



TOP COVERAGE

*...to bring in much wampum
from the Far West!*



Every smoke signal tells the same story: Big Chief NBC Radio gets you more wampum in the west's rich Happy Hunting Grounds. Here's why: 98% of all western families own radios, representing 11% of the total buying power in the United States. 83.5% of these families—all potential customers of yours—listen regularly to NBC...giving you Top Coverage.

And NBC costs per thousand are lower than those of any other western network!

When NBC Radio aims the bow, your advertising arrow goes straight to its target...it sells to the more than four million western families you want to reach. For details, consult your nearest NBC sales office today.



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