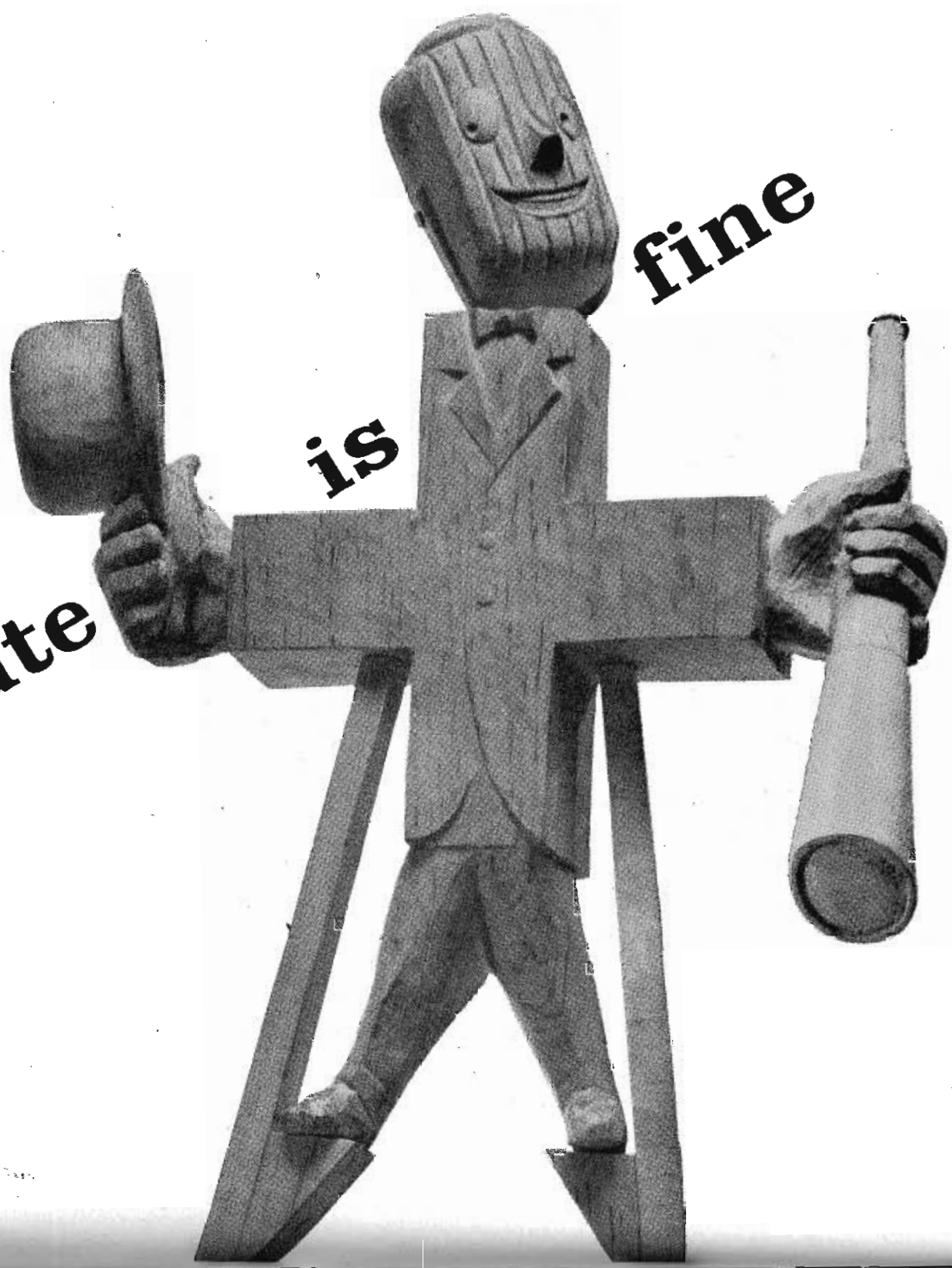


...the climate

is

fine



For reasons as plain as the props on a pair of stilts, Mister PLUS and his clients are having a high old time in radio these days. A special sort of climate seems to prevail up here, with sponsors' sales and network billings thriving exceptionally on Mutual. In fact, we sold 17% more time in '52 than in '51.

One reason for this highly favorable climate is our matchless dominance of Non-TV America, where 60,000,000 cash customers are doing more radio listening than ever—and tuning to our stations in 2-to-1 preference over the next-best network's.

An equally unique cause for the tonic atmosphere around here is the new Mutual rate formula, now in effect for all America. We charge nothing extra for our growing audiences in Non-TV areas. We offer 50% discounts on evening time in TV areas (though ours is the smallest network-listening decline in these centers). And we're geared for the future by agreement to apply this discount to any affiliate within effective range of any new TV tower.

From where we stand today, every prospect pleases—and we're eager to point out how network radio can please you.

MUTUAL... the plus network of 560 affiliates