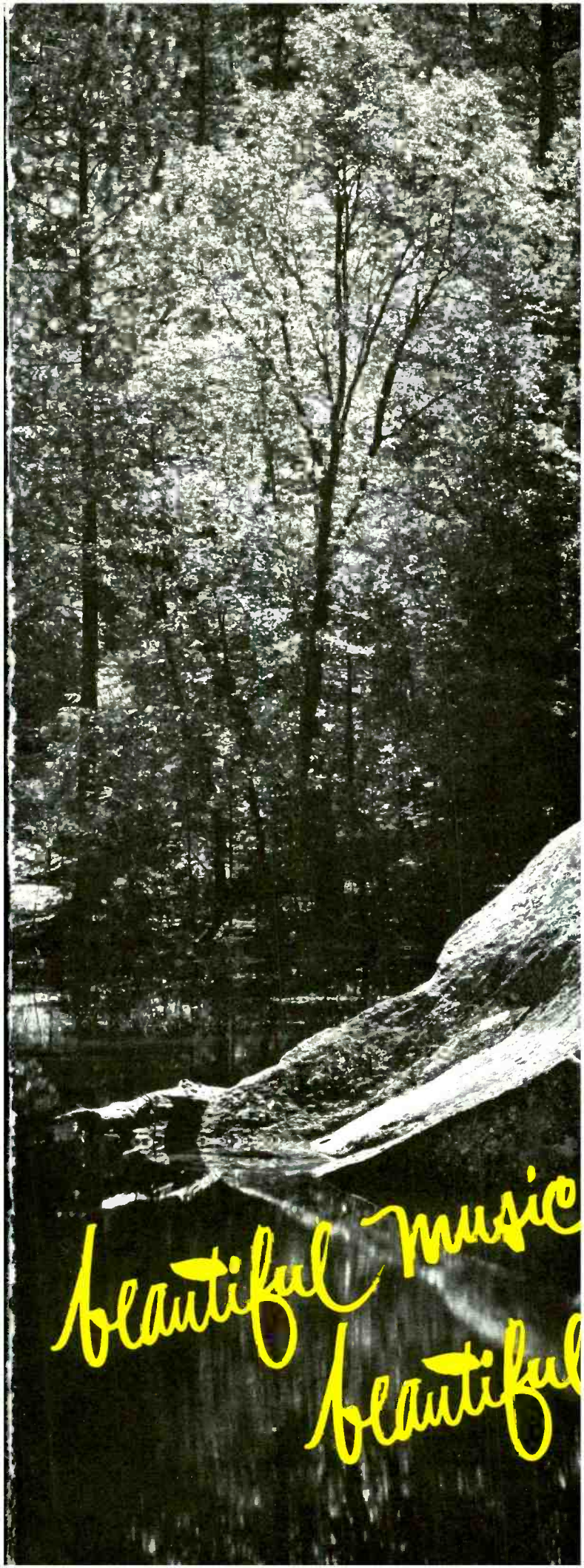


50,000 WATT DAYTIME
 0.5 MV/M CONTOUR
 NIGHTTIME POWER -
 10,000 WATTS

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 New York
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Rock Island

Chicago



beautiful music
beautiful

BEAUTIFUL MUSIC

The Beautiful Music of WISN has become as much a part of the Milwaukee area as our beautiful lakefront or our beautiful Kettle Moraine forests. What is this sound? It is music carefully chosen from current albums and records to suit the taste of an adult audience. It is Mantovani, Andre Kostelanetz, Percy Faith, David Rose, The 101 Strings, Harry Belafonte, Perry Como, Jane Morgan, hit tunes from Broadway shows and . . . well, you get the idea.

NEWS IN DEPTH

At WISN we maintain our own news staff, headed by veteran reporter and newscaster Don Froehlich. We also carry news from the ABC radio network bringing Milwaukee the commentary of such national figures as Paul Harvey, Alex Dreier, Edward P. Morgan and, for sports news, Tom Harmon. We produce many award winning news features such as "The Sound of Safety" and "The Sound of Ideas." Our news is interesting and understandable so it attracts listeners. And it is accurate and complete to be of real value to them.

KRICK WEATHER FORECASTS

WISN is the exclusive outlet in Milwaukee for the famous Krick Weather Forecasts which we broadcast throughout the day at 15 minutes before the hour. A fascinating feature of many Krick reports is an amazingly accurate long range forecast telling what the weather will be on a specific day weeks or months in advance.

BEAUTIFUL AUDIENCE

WISN's audience is exactly the kind that most advertisers want. It is adult and it is big. You can tell from our programming that our listeners are not teenagers. But what about audience size? By every known measure, the WISN audience is huge, far bigger than you would expect for any station that appeals strictly to adults.

**AND
NOW...**

Beautiful Coverage

WITH WISCONSIN'S FIRST AND ONLY 50,000 WATT RADIO STATION



Our new signal carries the Beautiful Music of WISN, clear as a bell, from south of Chicago to north of Green Bay . . . from the shores of Lake Michigan far into western Wisconsin. The programming that took the Milwaukee area by storm now reaches across a rich industrial and farming area where 70% of the state's population lives and where the consumer spendable income per household is nearly \$500 above the national average.

THE MARKET AT A GLANCE

	MILWAUKEE METRO AREA	CLASS "A" DAYTIME COVERAGE (EXCLUDING ILLINOIS)
POPULATION	1,308,600	2,883,700
HOUSEHOLDS	390,660	840,220
CONSUMER SPENDABLE INCOME . .	\$3,152,764,000	\$6,266,964,000
C.S.I. PER HOUSEHOLD	\$8,070	\$7,459
RETAIL SALES	\$1,742,602,000	\$3,712,073,000
PASSENGER CARS	420,120	962,340

SOURCE: S.R.D.S.

MERCHANDISING

WISN is ready, willing and able to back up your commercial schedule with a variety of merchandising aids . . . point of purchase material, dealer information letters and meetings, trade ads and special projects. Ask us what we have done for other advertisers and we will show you what we can do for you.

COMMERCIAL POLICY

WISN adheres to a policy of only three spots within a quarter hour plus one at the break. Your message stands alone, protected from competition and protected from a flood of other commercials. WISN is a member of the National Association of Broadcasters and a subscriber to the NAB Radio Code of Good Practices.

REPRESENTED NATIONALLY BY THE MCGAVREN-GUILD COMPANY

New York, Chicago, St. Louis, San Francisco, Los Angeles, Detroit, Boston, Atlanta

