



▶ EVERY TIME BUYER AND EVERY
AD MANAGER IN AMERICA
SHOULD READ THIS
SIGNIFICANT
MESSAGE

....for the money!

(In other words, MORE SALES RESULTS FOR WONE ADVERTISERS)

IN 1949

when WONE began operation, we decided to advertise only when we became the DOMINANT SELLING VOICE in the market.

TODAY

WONE is the **ONLY** Hooper-rated station in Dayton!

(Until recently, all other Dayton stations had ardently supported and subscribed to Hooper ratings.)

WHY?

1. Ask Mr. Hooper—or any Headley-Reed representative.
2. Ask any greater Dayton retailer.
3. Ask any Miami Valley jobber or distributor.
4. Ask any national advertiser now using WONE.
5. Better still—ask the people of the Miami Valley.

NOW....

WIFE-TV, sister station of WONE, recently began operation in Dayton on Channel 22. With the same diligent effort in behalf of the audience and advertiser that has raised WONE to its present position of leadership, we are confident that WIFE-TV will become a dominant medium in the great Miami Valley market.

WONE

980 KILOCYCLES

One of America's Great Independents

WIFE-TV

CHANNEL 22

ABC and DU MONT Networks

SKYLAND BROADCASTING CORP.

Owned and Operated By 74 Business, Civic and Cultural Leaders of the Community

380 WEST FIRST ST. — DAYTON, OHIO — "The City Beautiful"

Ronald B. Woodyard, *President*

C. J. Thornquest, *Nat'l. Sales Mgr.*

Represented By
Headley-Reed