

ON WLIB YOU'LL *Never* HEAR...



CUSTOM-PROGRAMMED to the Cream of the New York Market!



► **WLIB** carries your advertising message into the homes of New York's solid middle income families.

► **WLIB's** civilized programs avoid irritating its listeners with what they don't want. Gives them plenty of what they do want: "The Popular Classics with a Blend of the Modern" . . . a winning combination, not consistently duplicated by any other New York station.

► **RESULTS:** 66% of WLIB's listeners are over 30 years of age. ("Pulse of New York")* . . . 69% of WLIB's listeners are middle income. ("Pulse of New York")* . . . 61% of WLIB's listeners do not tune in on any other station 15 minutes before or after listening to WLIB ("Pulse of New York")* . . . WLIB gained 20% greater share of total audience (Jan. 1944 to Oct. 1944).†

*"Pulse of New York" †Hooperatings

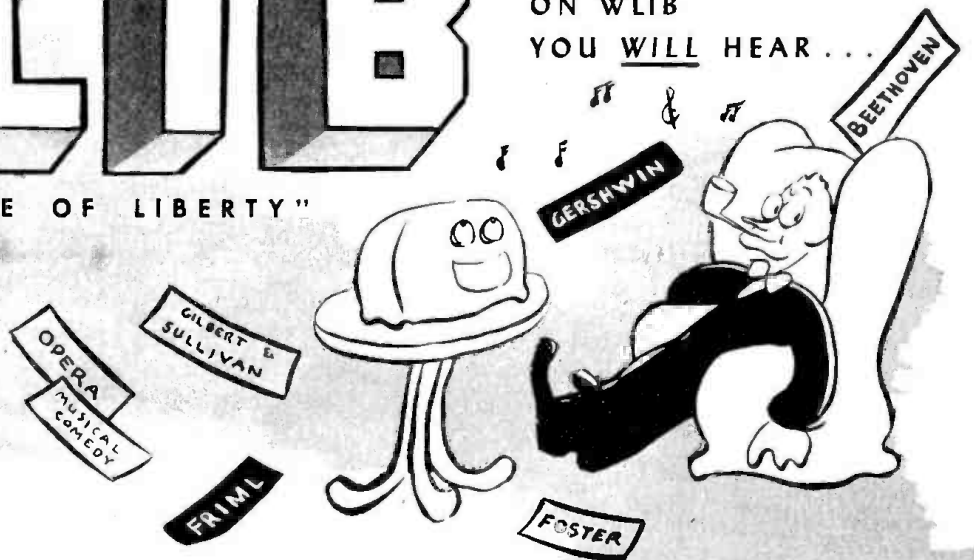
NEW YORK'S

WLIB

"THE VOICE OF LIBERTY"

WLIB Delivers Your Advertising Message Where It Will Do YOU The Most Good!

ON WLIB YOU WILL HEAR...



1190
ON YOUR DIAL
CLEAR CHANNEL