

The Yankee Network is a dominating sales factor in New England.

Yankee's 23 home-town stations cover more communities, reach more people than any other combination of stations.

Through their Yankee home-town stations New Englanders hear the programs of New England's largest regional network — plus the programs of Mutual Broadcasting System, the world's largest network — plus their own local station features sponsored by their local merchants.

That's why it's Yankee for good listening in New England.

That's how you can reach 89.4% of New England's radio homes — with a one-package buy.

Ask your Petry Man for the plan.

Acceptance is THE YANKEE NETWORK'S Foundation

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