

BOLD VENTURE" T AND BACALL RE INDUSTRY!



Over 400 markets sold in just 90 days!

Bought by **RADIO STATIONS!**

such as WDSU New Orleans; WOW Omaha; WGST Atlanta; WMPS Memphis; WNOX Knoxville; WSGN Birmingham; KLZ Denver; KEX Portland—who know that Bold Venture means higher ratings, more renewals and easier sales.

Bought by **AD AGENCIES!**

such as Maxon, Inc. for Pfeiffer's Brewing Co.; Campbell-Mithun for Hamm's Beer; Harold Kirsch Agency for Bardahl Oil Co.; Bozell and Jacobs for Storz Brewing Co.—who know that this great show delivers you many merchandising opportunities.

Bought by **REGIONAL ADVERTISERS!**

such as Rhodes Furniture Co.; Log Cabin Bread; Southern Dairies; Donovan Coffee Co.; Oklahoma Gas and Electric Co.; Seaboard Beverage Co.; Fleetwood Coffee Co.—who assure themselves of quality, audience and increased sales.

Bought by **LOCAL ADVERTISERS!**

leaders in their field such as Heineman's Dept. Store, Jonesboro; Jordan and Booth's Men's Store, Shreveport; White Way Cleaners, Minneapolis; Standard Mattress Co., Hartford—who get a big name, network calibre show at a fraction of its original cost.

*Your market may still
be available! Wire
your order today!*

