



**Television Service of The Nation's Station  
is now available to nearly 900,000 families**

**WLW-T,** CHANNEL 4, CINCINNATI  
**WLW-C,** CHANNEL 3, COLUMBUS  
**WLW-D,** CHANNEL 5, DAYTON

The second and third television stations of the Crosley Broadcasting Corporation are now on the air in Dayton and Columbus. Linked by micro-wave relay to WLW-T, Ohio's First Television Service, these three stations are now providing a well-rounded schedule of programs and service—available to nearly 900,000 families—afternoon and evening, seven days a week.

Affiliated with the NBC and DuMont networks, on a non-interconnected basis, the three Crosley stations are providing both network and local programs and service features on a par with those available anywhere.

Complete information on rates, availabilities and market data for any or all three stations is available upon request to any of the following offices:

630 Fifth Ave.  
New York 20, N.Y.  
Circle 6-1750

140 West Ninth St.  
Cincinnati 2, Ohio  
Cherry 1822

360 North Michigan  
Chicago 1, Illinois  
State 2-0366

**WLW-D**

18 West Monument St.  
Dayton 2, Ohio  
Michigan 4739

**WLW-T**

140 West Ninth St.  
Cincinnati 2, Ohio  
Cherry 1822

**WLW-C**

Seneca Hotel  
Columbus 2, Ohio  
Fletcher 2493

*Crosley Broadcasting Corporation*