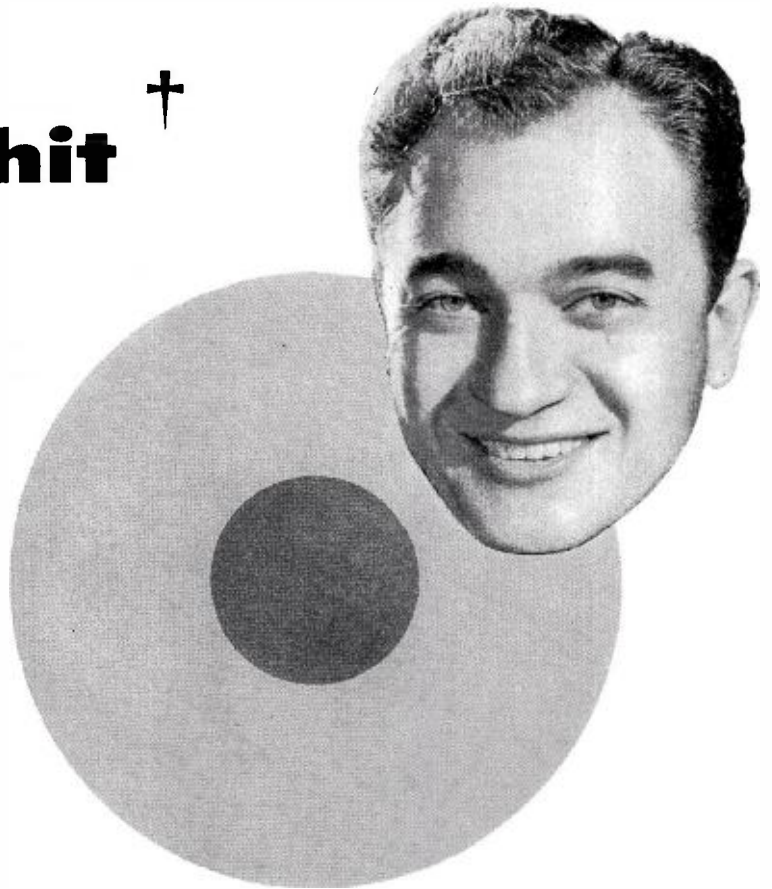




**it's a hit**



## **THE MEL ALLEN SHOW**

Several weeks ago Mel Allen, nationally known sports announcer, put away his Yankee baseball records and became emcee of his own record show on WINS.

Now once again Mel Allen comes through with flying colors! Taking over the 2-5 p.m. bloc daily, the popular sportscaster is proving that whether he's on the playing field or in a studio there's power behind every Mel Allen performance. Currently — Jay Lord Hatters, Empire Diamond and Gold Buying Service, Maryland Pharmaceutical Co., Muntz Car Co., New York Yankees Football Club, Harlem Night Club, Ben Tucker Hudson Bay Fur Co.,

Bill Williams Inc., Stewart Sales Co., and the Michigan Bulb Co., as sponsors on the MEL ALLEN SHOW, are feeling the pull of this personality who is winning more friends for them.

No wonder we say it's a hit!

In addition to delivering an audience this show is also important because it's serving as a yardstick for future program development at WINS. As the initial step in our plans for bloc programming, the MEL ALLEN SHOW is bringing listeners top entertainment and at the same time providing advertisers with the lowest possible cost-per-listener rate.



CROSLY BROADCASTING CORPORATION

**WINS**  
NEW YORK