

Sponsor

THE NATIONAL WEEKLY OF TV & RADIO ADVERTISING

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NEWSPAPER • NEWSPAPER

Air media and the U.S. Negro market—1964
... see page 31

Why WLAC-TV bought Volumes 1, 2, 3, 4, 5 and 7 of Seven Arts' "Films of the 50's"

Says Harold C. Crump:

"WLAC-TV CONTINUES TO COMPLETELY DOMINATE TV FEATURE FILM PROGRAMMING IN NASHVILLE"



Harold C. Crump
General Sales Manager
of WLAC-TV
Nashville, Tennessee

with Seven Arts' Volumes 1, 2, 3, 4, 5 and 7 WLAC TV was the first station in the Nashville market to telecast feature movies every night. There is no question that they help in maintaining WLAC TV as the top station in the market. Our acquisition of the great Seven Arts' Volumes has completed what we believe to be the finest motion picture television film library in the South. In fact, we think so much of these features that we program them exclusively in our Friday and Saturday night "Films of the 50's" feature showcase at 10:30 PM. The ratings and sales speak for themselves—great!

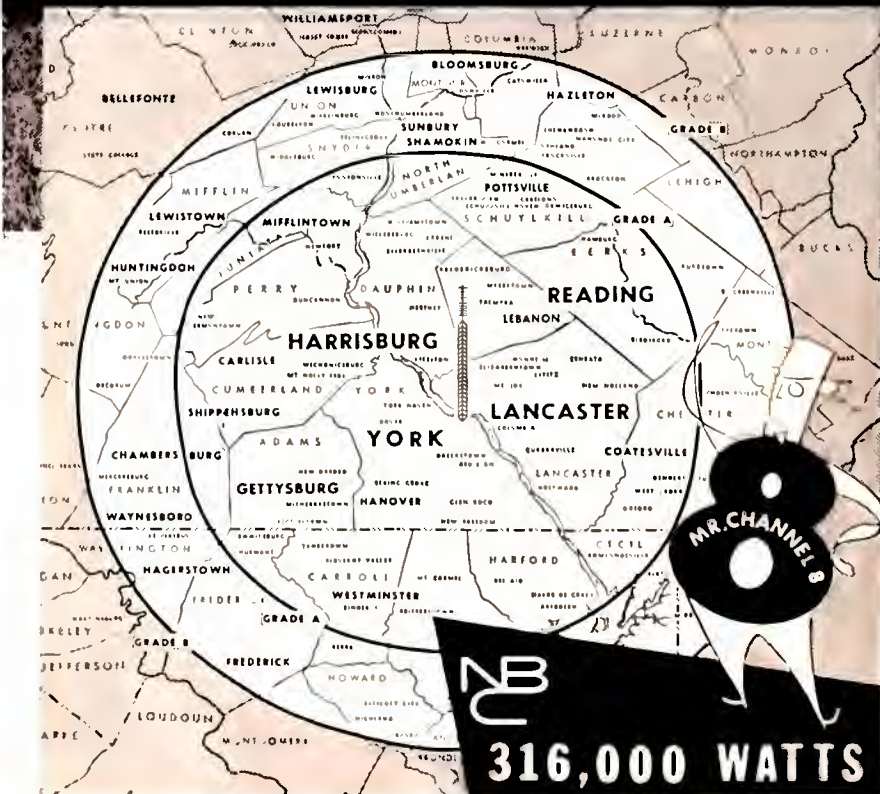


RELAX

Let **WGAL-TV** do your sales work. It is the outstanding selling medium in the **Lancaster/Harrisburg/York TV market.**



MULTI-CITY TV MARKET



WGAL-TV

Channel 8

Lancaster, Pa.

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Representative: The MEEKER Company, Inc.

New York Chicago Los Angeles San Francisco

Shell Oil Co. Alters Spot Tv Strategy; New Schedule Is Two-Minute Islands

Length, color, positioning chosen to avoid "clutter" and sandwiching; campaign involves 310 stations in 185 markets

New York — Shell Oil Co. has just made a significant switch in its spot tv strategy. Basic ingredients are two-minute color commercials and island positioning of all spots.

The campaign, which began Sunday (see "Sponsor Scope," Aug. 10), will involve 310 stations in 185 markets

and is aimed at disassociating Shell from tv clutter. As a company spokesman put it, "We don't want Shell to be a party to viewer irritation and we don't like to be sandwiched in with other spots."

No budget for the campaign was announced, but it is known that Shell spent more than \$7 million last year on spot tv.

Prior to launching the new drive, Shell, through its agency, Ogilvy, Benson & Mather, made field-trips to 15 major markets to determine whether the two-minute spots and island positioning were feasible. The company reported some initial resistance from stations. Principle worries were suspicions that the spots might be rate-cutting devices or might be used as piggybacks. The company said that screenings of commercials, plus explanation, satisfied station managements. One station group, a company spokesman said, changed its policy banning two-minute spots to accommodate the new Shell commercials.

Roughly 35 percent of the spots will be of the two-minute variety. Company thinking is that the longer commercials will enable Shell's story to be told more slowly and convincingly.

Triangle Sets Piggyback Policy

New York — Triangle stations have made their position clear on piggyback announcements. In a statement sent to agencies, the six-station group said that piggyback spots were "acceptable in 60-second length only and may contain copy for no more than two products of the same sponsor."

The statement added that piggybacks will be sold at existing rates but will be "subject to seven days preemption for a single product or integrated announcement purchased in the same or higher rate classification."

ABC's Les Crane Show Will Go Network in Fall

New York — In a strong bid for late-night viewers, ABC-TV will premiere *The Les Crane Show* over the network on November 9. Decision to make the Crane conversation show a network feature came after a test-run on the company's owned stations two weeks ago.

Declared Edgar J. Scherick, vice president in charge of tv programing: "The fantastic audience acceptance *The Les Crane Show* won during its try-out week on the owned stations, the great reviews, the mail response, convinced us that this was what we had been looking for to make our entry into late-night programing."

CTV in Deal for Its First O&O Station in Canada

Toronto — After six months of negotiation, CTV, Canada's independent television network, is about to acquire its first O&O outlet. CTV, in cooperation with Maclean-Hunter, the largest publisher of periodicals in Canada, will purchase 55 percent of CJCH Halifax, Nova Scotia.

Spencer W. Caldwell, president of CTV, told SPONSOR that this was the first such move on the part of the network. This would indicate plans for similar acquisitions in the future.

The new company, which will operate CJCH pending expected approval by the Board of Broadcast Governors, is CTV Atlantic, Ltd. Finlay Macdonald, former owner of the station, will remain as president of the Halifax tv outlet and as a director of CTV.

Salinger Joins in Call To Bar Election Computer Seers

Washington—Somewhat ironically, former White House press chief and brand new senator, Pierre Salinger (D., Calif.) has joined the Congressional groundswell against fast computer predictions of election wins on network tv. The particular fear of Western legislators is that an Eastern time zone landslide prediction can hit Western tv screens long before local polls close and kill voter incentive.

Senators Karl Mundt (R., S.D.) and Winston L. Prouty (R., Vt.) have introduced bills to bar broadcast of both returns and computer-based predictions of election outcome until all polls have closed across the nation.

CBS Buys Long-Run Sports Show

New York — CBS made it official Friday afternoon. After the story was leaked by Charles O. Finley, owner of the Kansas City Athletics, the broadcasting company formally announced that it had acquired an 80 percent interest in the New York Yankees for \$11.2 million. Rights ownership of this great sports organization undoubtedly figured heavily in the decision. CBS has an option to purchase the former controlling owners' 20 percent under terms of a five-year agreement.

CBS' purchase includes franchise and players of parent club and farm teams but not Yankee Stadium, leased from Rice University.

Speculation is that the CBS buy will put the company in a strong position to combat pay television's acquisition of major ballgames and to exercise a powerful rights ownership in whichever direction future developments dictate. Currently, WCBS Radio New York, airs Yankee games and the Yankees are often seen on the network's *Tv Game of the Week*.

At least two quip questions remain: will the FCC allocate baseball teams to the networks on the same basis as O&O stations? And if the Yankees acquire additional American League teams, how many National League clubs will they be permitted?

CONTINUED ON NEXT PAGE

New Hampshire Republican Bids Senate Act On Equal Time Bill before Adjournment

Senator Cotton threatens to call up conference report; Democrats say more consultation necessary before action

Washington — Irate New Hampshire Republican Senator Norris Cotton last week threatened to defy protocol and call up the conference report on the Sec. 315 Equal Time exemption to permit network appearances by top candidates, if democratic leadership does not get the bill up for approval before the waning "twilight" of this congressional session flickers out. House and Senate have each passed a version of the bill to block claims of "splinter" party candidates for broadcast time and confer-

ence report now must be approved by the Senate before it can go over for House passage.

Senate Majority Leader Mike Mansfield (D., Mont.), backed by Sen. John O. Pastore (D., R.I.), chairman of the Senate Subcommittee on Communications, said there would have to be more consultation with the Democratic Policy Committee before action on a measure that might involve the President of the country in public debate on radio and TV. In the floor discussion, Mansfield reminded the GOP leaders that in the 1960 debates, neither Kennedy nor Nixon had the responsibilities of being president, entrusted with the security of the country.

Sen. Cotton said there would be no question of "rough and tumble debate" — the candidates, both presidential and vice presidential, of major parties could simply give separate talks. But he doubted if President Johnson would ignore the "challenge" to debate if it were offered. With a touch of guile, he suggested that if either Mansfield or Pastore were chosen as vice presidential candidates, they'd give good account of themselves in debate.

Sen. Pastore drily set aside the "nomination" to vice presidency, and suggested that network coverage of the GOP convention showed there would be no lack of coverage for the candidates on tv. More seriously, Pastore said he hoped the Democratic Policy Committee would decide the issue "in the public interest."

Exit Garry Moore — Enter Lucy Ball on CBS Radio

New York — With Garry Moore leaving the airwaves, CBS radio has signed comedienne-company president Lucille Ball for a daily 10-minute talk show premiering September 7.

Since Miss Ball is under exclusive contract to General Foods and Lever Bros., clearance had to be obtained from the two companies before a contract could be signed. This limits CBS radio salesmen in pursuing sponsors, because the stipulation is that she cannot sell in competition with either General Foods or Lever.

Taped Garry Moore re-runs will be aired until "Let's Talk to Lucy" premieres.

Erwin Wasey Tapped for GOP

New York — In a surprise move, the Republican party has designated Erwin Wasey, Ruthrauff & Ryan, Inc., a division of Interpublic, as its agency for the 1964 presidential campaign.

It had been assumed previously that Leo Burnett Co. had the estimated \$3 million-plus account wrapped up. Burnett had served as the GOP's agency since 1963.

A sidelight to the development is that Fuller & Smith & Ross, which was handling the Goldwater pre-convention advertising, has apparently been by-passed.

Westinghouse Signs Contract with CBS-TV

New York — Television continues as a major element in the Westinghouse Electric Corporation's advertising plans, with announcement that the company has signed a major contract for participation in a wide variety of CBS-TV programs effective February, 1965. (Money involved reported in excess of \$6 million.)

Last spring, SPONSOR explored the company's "\$6 Million Television Comeback" (see May 18 issue) after a period of minimal use of the medium.

The new contract calls for renewal of existing Westinghouse participations, principally in the area of news and public affairs, plus additional nighttime participations in *Slattery, People, The Nurses, The Defenders, Rawhide, Mr. Broadway* and a number of others yet to be determined.

All-Out Local Radio Keys Motion Picture Campaign

New York — Describing local radio as the "catalyst" in a massive campaign to promote the movie, "When Love Has Gone," Joseph E. Levine, president of Embassy Pictures, declared, "everything begins at the grass roots and everything ends at the grass roots."

Levine added: "To our best knowledge, this is a showmanship first. We are using local radio as it has never been used before."

Campaign is for 32 days in 12 markets, featuring 14,700 commercials on 128 stations. Over that period of time, the radio campaign is expected to reach 95 percent of the families in the selected markets, making a total number of impressions estimated at well over one billion.

LBJ Backs Smoking and Health Research in HEW

Washington—The President has requested nearly \$2 million for the National Clearing House for Smoking and Health, a recently established office in the Public Health Service, which focuses on public education in HEW's anti-smoking crusade. The item was one of a number of proposed supplementary appropriations recommended for different agencies for fiscal 1965.

The White House announcement

said the HEW information fund will "complement research in the Department of Agriculture on methods of reducing harmful effects in tobacco for which funds are provided in the agriculture appropriation bill."

Also last week, HEW announced its first move in the long-range project to educate the American public against smoking. Grants totaling \$260,000 were made to various medical and research institutes.

YEAR AFTER YEAR



A LEADER

Hit Central New York's rich 24 counties with commercials delivered by WSYR-TV—the leader in the market year after year. It's important to use the leading station in a market that has:

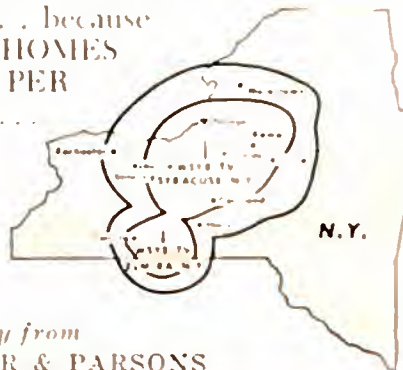
- Population of 2,508,700
- Buying Power—\$5,437,133,000
- Total Homes—7,10,870
- TV Homes—689,800
- Retail Sales—\$3,273,465,000
- Food Sales—\$789,846,000
- Drug Sales—\$94,327,000

• (Market Data Source—SRPS, Jan. 64)

WSYR-TV DOMINATES

... because of SEVEN YEARS of UNBROKEN LEADERSHIP in the market, in both the ARB and NIELSON REPORTS ... because it is NUMBER ONE in HOMES DELIVERED ... *20 PER CENT over Station No. 2 ... *65 PER CENT over Station No. 3.

*ARB for March, 1964. Sign-on to Sign-off, Monday thru Sunday.



Get the Full Story from
HARRINGTON, RIGHTER & PARSONS

WSYR • TV



Channel 3 • NBC Affiliate • 100 KW

SYRACUSE, N. Y.

Plus WSYE-TV channel 18 ELMIRA, N. Y.

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Advertising Promotion
Dwayne R. Woerpel
Circulation Promotion
Gerhard Schmidt

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In the past decade the number of Negro-appeal stations has grown 25 percent, but the real growth of programing to Negro listeners is best measured in advertising dollars

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Can it be reached as easily as any other market? No

36 Radio: major medium for reaching Negroes

Increasingly, advertising directed to the "general" market fails to motivate Negro consumer purchases. It's partly pride, partly resentment against whites, partly a matter of tastes — but the Negro is a loyal listener to "his" radio

44 Tv: a 'new voice' in selling to U.S. Negroes

The integrated commercial is no longer a novelty and major advertisers are changing the "all-white" complexion of tv

50 Two views of Negroes in tv: the adman's, the activist's

Lever Bros.' Hal Webber believes use of Negroes in television advertising is normal, natural; Carol Taylor, president of Negro Women on the March, claims tokenism

53 Full-time Negro tv outlet continues to prosper

Washington's WOOK-TV paves the way for possible Negro tv station proliferation

54 Directory of major Negro-appeal radio stations

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WHEN IT COMES TO WOMEN...we've got all the good numbers

Dive right in and come up with extra sales to your hottest sales prospects . . . the live-wire, big-spending, 18 to 39 year old gals who always count on WJBK-TV for spirit-lifting fare. Summer, winter, spring and fall, they love us best of all! And why not? We entertain them royally with top-notch movies, great variety shows, the best of CBS and a full hour of dinnertime news. Get in the swim in the booming 5th market! Call your STS man for avails.

WJBK-TV



MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	<i>IMPROVING YOUR DAYS IN IMPROVED CRAFTS</i> STORER BROADCASTING COMPANY
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	

STORER TELEVISION SALES, INC. Representatives for all Storer television stations



NEXT?

A new generation of management is on the way . . . in our colleges and universities right now.

Soon these young minds will be contributing new ideas to business and industry throughout the nation. And as they move up the ladder, more will follow.

The college-educated mind is perceptive and searching . . . equipped to tackle and solve the complex problems of modern business. A recent executive survey of 100 manufacturing businesses showed that 86%

of the top executives were college-educated.

But the cost of educating manpower is getting higher. If our colleges are to continue to inject vital new life into American business, they need help.

We must make sure our colleges have the necessary equipment to maintain superior standards. Otherwise we all lose.

College is the best friend business has. Support the college of your choice.

THE WEEK in WASHINGTON

PRESSTIME REPORT FROM OUR WASHINGTON NEWS BUREAU

August 14, 1964

As if the cosmetics firms haven't been in enough trouble over FDA attacks on wrinkle-smoothers, the cosmetics manufacturers are battling new FDA rules for clearance on color used in lipstick, rouge, eye makeup, et al. FDA says it will stay application of new rules on safe color additives for cosmetics until January 1, 1965, because of industry's court challenge. The rules are in effect for food and drugs.

FDA wants broad leeway in crackdowns on color additives in cosmetics. The agency's new rule would require clearance for both the color ingredient and the form in which it is applied. In fact, present wording of the color additive rule could snag the entire cosmetic product because of color clearance requirements. The industry is fighting to hold the clearance to the color component only.

One bit of good news for cosmetics manufacturers was FTC's dropping of an old complaint of discriminatory promotional allowances brought against Max Factor, Shulton, Nestle-Lemur and Lanolin Plus. All cases were dropped for the same reason the Trade Commission gave on the 1958-59 Factor and Shulton cases: blame lay more with the retail chain that induced the allowances than with the pressured manufacturers.

The FTC found the cosmetics allowance case typical of the increasing chain store pressure case, where the manufacturer is "invited" to take part in a local promotion and to grant the chain outlet special advertising allowances in connection with it.

FTC says it has found it a fact of present business life that a product can vanish from a chain store shelf if the manufacturer says "no." The manufacturer may know it means clear discrimination against other retail outlets, and in violation of the Robinson-Patman Act -- but the FTC recognizes that in the practical sense, the law is ineffectual to deal with this practice.

FTC's action to drop the charges against the cosmetics firms is in line with its new approach to the advertising allowance problem. The idea was explained during a Senate Small Business Committee hearing held here last week and won strong committee approval.

FTC's plan is to investigate and deal en masse with an industry's advertising allowance practices -- and the idea is being tried out in the clothing apparel industry where typical chain store and department store abuse of advertising allowances have produced the most flagrant price discrimination.

Some 275 clothing manufacturers were invited in 1963 to desist from the discriminatory practices by "voluntary" agreement -- with formal consent orders to be put through when the agreement was 100 percent. A minority of

CONTINUED ON NEXT PAGE

THE WEEK in WASHINGTON

PRESSTIME REPORT FROM OUR WASHINGTON NEWS BUREAU

about 50 of the clothing manufacturers have gone to court to resist and FTC is holding final order -- and with it the new approach -- pending the outcome.

The present trend is for the advertising allowance money to go into underselling competitors by lowering price -- it does not go into legitimate advertising channels. This was the aspect Small Business Administrator Eugene P. Foley wanted to go after.

Chain and department stores "confront their suppliers with periodic demands for increases in current allowances -- or else." Or else means loss of shelf prominence for the product. Administrator Foley recalled the horrible example in which a giant department store solicited \$1000 from each of 750 of its suppliers, the total take going into the store's own institutional advertising.

Smaller retailers who would like a share of the manufacturer's advertising allowance for local broadcast or newspaper advertising are virtually shut out of it all -- or given a small pittance to shut them up.

Committee Chairman Sen. Sparkman said the practice has become almost purely one of circumventing antitrust laws against discriminatory pricing. He asked Justice Department spokesmen present what they were doing about it. They passed the buck to the Federal Trade Commission.

Robert L. Wright, antitrust division assistant to William Orrick, said Justice had only one big case on record where promotional advertising allowances were heavily involved -- this was the 1949 A&P case. They habitually leave this aspect of advertising allowances to FTC.

The Senate committee will keep watch on the FCC's proposed rules to stop "double billing" to manufacturers from local advertisers who pocket the difference between the larger manufacturer allowance and the actual costs "billed" to local firms for broadcast advertising.

It was pointed out that the problem of "vertical" advertising allowance being criticized has nothing to do with the "horizontal" co-op advertising practice of small retailers. The banding together of the small outlets to get advertising allowance money, even where prices are given in the advertising, has been given clean bill of health by the FTC, after some prompting by the Small Business Committee on the hill. Justice Department has gone along, but at the hearing last week Justice spokesmen backed away from any positive endorsement of the practice or even a statement of the department policy.

A statement from the National Federation of Independent Business incorporated into the hearing record gave the meatiest indictment of the pressures and the discriminatory pricing results, among the big retailers who demand advertising allowances on the grand scale.

The association proposed some routes to reform present abuses, to get the advertising allowances back on the track of legitimate advertising expenditures (see "SPONSOR WEEK").



We keep commercials alive!

Our video tape makes its living that way. Preserves the *live* look and sound of tv commercials — something film just can't do! Only video tape (SCOTCH® BRAND, of course) records the "presence," sharpness and believability of the live tv camera — yet eliminates the danger of an on-the-air goof. And let's face it — a better looking picture makes for better sales!

Convenient, too. Special effects on tape are push-button-fast. Instant playback shows you results immediately. Never a time-out for lab processing. You may save weeks over film, with lower cost usually part of the bargain. Fact is, very few commercials today can't be done *better* on tape than on film or live. Surprised? Then at



least call your nearby tv station or tape studio for costing and counsel on your next commercials.

Already, over 100 tv stations have signed up for 3M's comprehensive new assistance program — with the number growing every day. *These stations now offer valuable reference materials, as well as production service to help you take full advantage of video tape for commercials.* Call your local stations. (If we haven't scheduled them yet, write 3M Magnetic Products, Dept. MC 605, St. Paul, Minn. 55119.)

Magnetic Products Division **3M** COMPANY





HAVE YOU SEEN WHO'S CHECKING IN AT ABC?

Bing Crosby, Mickey Rooney, George Burns, Connie Stevens, Dorothy Malone, Richard Baschart, Kathleen Nolan, Walter Brennan, Tony Franciosa and Elizabeth Montgomery are all going to unpack great new shows this Fall on the ABC Television Network. Here's what to look for.

ng will be a family man. Mickey will own a marina. George
ll own an apartment house, with Connie his favorite tenant.
rothy will live in Peyton Place. Richard will live in a sub-
marine. Kathleen will be a Wave. Walter will be a tvcoon.
ony will be a playboy. Elizabeth will be a witch. Carolyn
nes will be a not-so-typical housewife in "The Addams
mily." Robert Lansing will fly B-17's in "12 O'Clock
igh." And ABC will be the better for *all* of them.

Not to mention John McIntire, Vincent Edwards, Vic Mor-
w, Rick Jason, Ernest Borgnine, Patty Duke, Gene Barry,
mmy Dean, and the two stars viewers chose as their favorite
w television performers, David Janssen and Inger Stevens.
But the "regularly scheduled" stars are only part of the
ory. ABC is also going to present a number of big stars in
pecial programs. Dinah Shore will do seven—four in prime
ne and three, especially for the ladies, in daytime. Sophia
oren will conduct a tour of Rome with Vittorio de Sica and

Marcello Mastroianni. Gordon and Sheila MacRae will do
three 60-minute variety specials. "Hollywood Palace" will
continue to book a glittering array of emcees like Borge and
Chevalier.

Of course, you're also going to see some people on ABC
this Fall who aren't so well known—yet. Like Sammy Jack-
son, who'll star in "No Time for Sergeants," and Mia Farrow,
who'll play Allison MacKenzie in "Peyton Place."

But if ABC has a way of helping make new stars, it has a
way of keeping its established stars happy, too. Ozzie and
Harriet Nelson have raised their family on ABC. Lawrence
Welk has been with us for nine years. Donna Reed for six.
Fred MacMurray for four. And they'll all be part of ABC's
lineup again this Fall, a diversified schedule that includes
comedy, drama, adventure, variety—and lots and lots of stars.

ABC Television Network 



He'll grow on you ...

"Sunny" is a family man ... his children go around singing "you've been more than a Daddy to me ..." because ... well, you see ... it's like this ... the male Hippocampus is the producer in his family.

Sunny's audience includes the entire herd! (That's what you call a seahorse family.) He's got something for everyone, the only criterion being that *it must be the best.*

He produces SALES too. Maybe it's time you dropped something in his pouch ... he'll grow on you!

WSUN

TELEVISION  RADIO
TAMPA - ST. PETERSBURG

Gone out for seahorse food. See:

Nat. Rep.: Venard, Torbet & McConnell
S.E. Rep.: Bomar Lowrance & Associates

Publisher's Report



MST: enlightened self-interest

Some years ago P. A. (Buddy) Sugg, then head of the broadcast stations of the Oklahoma Publishing Co., told me that if he could belong to only one trade association his choice would be the association of Maximum Service Telecasters. For pinpointed objectives and useful accomplishment, he said, MST couldn't be beat.

A few years later, when Buddy was an executive vice president of NBC, I asked him the same question. He answered the same way, even though he no longer was permitted to participate.

MST is designed to safeguard and advance the interests of commercial television stations, particularly on the Washington front. Any station, whether V or U, which operates with maximum power is eligible for membership, although as a practical matter it's almost entirely a UHF club.

Buddy isn't the only broadcaster who goes all-out in MST praise. I've heard similar comment from coast to coast. And I might add that watching MST at work hasn't inclined me to disagree.

I've watched it working in behalf of UHF betterment for quite some time. From downright disbelief in its expressed desire to improve the lot of the downtrodden U station I've slowly come around to the point where I accept as gospel what it says it is trying to do.

Maybe what gets me is the forthright manner in which MST meets the challenge of coming up with sensible solutions to the UHF dilemma.

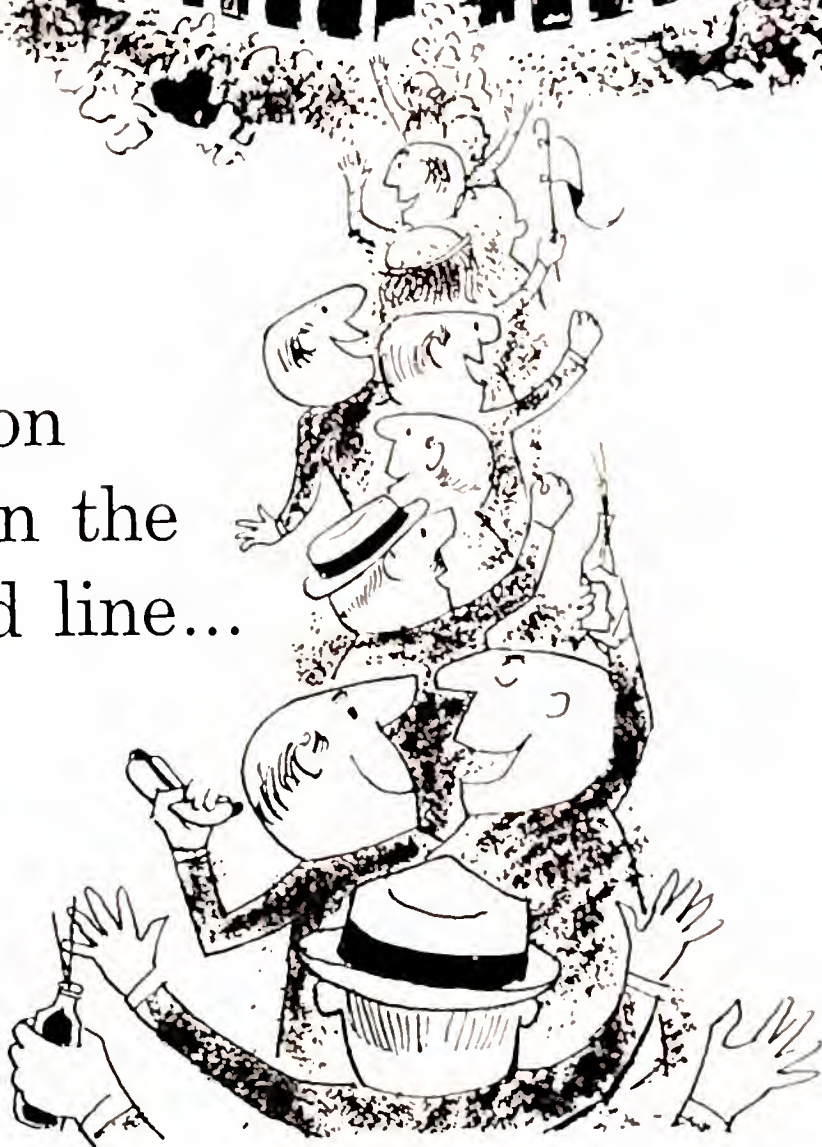
Pussyfooting has never been Jack Harris' style. For many years he's been president of MST. And in Les Lindow the association has an executive director who knows how to implement the objectives in official Washington.

Here are some of MST's activities in support of UHF: (1) active support for the federal all-channel receiver legislation; (2) opposition to VHF short separation drop-in proposals which would not only impair VHF service through interference but also preclude successful establishment of UHF stations in many prime markets; (3) support of FCC revision of UHF table of assignments to maintain opportunities for UHF growth; (4) representation on and active participation in the work of the Committee for Full Development of All-Channel Broadcasting; (5) weekly analysis of UHF as well as VHF station applications to guard against violations of FCC engineering standards; (6) opposition to a request by NAM Communications Committee to reassign UHF channels 14 and 15 (among the most desirable U channels from the broadcaster's standpoint) to use by land mobile radio users; (7) opposition to efforts by non-broadcast users to share use of tv frequencies, whether UHF or VHF; (8) opposition to proposals of the Midwest Program for Airborne Television Instruction for exclusive use of a number of UHF channels for airborne transmission; (9) completion of extensive field engineering studies dealing with UHF propagation characteristics; (10) support of legislative efforts to reduce the federal excise tax and thus encourage sale of new sets.

Tom Glenn



6 million
seats on the
50 yard line...



Who's kidding who? ... A stadium that would accommodate KCMO Radio's potential audience (6,393,097 population within the 213 county $\frac{1}{2}$ millivolt area) would be bigger than the Grand Canyon...and the K. C. Chiefs' playing field seats 40,000.

So what do the rest of the Chiefs' fans do? They tune to KCMO-810-Radio.

Kansas City sports fans are among the most loyal in the nation. Famous for their support of the pro-football Chiefs, the K. C. Athletics and Big Eight football and basketball...all thoroughly covered by Kansas City's No. 1 sports station, KCMO-Radio.

Bruce Rice, Sports Director at KCMO, supervises all sports coverage and personally wraps up the local,

national and international sports news on his daily Sports Book Show.

Tom Hedrick, new voice of the Chiefs, will do the play-by-play broadcasts for Kansas City's AFL pro-football entry. Hedrick was picked as Kansas Sportscaster of the year for 3 years; will continue as Director of the K. U. Sports Network.

Bill Grigsby, Tom Hedrick's broadcast team mate, will provide the color at all the K. C. Chiefs' games again in 1964.

To put these loyal KCMO fans to work for your product (or your client) call Katz or KCMO-Radio today for availabilities.

Broadcasting House, Kansas City, Mo. 64108

Represented nationally by the Katz Agency

KCMO-810-radio

Kansas City's No. 1 Sports Station



INSTANT WORLD

Negro radio, while it often echoes and sometimes spearheads the demand for integration, is a part of the fabric of segregation.

This dichotomy, as well as the pressure for equal standards for the white and the Negro, swelled to current proportions with the spread of tv.

With the exception of very few markets, tv has thus far been too expensive a medium to organize on behalf of — and to be supported by — a minority. Radio, on the other hand, continues to be inexpensive enough for the organization of stations largely or entirely programed with Negro news, entertainment and advertising by Negro talent.

Academicians in the semantics of communication largely credit tv — programed for the *whole* community — with the stimulation of the current pressure for social change, and advertising with the demand by the Negro for a better standard of living.

We have been aware that the emerging countries of the world are bypassing a Gutenberg era via broadcast media and plummeting hundreds of millions into a world they never knew — and into social upheaval.

But we have been seemingly unaware that, for the American Negro, the creation of wants and the stimulation of demands by television advertising which is designed for the whole community has been contributing to social change by educating and democratizing in spite of the illiteracy roadblock.

The what, where and why of Negro broadcast communications today, and some of the lessons being learned by advertisers and agencies, are in a SPONSOR report beginning on page 31.

Sam Elber

LETTERS

A, Federated NAB

I liked your "Publisher's Report" in the July 6th issue.

The NAB can indeed accomplish a great image for our free enterprise system if it selects a leader who both understands the broadcaster's and the advertiser's approach to the listening and viewing public. A federated NAB is certainly the only sure way to make all ends meet in common pursuit of this goal. Keep hammering away at it.

ARTHUR E. DURAM

*Senior Vice President
Television-Radio
Fuller & Smith & Ross, Inc.
New York, N.Y.*

True Picture

We were certainly more than pleased with the very fine article on Peter Eckrich & Sons, ("Flavoring the Meat with Know-How") in the July 20th issue.

Our sincere compliments on the writing and selection of pictures. Both helped to illustrate this very interesting story and gave a very true picture of the type of commercial that we have been doing for Peter Eckrich & Sons and how they use these spots.

Our sincere appreciation for the complimentary things that you had to say about our organization.

EDWARD E. KATZ

*Board Chairman and General
Manager
The Film-Makers, Inc.
Chicago, Ill.*

Request for Copies

I certainly appreciated the outstanding coverage you gave our audience-market study in your July 20 issue, (Radio's 'Unanswered' Questions).

As I told Bill Ruehti and Sam Elber, we thought it was an outstanding job.

You will be interested to know, by the way, that we have had many requests for copies of the report which we can directly attribute to SPONSOR readership. This response is more gratifying and confirms the extent of your

magazine's readership which, of course, we have all known all along. Thanks again.

W. L. ARMSTRONG

*Managing Director
KOSI Radio
Denver, Colo.*

Pleased with Coverage

May I thank you for the extremely fine coverage given my remarks at the recent Idaho Broadcasters Assn. meeting, as reflected in the July 27 issue of SPONSOR.

To date, the most consistent effect has been a plea from my associates to up-date the photograph. I have promised to do so upon receipt of the first new code subscriber from Idaho.

CHARLES M. STONE

*Manager Radio Code
The Code Authority
National Assn. of Broadcasters
Washington, D.C.*

Came the Deluge

Ignore first wire!

The reason is that at this time it seems so inadequate. What the long range effect of the series, (Youth — the neglected \$50 billion market, July 13 and 20) will be, only time will tell, but the immediate reaction has been one of great interest.

We have received a number of letters from companies requesting personal interviews . . . we are deluged from every children's expert who was "once a child myself" . . . and the agency has been given a stamp of authority and respect which would have taken years to develop.

Obviously, the series will be one of our first exhibits on every new business pitch.

I do repeat from the wire, however, that we will try very hard to live up to the faith that you have put in us. We also assume a double responsibility in that we cannot let you down now as well as ourselves.

Our gratitude is inexhaustible.

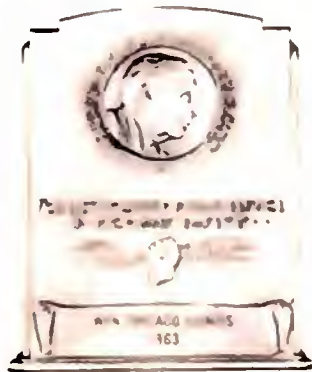
MELVIN HELITZER

*President
Helitzer, Waring & Wayne, Inc.
New York, N.Y.*



It takes a lot of people to make a five-time winner

For an unprecedented *fifth* year, WGN Radio has won the annual Alfred P. Sloan Award for "distinguished public service in highway safety."



WGN Radio is grateful for the generous and continuous cooperation on the part of hundreds of people in the following organizations that made this award possible.

Chicago Fire Department • Chicago Police Department • Citizens Traffic Safety Board of Metropolitan Chicago • Cook County Sheriff's Police • Illinois Highway Traffic Engineering Center • Illinois State Patrol • Indiana State Police • Michigan State Police • National Safety Council • Northwestern University •

**WGN
IS
CHICAGO**

the most respected call letters in broadcasting

Toll Road Minutemen • Wisconsin State Patrol



HARRISBURG'S NO 1 STATION

BEATS EVERYBODY

(IN THE HARRISBURG ARB METRO AREA)

(MONDAY THRU SUNDAY, 5:00 P.M. TO 11:00 P.M.)*

represented by

HARRINGTON, RIGHTER & PARSONS



* ARB MARCH 1964

ANA Counsel Warns of Extended FTC Powers

Speaking at Bar Association meeting, Weil hits the doctrine of "affirmative disclosure"; says that FTC censorship of proper claims hinders competition

New York — In a symposium on advertising and the antitrust laws, Gilbert H. Weil, counsel for the Association of National Advertisers, voiced concern over the burgeoning powers of the Federal Trade Commission. "I would simply point out," he said, "that every time a proper advertising claim is censored, a valuable competitive tool has been blunted and an anti-antitrust factor has been enhanced."

Speaking before members of the American Bar Association meeting last week, Weil declared that the Commission's "rapidly developing doctrine of affirmative disclosure" starts with the fundamental and sound principle that deception may be accomplished by half-truths and innuendos as well as by express falsehood. "No one," he said, "would dispute that an advertisement should set forth 'whole,' not partial truths."

It is the application of the concept that is difficult, Weil added. "Advertisements are necessarily brief. Whether they be print or broadcast, they must convey their messages within quite limited areas of space or periods of time. They simply do not have room for a catalog of specifications, and to require it would make the advertising impossible. Indeed, from the viewpoint of competition, prejudice would fall heaviest upon the advertiser who has the smaller budget, since his time and space restrictions would be the tightest of all."

Broad as the Commission's present powers may be, he continued, "its search to extend them has not stopped."

Referring to the Federal Trade Commission Act, which outlaws "unfair methods of competition and unfair or deceptive acts or practices," Weil said that until now it has been commonly assumed that

"deceptive" is the key adjective as far as advertising is concerned. "Without overtly repudiating that," he added, "the Commission may be shifting gears, to draw upon the word 'unfair' as the yardstick to measure advertising.

"Such a transposition can make a vast difference in the law," declared the ANA counsel. "Standards for determining deceptiveness are in the main pretty well understood and are also fairly objective in nature. Unfairness, however, like beauty, may lie chiefly in the eyes of the beholder, and it is but a short step to hold that it is unfair to use *any* advertising in *any* way which the law enforcer considers to be improper or objectionable."

Referring to the Procter & Gamble-Clorox merger, Weil asked, "Is the Commission coming close to saying that it has the power to enjoin, as unfair, whatever advertising it deems to be unfair, regardless of whether it is deceptive?"



Gilbert Weil "I would point out"

Even if this is "too subtle" a campaign to be attributing to the Commission at this time, Weil added, "how far is it from the same goal via the affirmative disclosure route?"

Weil also asked, "How conducive may it be to the health of competition if the views of five, or three, or at times just two non-elective officials as to what is unfair, or oppressive or exploitative will determine what the whole of interstate American business may or may not do to compete?"

NAACP Bids Agencies Ban Mississippi Media Ads

New York—In a letter sent to the heads of 100 top advertising agencies, Roy Wilkins, executive secretary of the National Association for the Advancement of Colored People, called for a re-examination of media being used by clients in Mississippi.

Declared Wilkins: "20 million Negro Americans plus millions of other civil rights advocates can only view utilization of un-American and militantly segregationist media as support of Mississippi lawlessness."

The NAACP leader also said that the organization is "inaugurating a careful check of media in Mississippi and will report to its chapters and affiliated

organizations on usage by national advertisers of media opposing law and order, the right to vote, elimination of second-class citizenship and efforts to assure the personal safety of American citizens."

Wilkins letter asked the cooperation of the agencies in the support of "fundamental American principles" by withholding "accounts from media that do not uphold these principles."

There was no immediate public comment by agencies. The NAACP office in New York reported acknowledgment of the letter by a number of agencies but no indication of future action.

Automotive Heads List of Spot Radio Advertisers

RAB's first quarterly report of the top 50 puts Ford at the front, GM in fifth place; total spot radio spending was \$35,126,000 — all of 1963 was \$133,653,000

New York — With automotive and tobacco companies leading the list, Radio Advertising Bureau has just released the top 50 spot radio advertisers for the first quarter of 1964. This marks the first time RAB has issued a quarterly report (see list this page).

Ford Motor Co. was the big spender with an estimated expenditure in radio spot of more than \$3 million. General Motors, which ranked first for the full year of 1963, finds itself in the No. 5 slot.

According to RAB figures, prepared by an independent accounting firm, total spot radio spending for the first quarter of this year came to \$35,126,000. Total expenditure for the full year 1963 amounted to \$133,653,000. Also, a check against the nation's overall 100 leading advertisers shows that 26 are among spot radio's top 50. Fourteen of radio's top 50 were represented in tv spot's first quarter list.

In commenting on the list of top 50, Edmund C. Bunker, president of RAB, pointed out that it took "a major industry effort to produce these figures." Altogether, he said, it took more than 100 sources, including reports from 89 stations in the top 12 markets and from 16 station representatives whose reports cover stations in the markets below the top 12.

Added Bunker: "Radio has never before in its history had a central source of data covering both spot and network expenditures. This left

us at a disadvantage when media were compared because it was often assumed there was no radio activity since there were no published reports."

Looking to the future, Miles David, RAB administrative vice president, said, "Probably 125 leading advertisers will be shown in the annual report to be issued covering the full year 1964."

David also said, "We estimate that our present sources account for over 75 percent of nationally placed spot radio business and, of course, the figure for network radio will be 100 percent. The spot radio figures have been projected, conservatively we believe, since we do not have reports from every source."

TOP 50 NATIONAL-REGIONAL SPOT RADIO ADVERTISERS

Rank	Company	Estimated Expenditure	Rank	Company	Estimated Expenditure
1	Ford Motor Co.	\$3,382,000	10	American Telephone & Telegraph Co.	1,100,000
2	Chrysler Corp.	2,484,000	11	American Motors Corp.	809,000
3	American Tobacco Co.	1,941,000	12	American Oil Co.	722,000
4	R. J. Reynolds Tobacco Co.	1,867,000	13	Duffy Mott Co.	681,000
5	General Motors Corp.	1,728,000	14	Delta Air Lines	625,000
6	Anheuser-Busch	1,430,000	15	Carling Brewing Co.	617,000
7	P. Lorillard Co.	1,152,000	16	Texaco, Inc.	585,000
8	Coca-Cola/Bottlers	1,125,000	17	National Dairy Products Co.	582,000
9	The Nestle Co.	1,040,000	18	Int'l. Mineral & Chemical (Accent)	555,000
			19	National Biscuit Co.	520,000
			19	Monarch Wine Co.	520,000
			21	Equitable Life	512,000
			22	Household Finance Corp.	505,000
			23	Pepsi Cola/Bottlers	501,000
			24	Falstaff Brewing Co.	500,000
			25	Beneficial Finance Corp.	490,000
			26	Colgate-Palmolive Co.	481,000
			27	P. Ballantine & Son	473,000
			28	Campbell Soup Co.	460,000
			29	B. C. Remedy	455,000
			29	Plough, Inc.	455,000
			31	American Home Products	450,000
			32	Trans-World Airlines	439,000
			33	Northwest Orient Airlines	436,000
			34	Kellogg Co.	429,000
			35	F & M Schaefer Brewing Co.	423,000
			35	Seven-Up Co.	423,000
			37	Alberto-Culver	412,000
			38	Liebmann Breweries	395,000
			39	United Airlines	356,000
			40	Mars, Inc.	354,000
			41	Humble Oil Co.	351,000
			42	Wm. Wrigley Jr. Co.	346,000
			43	Quaker Oats Co.	338,000
			44	Sterling Drug Co.	334,000
			45	American Air Lines	325,000
			46	Time, Inc.	323,000
			47	Eastern Air Lines	306,000
			48	Corn Products Co.	304,000
			49	Liggett & Myers Tobacco Co.	286,000
			50	Top Value Enterprises (Trading Stamps)	280,000

Source: Radio Advertising Bureau

Hurleigh Praises FCC's Public Service Stand

New York — The president of the Mutual Broadcasting System has some kind words for a Federal Communications Commission more often accustomed to brickbats. Robert F. Hurleigh complimented the commission for permitting stations to log public service "regardless of the point of origin." In the past, emphasis was on local service.

In the network's monthly newsletter, Hurleigh declared, "In Mutual's opinion it was ill advised for the FCC to place so great an emphasis on locally originated programming in a world where people are far more affected by events that happen outside their individual hamlets than by occurrences within."

Hurleigh added that "it was also a bit unjust not to allow stations to log public service as such if the material happened to be originated by the networks rather than by the individual stations themselves."

Citing the FCC's new "awareness that the world no longer is as it was," Hurleigh said, "We remember when the original Communications Act was written in 1934 . . . 1964 is centuries away from a generation ago."

The MBS president concluded: "[FCC's] ability to reappraise a situation on the merits of evidence speaks well for the reasonableness of the members who will guide some of broadcasting's destinies in the foreseeable future."

Schachte Opposes Gov't Ad Curbs As Leading to Unfair Competition

J. Walter Thompson executive cites West Germany as example; says money alone not enough in advertising

New York — Describing advertising as the "upsetter of the market place," Henry Schachte, executive vice president, New York office, of J. Walter Thompson, told members of the American Bar Association, "If I owned a commanding share of any market, an action to outlaw advertising in that market would be almost a guarantee, at least short term, of a continuation of my position."

Speaking at an ABA symposium on advertising and antitrust actions, Schachte declared, "In West Germany, television is a most powerful selling tool — yet government controls keep commercial messages out of the peak viewing hours, presumably on the theory that advertising is too lethal to have broad exposure but is not fatal if administered to some of the people some of the time."

The result of this action, Schachte said, is that, "even piling up commercials in the early evening almost consecutively, there are still competitive messages that can't be seen at all. There isn't enough commercial time available. Thus, government action is leading to unfair competition."

Money spent does not necessarily insure market dominance, Schachte explained, turning to another aspect of advertising. Citing small clients of his own agency, he declared that he found it interesting "that a small advertiser, facing better-heeled competitors, can still command the services of a professional organization that, in other business categories, serves the giant spenders with those same resources."

The "fattest bankroll in the business," he continued, can't possibly promise the "discovery of the best, the strongest, the most persuasive advertising idea. In spite of the progress of computers, ideas still come from people and the direct influence of money in this competition has never been subject to exact calculation."

Discussing the big spender versus the small spender, Schachte said, "If, for example, a large spender is putting his money broadly against the total market, it is always possible for a smaller competitor to so direct and pinpoint his messages that he actually outspends his larger competitor, not against the total market but in some segment in which he chooses to concentrate."

If such a media-purchase formula brings him success, Schachte



Schachte "a guarantee of my position"

added, and it has for some smaller advertisers, "he can gradually move out to assault other segmented parts of the total audience with the additional income from his initial success."

STV Acquires Top MGM & Columbia Films, Signs Pact for Lakers' Home Basketball

Los Angeles — Rarely does the week go by when Subscription Television, Inc., which made its bow in San Francisco last Friday, doesn't reach into its bag of tricks and come up with a highly promotable attraction. Last week (see "Friday at Five," Aug. 10) it was a slew of big boxoffice films from Paramount. This week MGM and Columbia got into the act with MGM making 20 top feature films available to STV and Columbia releasing 11.

In addition, announcement was made that STV has signed a contract with the Los Angeles Lakers basketball team to bring their home games to viewers. In disclosing the deal, Robert E. Short, president of the Lakers, emphasized that the games to be shown are currently blacked out on commercial tv.

In expressing satisfaction over the deal, Tom S. Gallery, vice president and director of sports programming for STV, predicted that by the end of the 1964-65 season, STV will have from "forty to fifty thousand viewers hooked up in the greater Los Angeles area."

For his part, the owner of the basketball team cited a survey conducted last October which showed

that 71.5 percent of the persons interviewed in Los Angeles preferred to watch sports on television, yet 86.3 percent had not attended a professional basketball game during the previous 12 months.

"Apparently toll television represents an entirely new and untapped boxoffice potential," said Short. "I have to be impressed by such a significant percentage of people who will watch professional basketball on television, yet do not attend the games in person."

The film pack concluded between STV and MGM will include such movies as "The V.I.P.s," "The Wheeler Dealers," "The Prize" and "Sunday in New York." The first of the new films is scheduled for showing early in September.

Films licensed by Columbia range from major boxoffice hits such as "Bye Bye Birdie" and "Under the Yum Yum Tree" to the award-winning French import "Sundays and Cybele."

Columbia officials stressed the fact that, while they had great faith in the medium of subscription television, they believed there was still much to learn through experience and experimentation.

NFIB Demands End to Cooperative Ad Abuses

National business organization charges some big-volume retailers use co-op ad allowance to secure extra funds; suggests legislation aimed to prevent "fraud"

Washington, D.C. — Charging a difference between theory and practice in cooperative advertising, the National Federation of Independent Business urged correction of special discount "abuses."

In a statement filed with the Senate Small Business Committee, currently looking into the matter, Niel Heard, assistant to NFIB's president, declared, "Many manufacturers deplore present cooperative advertising practices and seek to minimize the abuse, even to the extent of refusing to condone it. However, the economic pressures of big volume outlets make a factor that few can ignore."

The statement explained how advertising rate differentials, necessary in the conduct of the advertising industry, are employed by retailing complexes to secure extra funds. Heard said that when these funds are employed to offer an unfair competitive price advantage to the consumer, injury is sustained by the smaller retailer and impetus is given to a trend to monopolize the distributive industry.

Citing a broadcast case-in-point, Heard said that "retailers often contract for a long term, low cost, hour-long show, which provides usually for six minutes of commercial time.

"The rate structure in broadcasting often provides that a 20-second spot is sold at the same rate as a minute spot," he continued. "Thus, a retailer with a show of this nature will have at his disposal 18 spots to sell, using the short time rate or 'high card' as the term is used. Often the charge against cooperative advertising allowances will run two to four times, and sometimes more, the cost of the advertising to the retailer."

The national business organization suggested that regulations and/or legislation be adopted which would make enforcement more automatic in nature. The statement



Heard . . . "few can ignore"

cited two bills introduced by Representative Wright Patman (Dem., Texas). One would make it mandatory for a manufacturer to notify all of his customers within five

days of any special deal or allowances made to any one account. The other would make it illegal for anyone knowingly to seek to extract a special deal from a manufacturer.

Heard had two additional suggestions: "One would be that there be provided either by new legislation or FTC order, whichever is indicated, a provision that cooperative advertising only be reimbursed for at the actual rate paid by the distributive factor, and that the FTC have the authority to call on any media for the actual rate charged any advertiser, and that any persistent charging to the manufacturer of a higher rate be treated under the laws regarding fraud."

Heard also recommended that it be made illegal to grant ad allowances for unmeasured media, such as display advertising. "This is a common device to buy distribution," he said, "or to force competition out of distribution."

CBS Reports Highest First-Half Earnings

New York — A banner first-half for CBS. With net income of \$23,047,783 and net sales of \$303,595,550, the firm recorded its best six months in history.

In the first six months of 1963, comparable figures were \$19,370,017 and \$273,276,969 respectively.

Per share earnings for the first six months of 1964 were \$1.19 as compared with \$1.02 (adjusted for stock dividend and stock split) the previous year.

At last week's meeting, the CBS board of directors voted a cash dividend of 25 cents per share on the firm's common stock, payable September 11, 1964, to stockholders of record at the close of business on August 28, 1964.

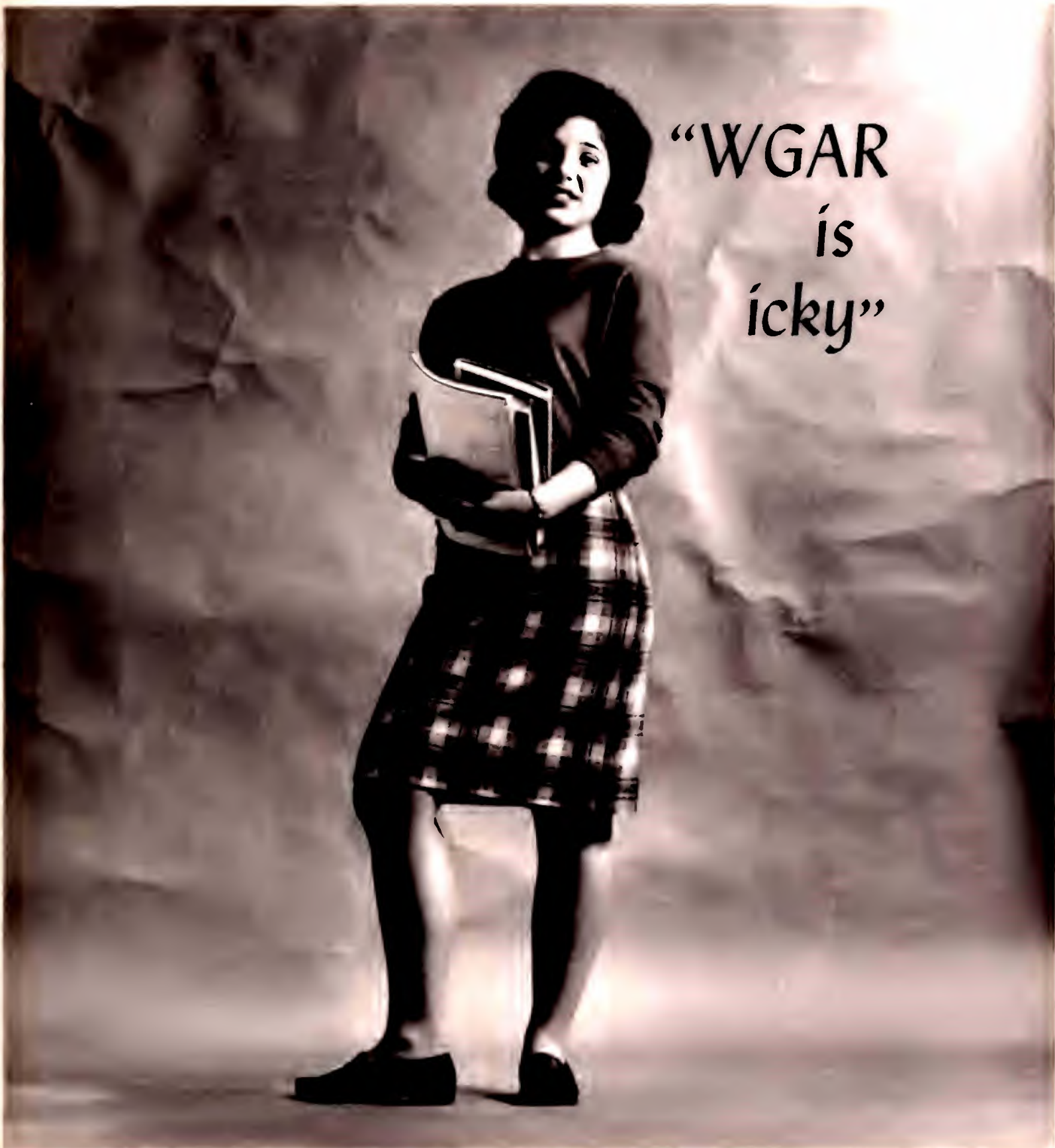
In a statement to stockholders, William S. Paley, chairman, and Frank Stanton, president, pointed out that in the first half of 1964 CBS-TV "attracted more advertising revenue than during any six-

month period in its history. It also extended its commanding audience leadership over its nearest competitor and presented more of the top 10 and more of the top 20 programs — both day and night — than the ABC and NBC television networks combined."

Also, increases in sales for both the CBS Television Sales Division and the CBS Radio Division were reported.

Discussing media in general, the statement pointed out that total national advertising revenues advanced sharply in the 12 months ending with the first quarter of 1964 and that national advertising revenues of the major media in the first quarter of 1964 were almost eight percent above those of the same period in 1963.

The statement added: "While the print media averaged about seven percent higher in this year's first quarter, national television advertising advanced 10 percent."



“WGAR
is
icky”

Sorry, Honey—but we believe radio should offer something for somebody besides kids. Evidently lots of people agree. Because we’ve snared the listeningest (and respondingest) audience in Cleveland and northeastern Ohio. Take our Betty Ott’s “Ladies’ Day”

listeners. When we suggested they enter a contest to name three Cleveland Zoo tiger cubs, 1,500 cards and letters poured in before you could say Liz, Kim and Zsa-Zsa. We hate to be catty, but you can’t get action like this from just any radio station.

GOOD SOUND RADIO
wgar



50,000 WATTS

PEOPLES BROADCASTING CORPORATION • CLEVELAND, OHIO • REPRESENTED BY BLAIR RADIO

SPONSOR SCOPE

PROBING THE CURRENTS AND UNDERCURRENTS OF BROADCAST ADVERTISING

July network sponsored time tops '63

The first week in July offers a good index as to how summer billings are shaping up for the three tv networks compared to the year before. NBC Corporate Planning did a count on sponsored hours for the week ending July 7 and came up with these collective findings: (1) nighttime was up almost 5½ sponsored hours, (2) weekday daytime sponsored time was off two hours and (3) weekend sponsored time was down an hour. The arithmetic favors the plus side by three hours. Summarized by network: ABC-TV was weaker in prime time, but stronger in the daytime; CBS-TV showed more strength in the daytime than it did in the evening; NBC-TV held up nicely for the evening, was rather limp in the daytime. (NBC had just introduced four new daytime shows). However, all networks had more sponsored hours this first July week than in the same week a year ago. As to each network's share of the total sponsored hours, ABC had 27 percent, NBC, 33 percent, CBS, 40 percent.

Nets edging out newsprint for auto \$s

Network tv is more than breathing down the necks of newspapers in national automotive advertising. It's pretty much of a safe bet that the networks jointly will outstrip newspapers for that category of expenditure in 1964, even if the comparison is limited to the three Detroit giants, General Motors, Ford and Chrysler. Here's how the two media stacked up in relation to those three companies in 1963:

CORPORATION	NETWORK TV	NEWSPAPERS
General Motors	\$37,077,900	\$30,912,795
Ford	19,107,800	22,909,286
Chrysler	14,138,800	17,492,417
TOTAL	\$70,324,500	\$71,314,498

Note: The above network figures represent net time and estimated program costs. In 1962 the billings for network time only vs. newspaper space gave the newspapers an edge of 30 percent over network tv. If national spot tv were included for 1963 the ratio would be \$93.1 million for tv and \$71.3 million for newspapers.

Tv reps rate buzzing spot agencies

Key reps note a marked drift away from spot tv by a number of old-line, top-rung agencies.

Like J. Walter Thompson, BBDO, McCann-Erickson, FC&B and Ayer. An outstanding exception in this clan is Benton & Bowles. In fact, its spot contributions keep getting fatter. The reading comes from a "Sponsor Scope" check among key reps. According to the consensus, Dancer-Fitzgerald-Sample is still quite a factor in spot, Bates tends to get more and more network-oriented and Young and Rubicam has turned out to be an ups-and-downsy. The slack created by the giants has been taken up by such agencies as Grey — it does five times the spot that it dished out three years ago — SSC&B, Ogilvy, Benson & Mather, Doyle Dane Bernbach and Maxon. Esty remains a stalwart in the spot camp, but Compton, which built its reputation on spot, is rated as a sharp fluctuator. One rep's theory: there's a correlation between an agency on the *qui vive* picking up new business and the level of activity in spot.

Supp-Hose again boosts tv investment

Kayser Roth's Supp-Hose (Daniel & Charles) is pushing its tv commitment for the last 1964 quarter a couple notches over last year. The span in spot goes from 10 to 13 weeks and the station list from 30 to 50. Instead of participations on *Tonight*, the network alignment will be extensive scatter plans on both ABC-TV and CBS-TV, also at night but in prime time. Last year Supp-Hose accounted for \$1.2 million in spot and \$250,000 in network. At the rate Supp-Hose is putting out this year, combined billings should be not far from the \$2 million mark. Seven years ago this specialized stocking for women who walk and stand a lot took a flier in the medium with \$30,000. Tv has not only built a sturdy market for the product, but insured its extensive placement on department store and specialty shop shelves. Burlington Hosiery (Doyle Dane Bernbach) has a competitive brand. Its tv expenditure is comparatively piddling.

Lever out-CMPs competitors at night

One of the Lever Bros. agencies charted a comparison of Lever's tv network nighttime cost-per-thousand with those of P&G and Colgate. The period of calculation was October through April. The CPMs for each: Lever, \$3.60; Colgate,

\$3.90, P&G, \$4.20. P&G has reduced the number of prime time commercial minutes for the coming last quarter, as compared to the year before. It's quite possible that P&G's assumed rising nighttime CPM was an influential factor. In daytime the CPM is about the same — \$1.10 — for all three advertisers.

Where weather tempers radio spot

Wheeling Steel (Cunningham & Walsh) is placing eight-week schedules on farm radio stations, effective either August 24 or 31. The starting date depends on forecasts of the start of the fall rainy spell by local weather bureaus. In some respects it's one of those schedules over which the station exercises discretion. The schedule sells roofing and siding, and the local station is expected to know when best to get to the farmer about his repairs. The choicest times to remind him are just before heavy rainy weather is in the offing and just after some hard rains, providing the forecast say it's going to be clear a while. These discretionary arrangements are not uncommon in farm radio. The station is given the budget and is expected to gear the number of spots broadcast to weather conditions. U.S. Rubber does it for its rubber boots and so does Morton Salt (freezing forecasts). But the biggest one of them all that permits the station to base the scale of daily spots on the changing weather is Cream of Wheat. It's been doing so for some years with a list of 150 stations.

It's option time in network daytime

The two latter weeks in August are rather edgy for the daytime sales side of the tv networks. That's when advertisers make their decisions for the final 1964 quarter: whether to cancel or continue their commitments. By this time the networks have determined what selective price increases they want for daytime fare. One such increase applies to NBC-TV's *The Doctors*. The quarter-hour package rate goes from \$12,000 to \$13,500, effective September. Colgate is exempt from this hike, since, as owner of the strip, it's protected by an annual rate. Reason: Colgate shared expense of build-up period. Incidentally, according to Nielsen, *The Doctors* delivers an average 4,000,000 homes.

Ajax powder detergent going strong

Colgate's Ajax line appears to have come up with another check: its detergent powder — the one identified with a knight on a white charger. The brand can now claim at least four percent of the market. Trade estimates put the ad spending on the brand — bulk of it in tv — at an annual rate of around \$7 million. The budget obviously has gone over the pre-graphed mark — so say the experts. It is also their sidelight view that, if a cutback is exercised at the right time, the Ajax line will wind up with another first-year profitable brand. The previous hit was Ajax all-purpose liquid — the one identified with the "white tornado" and which now rates as a grooved competitor to Mr. Clean. The shares of the entire market for the detergent powder leaders: Tide, 19 percent; Cheer, 6; All, 5; Dash, 4; Ajax, 4, and Fab, 3.

Half-hours have 18% more audience

The sheer abundance of half-hour situation comedies on nighttime tv network schedules suffices to keep whittling down the average audience for the 60-minute program as against the average audience for the 30-minute show. Using the March-April Nielsen data as a base, the following table gives you an idea of what's been happening in that area over the past three seasons:

Year	60-MINUTE SHOWS		30-MINUTE SHOWS	
	Avg. %	Homes	Avg. %	Homes
1962	18.3	8,967,000	18.1	8,867,000
1963	18.3	9,110,000	18.8	9,360,000
1964	17.2	8,820,000	20.3	10,410,000

Note: The 1964 advantage in audience delivery for half-hour fare averages 18 percent.

Cold remedy upset affecting agencies

The sales surge of the delayed-action tribe of cold remedies (like Contac) is beginning to clobber agencies which have substantial stakes in the older line of cold relievers. It's the old story of what happens at the cash register to yesterday's innovation during the first flush of today's new success. Two old-line cold remedy accounts are looking askance at their agencies. The report is that the bigger budget of the two — easily over the \$5 million mark — is at the point of listening to solicitations.

CONTINUED ON NEXT PAGE

SPONSOR SCOPE

PROBING THE CURRENTS AND UNDERCURRENTS OF BROADCAST ADVERTISING

Media-tv department merger for DDB?

Chalk this up as not far off: the merging of the media and tv departments at Doyle Dane Bernbach. Top man of the merged operation, when it becomes fact, will be Bob Liddel, who was brought in last year to head up DDB's tv department. Liddel previously spent 10 years in Compton's media department. His title when he left was associate media director. Former media specialists who hold the No. 1 position after such mergers are Ed Grey, McCann-Erickson, and Lee Rich, Benton & Bowles. It was just the other way around when Bates did the melding. Tv department chief Dick Pinkham got the nod.

Nielsen scoffs at lack of color amity

Nothing to it, says A. C. Nielsen about the report current on Madison Avenue that color set owners are shying away from audiometer attachments. According to agency research people, color homes prefer to keep their newly acquired pride and joy from being encumbered by alien gadgets. Out of fear, perhaps, that they'll affect color composition. Nielsen's rebuttal: field experience shows as high a rate of color home cooperation as has prevailed for black and white. Anyway, there's the inducement of Nielsen paying, among other things, half the repair bills, and in the case of color that's no hay.

Is the male viewer taking a hiatus?

Is the adult male viewer cutting down on his interest in the leading program categories? You'd be inclined to think so when you compare the audience composition by program types for this season with that of two seasons ago. The male drift-away applies to every one of the nighttime entertainment classifications but westerns. Odd as it may seem, the biggest drop has been in the adventure type. In the two-year interim the male adult has lost almost as much interest in suspense mysteries and general drama. As for the women, they're still, along with youngsters, "the" afficiandos of situation comedies. As ever, quizzes attract them like a choice morsel of over-the-fence gossip. The women have taken more to westerns, which could be due to the subdued emphasis on gunslinging and mayhem. You can see what's

been happening to audience composition — by program type — 1962 vs. 1964 in the following NTI breakdown covering each year's January-February period, with the 1962 percentages in parentheses:

CATEGORY	VIEWERS PER HOME	% MEN	% WOMEN	% TEEN-AGERS	% CHILDREN
General Drama	2.1	30 (36)	43 (46)	12 (9)	15 (9)
Suspense-mystery	2.2	30 (36)	39 (41)	12 (11)	19 (12)
Situation comedy	2.4	25 (28)	34 (37)	13 (13)	28 (22)
Westerns	2.3	34 (35)	41 (37)	9 (12)	16 (16)
Adventure	2.5	30 (39)	41 (33)	10 (12)	27 (8)
Variety	2.1	32 (35)	44 (43)	9 (10)	15 (12)
Quiz	2.1	31 (36)	45 (46)	9 (8)	15 (10)
AVERAGES	2.2	30 (35)	40 (41)	10 (10)	19 (11)

Note: Compared to 1962, the male adult's over-all average in 1964 dropped 15 percent whereas the children's jumped 72 percent.

NBC outbilled CBS for April nighttime

Eyebrows at CBS-TV must have perked up when the LNA-BAR time billings for April were released. There was NBC-TV for the first time in quite a spell with a nighttime total that exceeded CBS-TV's. These weekday-daytime vs. nighttime billings have become a sort of seesaw. In March, NBC-TV was No. 1 over CBS-TV in daytime, but for April, CBS-TV regained its regular top daytime spot and NBC-TV returned to No. 2 slot. The chances are that the May report will bring the situation to normal and show CBS-TV leading both night and day. Following is a spectrum breakdown of the LNA-BAR April figures as channeled through the TvB:

NETWORK	NIGHTTIME	DAYTIME M-F	SAT. & SUN
ABC-TV	\$13,201,900	\$3,619,300	\$1,267,300
CBS-TV	18,612,500	8,180,800	2,050,600
NBC-TV	18,787,200	7,766,500	925,600

Grocery leaders not on nighttime net

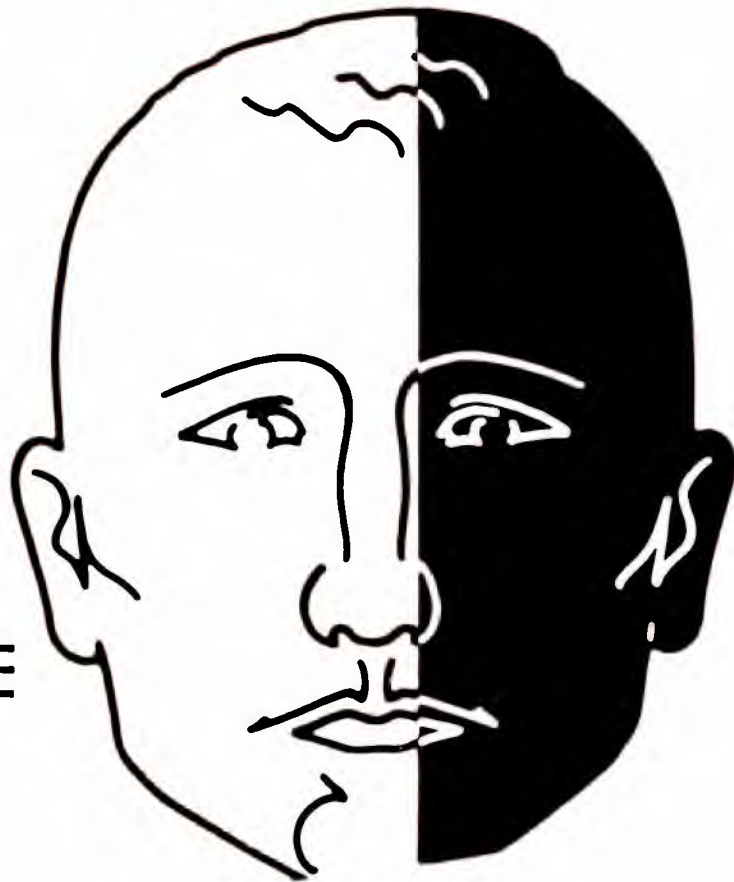
Did you know that there are quite a number of best-seller grocery package goods that are not on nighttime network tv? Expensiveness of nighttime network is not the basic reason, though it figures in the calculations. The main motivation: a feeling that the product can do a lot better cost-wise in daytime and still reach the prospects it wants. Or, if some nighttime is imperative, there's always spot and its allowance for selected markets. Among the best sellers that are alien to nighttime network are Mr. Clean, Comet, Crisco, Spic 'n' Span, Duncan Hines, Cascade, Clorox.

THE NATIONAL WEEKLY OF TV & RADIO ADVERTISING

Sponsor

NEGRO MARKET

the
MEMPHIS
MARKET
has
TWO EARS



WDIA ALONE
REACHES
the
OTHER ONE!

MEMPHIS'
ONLY
50,000
WATT STATION

Represented Nationally By
BERNARD HOWARD & CO., INC.

OF THE MEMPHIS
AREA IS

NEGRO

WITH AN ANNUAL
INCOME OF OVER
A BILLION DOLLARS!

WDIA

COVERS THE LARGEST SINGLE
NEGRO MARKET IN THE U. S.

TOP-RATED 12 STRAIGHT YEARS

Other Soderling Stations

WWRL New York

KDIA Oakland/San Francisco

WOPA Oak Park/Chicago

KFOX Long Beach/Los Angeles

PUT A TIGER IN YOUR SELLING



OUR PRRRRRODUCT!

Meet some of our tigers

FRANKLIN McCARTHY
"SUGAR DADDY"



"MAGNIFICENT"
MONTAGUE

E. RODNEY JONES
"THE MAD LAD"



ED COOK
"NASSAU DADDY"

PERVIS SPANN
"THE BLUES MAN"



HERB KENT
"THE KOOL GENT"

BILL "DOC" LEE



LET'S FACE IT



IS STILL
Chicagoland's

* **No. 1,**

**Negro-Oriented,
24 hr. a day
Radio Station**

*NEGRO PULSE MAY '64	MONDAY THRU FRIDAY 6 A.M. - 12 Nn 12 Nn - 6 P.M. 44 48
----------------------------	---

BERNARD HOWARD & CO., INC.
Nat'l Representative

With thanks - or apologies (?) to - Humble Oil & Refining Company.



Soul King

Crown Prince



Duke of Earl

Mother Frances

serving **FLORIDA'S**
FIRST NEGRO MARKET
170,000
 IN SEVEN COUNTIES IN SOUTH FLORIDA

MORE
PEOPLE
LISTEN MORE
OFTEN TO
ROCKIN' BIG
DADDY RADIO
WRBD



ALL
NEGRO PROGRAMING
FT LAUDERDALE
AND
WEST PALM BEACH
 5000 Watts 1470 KC

Than to any other rhythm and blues station in South Florida... from Vero Beach to Key West. Who says so?

*** PULSE... THAT'S WHO!**

BROWARD — PALM BEACH COUNTIES NEGRO PULSE

2 COUNTY AREA Monday to Friday			BROWARD COUNTY Monday to Friday		
Stations	6am-12Nn	12Nn-6pm	Stations	6am-12Nn	12Nn-6pm
A	10	5	A	2	11
B	6	4	B		
C	5	3	C		
WRBD	67	75	WRBD	72	
Misc	12	13	M's	8	1
Total	100	100	T-ta	14	14
HUR Ave 1 1/4 Hr	30.9	23.0	HUR Ave 1 1/4 Hr	6	2.4

Featuring Willie Martin as the Soul King, Money W...
 Crown Prince, A Garnier as the Duke of Earl and Mother Frances.
 WRBD serves 170,000 Negroes in seven counties of Florida
 and the Bahamas.
 Represented by S. H. Debra...
 NORTH and WE T...ST B...

THE MOST POWERFUL NEGRO STATION ON THE SOUTHEAST COAST OF THE NATION!



CONSOLIDATED
COMMUNICATIONS
CORPORATION

WMBM Miami is the voice of Dade and for good reason. No other station in the area so tailors its programming, its community service, its promotions, to meet the needs of the community.

REPRESENTATIVES
Bernard Howard & Co., Inc.
Southern—Bernard I. Ochs Company.



Air media and the U.S. Negro market—1964

JUST a decade ago, SPONSOR reported that 400 U.S. radio stations were directing an average of 28 percent of their programming squarely at Negro listeners, and that national and regional advertisers were beginning to take the new medium seriously.

A decade ago, too, the U.S. Supreme Court, in a historic decision, ruled against school segregation. The decision represented a milestone for civil rights for Negroes in a social revolution that it still going on, sometimes peacefully, sometimes not.

Today, the number of Negro-appeal radio outlets has grown to nearly 500 and there is a Negro tv station, with others planned. But this is not the *real* growth of air media, primarily radio, directed to Negroes.

Such growth is best measured in advertising dollars, with national and regional advertisers likely to spend as much as \$25 million in Negro-appeal radio this year.

It can also be measured in terms of "professionalism." Negro-appeal radio today, as one veteran broadcaster proudly told SPONSOR, "is as good as any radio anywhere." One Negro-appeal station, in Memphis, was recently approached by ABC Radio, which wished to discuss a possible affiliation deal. Another station, in San Francisco, originates sportscasts fed to a 15-station network in two states. Still another, located in New York's Harlem area, covered the recent riots for out of town stations as far away as Paris, France, and has had its documentaries aired by as many as 50 stations, many non-Negro.

A prosperity circle is spinning for Negro-appeal radio, in which more revenue makes possible better programming and more skillful operations, which attract and hold still more Negro listeners. This eventually brings more revenue.

Futhermore, the drive by Negroes for greater civil rights, greater freedom, better employment opportunities and "a world as good as the white

man's" has even created Negro air media where, essentially, none existed before. Giant advertisers like P&G, Lever Brothers, Colgate-Palmolive, S. C. Johnson, TWA and RCA-Victor, among others, have begun to use Negroes in their tv commercials.

But no advertiser can really expect an integrated tv spot or magazine ad or outdoor poster to do the full job needed today in the U.S. Negro market. There, 20 million Negroes with a \$25 billion income represent an important, largely urban market with their own tastes, preferences, purchasing habits, hopes, dreams and media activities.

Nobody knows all the answers to reaching, and selling, the U.S. Negro market. Many of them, however, are here in this special report. ♦

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Is there a U.S. Negro

Can it be reached as easily

■ That there is a clearly defined U. S. Negro market is something any perceptive adman in a major U. S. city can discover for himself simply by keeping his eyes open.

No other U. S. population segment is as clearly visible to the white majority as are the nearly 20 million Negroes who are U. S. citizens.

Regional accents may disappear, new education may bring new income levels, civil rights measures may bring new job opportunities, but the "high social visibility" — traditional basis for most discrimination levelled against Negroes in the past century — remains.

Thus, the advertising executive in 1964 faces a peculiar quandary when U. S. Negroes are discussed as part of an advertising/marketing campaign:

A full-fledged, deep-seated, long-lasting revolt is taking place in the Negro community. It can be seen wearing many faces — the savage, bitter resentment for past injuries, real or imagined, on the faces of Negroes during last month's riots and demonstrations in New York's Harlem . . . the look of pride on the face of a Negro factory worker in Detroit whose oldest son has just been accepted for college admission . . . the serene look on the face of a young Negro housewife in a Houston supermarket as she glances at the display of baby foods . . . the mixture of pride and personal drive glimpsed in the faces of some Negro leaders as they launch attacks against yet another social barrier.

Negro purchasing power in the U. S. is both a lure and a club, and in both senses is gaining steadily in importance.

Back in 1940, the total value of the Negro market in the U. S. was \$3 billion annually, according to the Department of Commerce. By 1950 — a year after SPONSOR



Negro-appeal radio's close relationship with its listeners and with retailing of sponsors products is typified in this scene, in which KDIA Oakland-San Francisco merchandising manager George Oxford (far left) and air personality Roland Porter (far right) participate in in-store merchandising efforts aimed at customers for Continental Baking Company's Wonder Bread.

made its first, historic report on Negro-appeal radio ("The forgotten 15,000,000," SPONSOR, Oct. 10, 1949)—the figure had climbed to \$11 billion.

The never-ending drive for better jobs, more education and greater opportunities in the Negro community has pushed the figure steadily higher. By 1961, the value of the market had reached \$20 billion. Today, it is around \$23 billion. Projections by the Department of Commerce for 1965 are that it will be \$27 billion — a whopping seven percent of the nation's total disposable income.

Furthermore, it's a buying income that's city-concentrated, since somewhat more than seven out of every 10 Negroes live in urban areas and represent about one out of every four people in the country's top 78 markets. And, as any sociologist can tell you, Negro birth rates are higher than those of whites while infant mortality rates—thanks to medical advances, clinics, higher incomes, education and other factors — have dropped.

By 1980 — if the present high

birth rate, coupled with white-family exodus to the suburbs, continues —the inner cities of many metropolitan areas will be heavy Negro concentrations. New York, for example, will be about 25 percent Negro, Chicago more than 40 percent, Detroit more than 50 percent, and Washington D. C. about 80 percent!

That's the lure for advertisers—a market growing rapidly in numbers and economic strength, and grouped conveniently for advertising/marketing purposes involving local-level media and retailing.

But what of the other side of the marketing coin? What of the "club" aspects of Negro buying power?

Negro leaders have become increasingly aware of the use of the "economic boycott" as a tactic in their drive toward greater freedoms, greater employment opportunities or greater organizational strength.

There have always been Negro boycotts of one kind or another. But it was not until the tension flare-ups in the South, when a boycott by Negroes against a city bus company in a major Alabama mar-

market? Yes

as any other market? No

ket succeeded so well it shook civic officials, that the real power of the Negro boycott became apparent.

The most significant research in this area is undoubtedly the study by Center for Research in Marketing conducted in 15 states among 180,000 Negroes. CFRM researchers learned that 89 percent—nearly nine out of ten Negroes—would boycott companies or products if asked to do so by leaders of the top Negro organizations (NAACP, Urban League, CORE, the Student Nonviolent Coordinating Committee, Southern Christian Leadership

Conference and Negro American Labor Council).

This is a nightmare to some marketers, particularly those to whom the Negro market represents a larger-than-average share of their total market.

Negroes who have become market consultants to advertisers, agencies and media — such as Negro Marketing Institute's Norman Skinner, public relations executive D. Parke Gibson, *Ebony* publisher John H. Johnson — like to point out that Negroes "over-consume" products (i.e., buy a larger share

of the total consumption of a product than the Negro incidence in the U. S. population would seem to warrant).

Samples: In New York City, Negroes are about 14 percent of the metropolitan area's population. However, they consume about 30 percent of the beer drunk in the city's five boroughs, and buy about a third more "convenience foods" than comparable ethnic groups. Nationally Negroes represent about 11 percent of the total population, but they account for 17 percent of all the soft drinks sold in this country,

How family income is spent, Negroes vs. whites

Chart below is well worth study by far-sighted marketers. It shows, among other things, that as income

levels rise in Negro households more money is spent for food, at home and away, but represents a smaller percentage of average household income. More money is spent to run upgraded households (fuel, equipment, rent, etc.), and larger percentages now go for autos, medical care, personal care, and education in 1950-1960 comparisons.

Item	Negro Families				White Families			
	Amount		Percentage Distribution		Amount		Percentage Distribution	
	1950	1960-61	1950	1960-61	1950	1960-61	1950	1960-61
Expenditures for Current Consumption:								
Total	\$2,614	\$3,707	100.0	100.0	\$3,938	\$5,610	100.0	100.0
Food, total	834	929	31.9	25.1	1,162	1,357	29.5	24.2
Food prepared at home	720	760	27.5	20.5	963	1,070	23.7	19.1
Food away from home	114	169	4.4	4.6	227	287	5.8	5.1
Clothing, materials, services	356	464	13.6	12.5	446	571	11.3	10.2
Housing: total	723	1,163	27.7	31.4	1,069	1,647	27.1	29.3
Shelter	296	554	11.3	14.9	453	775	11.5	13.8
Rented Dwelling	213	389	8.1	10.5	230	316	5.8	5.6
Owned Dwelling	77	159	2.9	4.3	198	416	5.0	7.4
Other Shelter	6	6	0.2	0.2	26	43	0.7	0.8
Fuel, light, refrigeration, water	132	178	5.0	4.8	161	253	4.1	4.5
Household operations	107	228	4.1	6.1	186	332	4.7	5.9
Household furnishings and equipment	188	203	7.2	5.5	269	287	6.8	5.1
Transportation	253	435	9.7	11.7	538	839	13.7	15.0
Automobile purchase and operation	184	352	7.0	9.5	470	745	11.9	13.3
Other travel and transportation	69	83	2.6	2.2	67	94	1.7	1.7
Medical and personal care	175	319	6.7	8.6	294	537	7.5	9.5
Medical care	96	178	3.7	4.8	208	378	5.3	6.7
Personal care	79	141	3.0	3.8	86	157	2.2	2.8
Alcoholic beverages and tobacco	117	155	4.4	4.2	135	189	3.5	3.3
Alcoholic beverages	61	75	2.3	2.0	66	92	1.7	1.6
Tobacco	56	80	2.1	2.2	69	97	1.8	1.7
Recreation	95	130	3.6	3.5	176	228	4.5	4.1
Reading and Education	29	55	1.1	1.4	61	117	1.5	2.1
Reading	21	31	0.8	0.8	36	52	0.9	0.9
Education	8	24	0.3	0.6	25	65	0.6	1.2
Other expenditures	30	57	1.1	1.5	58	127	1.5	2.3

SOURCE: Data for 1950 are from Study of Consumer Expenditures, Incomes and Savings, Statistical Tables, Urban-1950 (University of Pennsylvania), 1956-57. Data for 1960-61 are from Consumer Expenditures and Income, Urban United States, 1960-61 (U.S. Department of Labor, Bureau of Labor Statistics), Supplement 1 to BLS Report No. 237-38, April, 1964

Top 10 Negro markets in the South

Largest urban concentration of Negroes in the South is in New Orleans area, where Negro population is about the same as that of Cleveland (although family buying power, with lesser wage standard, is lower). Negroes, however, are generally a larger percentage of a Southern city's total population than would be found in non-South area.

	Nonwhite Families		Nonwhite Family Buying Power	
	Number	% of All Nonwhite Families	Amount (000's)	% of Total Nonwhite Buying Power
1. New Orleans	58,000	1.36%	\$ 173,000	1.29%
2. Houston	57,000	1.34	193,000	1.43
3. Atlanta	50,000	1.17	152,000	1.13
4. Dallas-Fort Worth	49,000	1.15	148,000	1.10
5. Memphis	48,000	1.13	128,000	.95
6. Birmingham	47,000	1.10	138,000	1.03
7. Norfolk-Portsmouth	32,000	.75	101,000	.75
8. Miami	30,000	.70	101,000	.75
9. Richmond	23,000	.54	79,000	.59
10. Jacksonville	22,000	.52	68,000	.51
Top 10 Southern Markets	416,000	9.76%	\$1,281,000	9.53%

Source: 1960 Census

23 percent of shoe sales, 50 percent of all the canned Maine sardines.

They also "under-consume." Examination of comparisons of Negro and white family expenditures (see page 33) quickly shows that white families spend more (and a larger percentage of income) for recreation, education, reading matter, medical care. The average Negro

—as a study last year by *Newsweek* made clear — wants a world as good as the white man's, and clearly wants to spend more for appliances, washing machines and other "luxury" purchases—if he had it to spend. Meanwhile, Negro social life tends to concentrate more in home and church than in the white community, and some of this is reflected in purchases made by Negroes.

How, then, are the forces at work in the U. S. Negro market to be harnessed by an advertiser so that they will work in his favor, and not against him?

Part of the answer lies within an advertiser's company policies of employment and retailing practices, use of Negro models in "integrated" general advertising, community relations with Negroes and other ethnic groups, and similar socio-economic activities.

Even this is not a complete answer. Says Opinion Research Corporation, in an analysis of a recent study of Negro attitudes nationally:

"Obviously, a stated policy of nondiscrimination is no longer enough to ward off organized pressures. Negroes want visible evidence that this policy is vigorously pursued."

It is at this point that advertising media enter the picture for the marketer.

"The new Negro consumer is demanding that his hopes, fears, needs and dreams be considered. He is increasingly responsive to advertisements oriented to him. He cannot be sold by advertisements and

articles which take him for granted," says John H. Johnson, publisher of several successful Negro-slanted magazines.

Aiming ad campaigns squarely at the Negro presents an advertiser with a choice. He can add Negroes to his advertisements in visible, general media — notably general tv and print — as many advertisers have done, even though this usually doesn't do much more than reassure Negroes that the advertiser's heart is in the right place. Or, he can reinforce his general media advertising with special, Negro-directed campaigns.

The latter course is increasingly favored by advertisers, although — unlike the pattern of national advertising generally — it is frequently the local and regional advertisers which set the fastest pace in using Negro media while the largest national firms move slowly.

Media specifically Negro-slanted fall into some basic categories:

Air Media — there are nearly 500 radio stations in the U. S. with some degree of Negro-appeal programming. Of these, about one out of five stations has 75 percent or more of its programming aimed at Negro radio listeners (see special SPONSOR station list, p. 54). There is one comparable Negro-appeal tv station, Washington's WOOK-TV, although more are planned. Television is popular with Negroes, although little or no network and only some local television is aimed at them.

Print media—Several Negro-directed magazines have been success-

What 'motivates' Negroes when making purchases

Consumer purchases are made by Negroes not merely because of simple needs, or the compelling quality of radio or tv commercials or print ads. There are deep-seated psychological reasons as well, as Center for Research in Marketing discovered during 1963 nationwide checkup. Negroes are actually conservative in attitudes toward many products, seldom buy to be "flashy" or attention-getting. Asked which non-economic goals were most important when making purchases, Negroes profiled their values in chart below.

VALUES	%
Improving yourself	53
Moving up in the world	18
Independence	12
Making life easier	25
Impressing friends	7
Impressing the boss	8
Making life richer	26
Getting what one deserves	19
Trying new things	12

* Multiple answers — will not add to 100%.

Top 10 Negro markets outside the South

The myth still persists that, somehow, most Negroes live in the South. They don't. Better than one out of five Negro families lives in New York, Chicago, Philadelphia, or Los Angeles. The only city in top 10 Negro markets that is actually close to the South is Washington, with St. Louis as a runner-up. Remainder are North, Central or West Coast.

	Nonwhite Families		Nonwhite Family Buying Power	
	Number	% of All Nonwhite Families	Amount (000's)	% of Total Nonwhite Buying Power
1 New York-N.E. New Jersey	367,000	8.62%	\$1,668,000	12.40%
2 Chicago-N.W. Indiana	219,000	5.15	1,046,000	7.78
3 Philadelphia	149,000	3.50	639,000	4.75
4 Los Angeles-Long Beach	137,000	3.22	707,000	5.26
5 Detroit	126,000	2.96	553,000	4.11
6 Washington, D.C.	105,000	2.47	500,000	3.72
7 Baltimore	78,000	1.82	322,000	2.39
8 San Francisco-Oakland	76,000	1.79	394,000	2.93
9 St. Louis	66,000	1.55	239,000	1.78
10 Cleveland	58,000	1.36	277,000	2.06
Top 10 Negro Markets	1,381,000	32.45%	\$6,345,000	47.18%

Source: 1960 Census

ful. There are seven principal Negro magazines, led by *Ebony* , with a circulation of over 1.5 million. There are 133 Negro newspapers (two are dailies).

Other media — Negro-directed business publications (for the beauty shop trade, etc.) represent a new media making its appearance. Outdoor advertising in Negro areas is available.

Of this media picture, radio emerges as the most dynamic force — for an extremely practical reason.

The top-ranking media vice president of one of the country's leading soap-drug-food firms summed up his thoughts on Negro-directed media thusly to SPONSOR recently:

"Ethnic' media generally have a high cpm factor, even though we realize there are other elements to be measured in the equation. However, we have to be pretty hard-headed about media, since we are trying to sell merchandise. Specialized media, such as Negro-appeal media, have to bring their virtues to the fore. If they measure up on the yardstick we apply to all media, we would see no reason not to buy them to maintain our competitive position."

This philosophy, which represents the thinking of many large advertisers contacted by SPONSOR, helps to explain the resounding growth of Negro radio in recent years.

Disregarding the emotional factors involved, Negro-slanted radio *does* compete favorably, as witness these cpm efficiency figures

for Negro-appeal media compiled by BBDO:

Radio (minutes)	\$1.75-\$2.00
Magazines (B&W page)	\$4.28
Newspapers (B&W half page)	\$10.80

Thus, Negro-appeal radio is a major marketing force on the strength of its basic size and cpm levels. Even so, there is yet another dimension to it.

During the preparation of this special report on Negro air media, SPONSOR heard many people — broadcasters, admen, performers, station-group owners, among others — voice their opinions of just why, exactly, Negro-appeal radio works as well as it does.

Few put it more succinctly than Bob Dore, veteran station rep whose firm now makes sales calls for more than three dozen Negro-appeal stations, many of them directing the bulk of their schedule at Negro listeners:

"When a Negro hears a commercial in general-market radio, he's not sure it's meant for him. When he hears one on a Negro station, he *knows* it's meant for him. Sure, there may come a day when there's no need for 'Negro radio' as we know it now. But that day, despite all the progress that has been made by U. S. Negroes and all the progress they will make in the near future, is still a long way off." ♦

Seven out of 10 Negroes live in cities or suburbs

Long-term population shift among U. S. Negroes has been from rural areas to towns and cities. As of

the last Census, half of all Negroes lived in central cities of urban areas, and 73.2 percent were classified as "urban" vs. "rural." This is noticeably higher than 69.9 percent figure for total U. S. population, higher than white urban concentration.

	Total U.S. Population		Negro Population		
	No. (000)	% of Total	No. (000)	% of Total	% of Total U.S.
Total-U.S.	179,323	100.0%	18,871	100.0%	10.5%
Urban	125,268	69.9%	13,807	73.2%	11.0%
Central Cities	57,975	32.4	9,702	51.4	16.7
Suburbs	37,873	21.1	1,555	8.2	4.1
Other Urban	29,420	16.4	2,555	13.5	8.7
Rural	54,054	30.1%	5,064	26.8%	9.4%

Source: 1960 Census

Radio: major medium for reaching U.S. Negroes

Increasingly, advertising directed to the "general" market fails to motivate Negro consumer purchases. It's partly pride, partly resentment against whites, partly a matter of tastes — but the Negro is a loyal listener to "his" radio

■ In a year when the words "civil rights" are spelling a profound change in the way of life of most Americans, there are clear signs that radio stations specifically aiming for the country's 20 million Negroes are "trading up" professionally, culturally and commercially.

Negro-angled news coverage of the recent Republican convention in San Francisco was aired by KDIS Oakland, one of the Sonderling Negro-appeal outlets, with professional skill in a schedule that called for 40 capsuled reports and 12 long-length newscasts during the event. Many other Negro-appeal stations, preparing their own local newscasts or working through stringers, are giving extra coverage to the 1964 political contests, concentrating on civil rights issues and Negroes in the news.

National advertisers, more conscious than ever of the Negro's buying power as a market and of his force in an organized consumer boycott, are more receptive to the basic media story of Negro radio. So, naturally, are major agencies. Station reps like Bob Dore Associates and Bernard Howard & Co. have been making elaborate, documented presentations to agencies like Ted Bates, Grey, Lynn Baker, DDB, Warwick & Legler, McCann-Erickson, Y&R, FCB, J. Walter Thompson and OBM. Stations like WEBB Baltimore, which staged a luncheon presentation last winter for over 100 national, regional and local admen, have done a lot toward telling the story of Negro radio in their markets.

Bigger audiences and more powerful statistics have changed the pattern of spot advertising in Negro

radio in only a few short seasons. "Ten years ago, our national business represented some 5 percent of our total station sales. Today it is better than 85 percent. If you want a better success story, I'm afraid you'll have to dream one up," says Harry Novik of New York's WLIB. National advertisers (see box, page 37) are common enough today in Negro radio, but many still operate on the theory that their general-media advertising does all the job that's needed in the Negro market.

New sources of revenue are coming to Negro radio in Southern cities in the wake of civil rights measures, which, as WPAL Charleston's Bob Chrystie told SPONSOR, "will inevitably open up areas of business formerly closed to the salesmen of Negro-appeal stations." As Chrystie describes such business: "This will include shopping centers situated away from the downtown areas. Eventually, it will include eating establishments. The first groups to fall into line — and this has already started — are the hamburger joints, the drive-ins, the places that serve takeout food orders. Then will come the drive-in theatres. Here again there have been some subtle inquiries." What is true of WPAL, one of the five Speidel Negro-appeal stations, is going to be true of other Negro-directed stations in Atlanta, Birmingham, Miami, New Orleans, Houston and other markets, by all indications.

Negro-appeal stations still rely on their lineup of Negro disk jockeys and local radio personalities to provide the music shows which are the backbone of Negro radio. But there's been a "trading up" process here, too, as Negro recording artists

in the pop, country-&-western, jazz, rhythm-&-blues and serious music fields continue to grow in stature. "The tastes among Negroes in music have changed considerably since 1948," says veteran broadcaster Bert Ferguson of Memphis' pioneering WDIA. "We know that educational levels are rising, but we also know that the country's 'general' taste in pop music just isn't the same as the Negro taste."

New cultural, political and social horizons are being explored daily by Negro-appeal stations — many of which can afford to do so only now that solid commercial schedules provide the funds for program development. Norfolk's WRAP, for example, is awaiting FCC go-ahead on an FM sister station that will concentrate on "good music" and, according to general manager William L. Eure, Jr., "will have general as well as specialized appeal, if treated in good taste." WVOL Nashville features an image-building classical music show hosted by Dr. W. O. Smith, a serious music expert from Tennessee A&I University. The show, *Symphony Hall*, recently won a "Connie" award from a key state organization, regularly draws a large Negro audience.

Top Negro stations are extremely active in their communities, and are in the forefront of organizations, movements, etc. which seek to improve Negro welfare. Winston-Salem's WAAA, typically, has sought to get jobs for qualified Negroes in retail establishments, auto showrooms, banks and other locations; the station sponsors an annual Negro Amateur Golf Tournament, operates a WAAA Women's Council

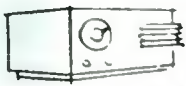
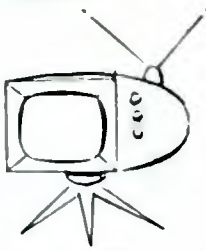





Sports are a popular part of Negro radio program fare, sparked by success of Negro athletes. KDIA Oakland-San Francisco carries games of Oakland Raiders, an AFL team, in exclusive three-year pact, counts Falstaff Beer as a sponsor and feeds 15-station network in two states. The station has pulled over 30 percent share of general audience during pro grid team sportscasts.

Negroes have more interest in radio than whites

Figures below are the result of a nationwide study conducted among Negroes and whites, in which the question was asked: "What do you do quite a bit in your free time?" Results showed that Negroes were interested in both radio and tv, but had level of interest for radio notably higher than whites, with less interest in print media and magazines.

Source: Opinion Research Corporation

		Negroes	Whites
Listen to radio		71%	57%
Watch TV		73%	77%
Read daily newspapers		56%	67%
Read magazines like Life, Look, etc.		32%	45%
Read news magazines		18%	29%

of over 3,000 Negro women who work to combat everything from high school dropouts and juvenile delinquency to inactivity of "senior citizens," and even was instrumental in getting a Negro nominated on the Democratic ticket to represent the county in the North Carolina state legislature. Virtually every Negro-appeal station — particularly those who have 50 percent or more of their programming aimed at Negroes — has at least comparable activity in community, civic, religious, political, educational and job-training affairs.

Negro-appeal stations are also extremely active — as they have been for many seasons — in developing promotions for advertisers and the station within the community. National advertisers have been made aware of this simply on the basis of results. (As Joe Bassett, vice president and national sales manager of Dynamic Broadcasting and WAMO Pittsburgh, puts it: "Gone forever are the days when a Negro-appeal radio station was considered a second-class audio citizen. Today, the forward-thinking national and local consumer advertiser realizes it is impossible to reach and sell his entire market without investigating and using specialized media.")

Even though the manager of one of the South's leading Negro-directed radio outlets told SPONSOR recently that "success stories are poor tools in selling an agency when used as a substitute for big numbers," the success stories that stem from the promotions in Negro radio are sometimes eye-opening.

One which, like a leitmotif, kept appearing in the research material gathered by SPONSOR for this report, is a recent promotion for Ward Baking Company's Tip Top Bread, a major user of Negro radio for years.

Basically, the promotion was a contest among local gospel singing groups with church participation, taking the form of a "sing-off" over a period of several weeks. Prizes were electric organs, bonds, radios and cash to the winning group's church, as well as a chance at recording contracts. Radio listeners could vote for their favorite group by sending in a Tip Top bread wrapper. The contest promotions were coordinated by Althea Gibson, Negro tennis star, whom Ward



Favorite gimmick of Negro radio outlets is "cooking school" featuring sponsors' products. Joe Bassett, vice president of Pittsburgh's WAMO, here samples some of the results.

hired as a special community relations representative.

Negro-appeal radio stations were used as the key media outlet for the Ward promotion, and — judging by results achieved — it was a big success. Negro church leaders urged their members to back their local singing groups. (In some

cases, churches bought truckloads of bread and resold them to members, who voted with the wrappers).

Here are some of the wrapper-pulling results, as reported to SPONSOR by Negro-appeal stations in various U.S. markets:

WEBB Baltimore — 217,000 wrappers; WCHB Detroit — 160,-

000 wrappers; KATZ St. Louis — 75,000 wrappers; WAMO Pittsburgh — 72,123 wrappers; WAAA Winston-Salem — 60,000 wrappers.

True, Negro-appeal stations have often had to rely on mail-pull devices, box-top contests and similar devices to prove their media worth, in the face of hitherto-scanty re-

Negro radio wraps up a real sales result

Multi-market spot radio campaigns seldom lend themselves to direct tracing of sales results. But special pull of Negro radio was amply demonstrated in recent promotion contest staged in several major markets by Ward Baking on behalf of its "Mr. Big" Tip Top loaf. Contest offered electric organs and other prizes to churches, urged listeners to vote for gospel singing group of their choice with Tip Top wrappers. Result: an avalanche of "votes" began to arrive at Negro-appeal stations carrying the promotion. Pictured here are some of the truckloads of wrappers delivered to Negro stations.



WCHB Detroit



KATZ St. Louis



WEBB Baltimore

The 24-hour Negro station—new trend?

There's a different kind of housing shortage on some of the country's top Negro-appeal radio outlets. A growing track record of ratings and sales success has brought increasing amounts of spot business, creating log jams in some hours, as many agency timebuyers have learned.

To relieve this congestion, some Negro-programmed stations are expanding, with FCC permission, into 24-hour service. In large industrial areas, where many Negroes work on night shifts, this is being greeted with favor by listeners as

well as advertisers, since many Negro-appeal outlets are daytime-only stations.

One of the latest making this shift is Detroit-area WCHB, which bows out at local sunset (although its FM sister station continues to 1 a.m. with a modern jazz policy and a large white listening audience). Current target for all-night operations: Nov. 15.

There are others on the all-night scene. A few: WCLS Columbus, Ga.; WBOK New Orleans, which goes all-night this fall; WLOK Memphis.

search data. They are, at least, tangible evidence of listening and sales-producing ability.

But Negro radio outlets no longer have to rely only on such tactics to make the grade. Major national research organizations and top-grade business publications are beginning to prove a great deal of

Negro radio's basic story on their own.

For example:

- A study by *Harvard Business Review* revealed that of Negro consumers 39 percent spent "most" of their media time with radio, 28 percent with tv, 26 percent with newspapers, and seven percent with magazines.

- A study by Center for Research in Marketing revealed that among Negroes interviewed 59 percent said they listened to Negro radio "more than to general radio," 31 percent said they listened to Negro radio and general radio about equally, and only 10 percent listened to Negro radio less than to general radio. Negroes also could recall about twice as many commercials (particularly from Negro radio) as could whites.

- A review of available research caused BBDO vice president and media manager Michael J. Donovan to report to a 4A's Eastern Conference last fall: "Certainly, Negro radio with its flexibility of schedule by period and market represents a sound Negro advertising medium."

Why then does Negro radio, and its national reps, still find buyer resistance from media strategists at the national level?

On the seller's side of the air media fence, the men who manage Negro-appeal radio stations indicate two major hurdles in selling their medium to large agencies and advertisers. Basically, these hurdles could be summarized as:

1. A lack of recognition, on the part of Madison Avenue, of the pe-

culiar "separateness" of the U.S. Negro market, and of the ability of Negro-directed media such as radio to penetrate the market, and

2. A lack of solid research data to backstop the emotional and intangible arguments for using Negro radio, particularly among agencies and clients who prefer to base media decisions primarily on general epms, ratings, market statistics and the like.

Of the two problems, the first drew about twice as many mentions as the second from stations as "the largest single problem facing Negro-appeal radio-tv in its efforts to sell itself to major advertising agencies."

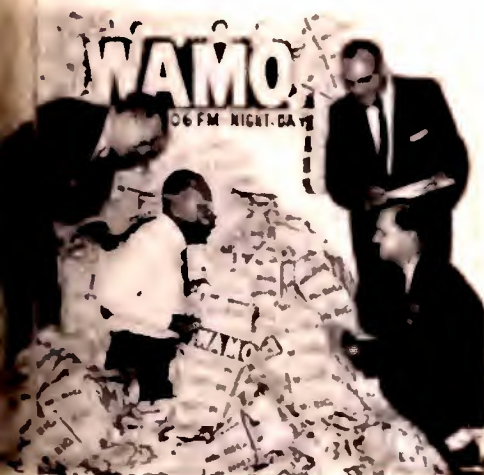
Following are samples of station comment on where they felt they had their key problems with agencies:

"There is no doubt that the largest single problem is convincing the agency and client that there is a separate Negro market and that it is best reached and sold via Negro-appeal media," says Fred J. Webb, general manager of WNOO, an all-Negro-program station in Chattanooga. "To this day there are those who claim that general stations have Negroes listening to them, and this is true. Negroes do listen to other stations in any market. But their numbers are small in comparison with the Negro-appeal broadcasting station in that same market."

Says Molly Low, sales manager of KGFJ Los Angeles "Lack of knowledge of the Negro market and how to approach it is the biggest obstacle. Some accounts do not real-



WAA Winston-Salem



WAMO Pittsburgh

Improving "image" of Negro-appeal radio

Negro consumers don't want "second best" in products they buy, and certainly not in the programming offered by radio stations seeking Negro listeners. Thus there is constant pressure to upgrade the level of Negro radio and to expand its programming and commercial horizons. This sampling of efforts throughout the United States helps show pattern.



Special 'round-the-world trip to visit foreign broadcasters was made recently by Francis M. Fitzgerald, left, president of WGIV Charlotte, N.C., a station which has had integrated air personnel since it went on the air in 1947. Fitzgerald made arrangements for program exchange during visits to Hong Kong, Cairo, Bangkok, New Delhi, Tel Aviv, Athens, Rome, Berlin and other cities, is shown with Donald E. Brooks, director of broadcasting, Crown Colony of Hong Kong.



Musical "culture" is beginning to make itself apparent in Negro radio. Dr. W. O. Smith, a Tennessee State professor, conducts classical-music show on Nashville's WVOL. Other radio stations plan good-music FM showcases for Negroes.



Strategy for 1964 Chicago convention of National Assn. of Radio Announcers, non-profit group which aims to "raise the level of ethics" of Negro radio, is mapped by group's executive committee. Stations represented by committee include WBEE Chicago; KATZ St. Louis; WJLB Detroit; WRHC Jacksonville; WAMO Pittsburgh. NARA membership: 250.

ize that ethnic tastes, buying habits and characteristics are different and require a different approach."

Says Jack Everbach, president and manager of WOKB Orlando, Fla.: "Convincing agencies of the vastly different tastes Negroes have in musical programming, plus the magnitude of Negro purchasing power, is no easy job."

"The stations' major problem," says WGIV Charlotte, N.C.'s Frances Crowell, "is that they do not have sufficient time or personnel to call on manufacturers and present their sales story so that the client will ask the agency to place schedules with them."

"The fact that the Negro is a proud, loyal, brand-conscious consumer with money to spend when properly approached, seems to elude many buyers. A personal, direct appeal is necessary, and this fact is hard to drive home in many in-

stances," states Martin Browne, manager-v.p. of KATZ, Negro-appeal outlet in St. Louis.

Further problems and obstacles:

"Establishing our ability to do an effective and efficient job of processing and implementing schedules with adequate resources and facilities," says Richard M. Scott, administrative assistant of Detroit's WCHB.

"Lack of recognition of the potential market," is the terse comment of W. I. Dove, general manager of WTUG Tuscaloosa.

"Getting agencies to believe the true facts on market data, population and earning power of the Negro," adds Ed Henry, general manager of KJET Beaumont, Tex.

"The lack of agency recognition that this 42 percent population (the Negro segment of the homes in the station's coverage area) now buys most all products available with an

increasing income," says M. J. Warner, general manager of WCEC Rocky Mount, N.C.

Agencies' unawareness "... that they aren't reaching these people effectively on mass-audience stations," says Selvin Donneson, sales manager of New York's WWRL.

"Convincing agencies to buy Negro market area and NOT Negro Metro area," adds Russell George, executive v.p. and general manager of WOIC Columbia, S.C.

And finally, as stated by Edward W. Phelan, general manager of Little Rock's KOKY: "The establishment of a consumer image apart from the social image of the Negro market ... and the awareness that general market media *do not* reach the total market when there is a minority area served by specialized media. Negro homes ... want recognition as a consumer element, and fair treatment as a consumer."



Regional advertiser in Florida, Dirr's Gold Seal Meats, is one of many new advertisers in U.S. seeking to enlarge share of Negro market. A regular sponsor on WRBD Fort Lauderdale, former ABC Radio outlet which switched to Negro programming last fall, Dirr's receives merchandising back-up, such as window display at local power firm



Negro d.j.'s believe in showmanship. This bearded "Santa" is one of the air personalities of WUFO Buffalo during holiday promotion for the station's advertisers, including O'Keefe Ale

Even if agency and client are convinced of the basic values of the Negro market, and of Negro-appeal media's ability to reach it, there's still another major problem, as broadcasters see it. This problem is one of research data.

Should agencies and clients subsidize further research into Negro air media? Should stations and reps carry the burden? Should the work be done by a government agency?

The broadcasters don't say, but many agree that something should be done. Is it a stumbling block in their sales efforts at the time-buyer level? Here's a sampling of broadcaster comment:

"Agencies do not know anything about the Negro and his habits or peculiarities; they need more information and research," says J. L. Solomon, general manager of WAUG Augusta, Georgia. And, in the nearby market of Columbus,

Philip Meltzer, president of WOKS, puts it this way: "Agencies lack regional data on ethnic radio, now being solved by research being done by stations and reps."

Other broadcasters put it more tersely, but the over-all pattern is similar. "Lack of sources for good, solid statistics," is how Jerry Norman, manager of Daytona Beach's WFLE, describes Negro air media's biggest problem in selling itself to agencies. "Inability to get full market statistics," says Bob Christie, general manager of Charleston's WPAL. "Lack of understanding of the value of the Negro specialty market by the agencies," says Nelson B. Noble, general manager of WILD Boston. "Lack of knowledge and experience on the part of media departments, combined with low return to agency for effort expended," notes Harry Wilber, general manager of Chicago's WBEE.

Not all broadcasters feel that agency-client unfamiliarity with the Negro market or Negro media is the primary hurdle to be overcome by Negro-appeal radio-tv in gaining greater recognition at the agency level.

The problem, as voiced by Len Mirelson, general manager of WNJR Newark, one of the Negro-appeal stations in the New York area, is "to upgrade programming to meet the Negro's ever-increasing desires for better opportunities in culture, education, jobs, etc., and to avoid 'selling down' to Negroes."

Other broadcasters see the key problem in areas ranging from the fact that their market is too small to attract national advertisers without special effort (a problem voiced by Miller Abraham, co-manager of WESY Greenville, Miss.) to strain caused by Negro demonstrations or more civil rights (a theory proposed



Participation in community activities is a "must" for Negro-appeal stations. KGFJ Los Angeles helped raise money to enter a Negro-sponsored float in the New Year's Day Rose Bowl parade.

by Clarence Jones, president of WQIZ St. George, S.C.) to worries about holding the many non-Negro listeners, especially whites, who like to listen to the record fare offered by Negro d.j.'s (an interesting sidelight suggested by A. Lincoln Faulk, manager of WCKB Dunn-Benson, N.C.).

What, then, will the future hold for Negro-appeal radio? Will a greater measure of civil rights for Negroes spell smaller audience shares for Negro radio? Can the medium hold its audiences? Will it continue to be a major advertising force?

SPONSOR asked broadcasters with long experience in Negro programming to make their own forecasts of the medium's future. These were among the most thoughtful:

Said Harry Novik of New York's WLIB "The future looks strong — if the situation is understood. But the philosophy of 'escape program-

New research shows impact of Negro radio

One of the principal milestones in qualitative research conducted among Negro radio listeners was the 1963 study made by The Center For Research in Marketing, a Peekskill, N.Y., concern. As these tables, drawn from the study, demonstrate clearly, Negro radio motivates twice as many purchases among Negroes because of its commercials as compared to general radio. Negroes also listen to radio "more" than whites, the study showed, and consider it "important" more than 80 percent of the time in its relationship to Negroes.

NUMBER OF RADIO STATIONS LISTENED TO

Figures in %

	NEGRO TOTAL STATIONS	NEGRO STATIONS	WHITE TOTAL STATIONS
One	12	20	22
Two	33	32	36
Three	21	12	19
Four	20	8	6
Five	7	2	2
Six	1	—	1
Seven	1	1	—
Eight and over	1	1	—
N.A.	4	24	14
Total	100	100	100

PURCHASES ATTRIBUTED TO COMMERCIALS

Figures in average number of products per respondent

	NEGRO GENERAL RADIO	NEGRO RADIO	WHITE GENERAL RADIO
Total Sample26	.45	.25
Male26	.29	.20
Female29	.44	.21
North29	.38	.24
South24	.41	.12
Under 3027	.48	.27
30 to 5034	.40	.23
50 and over16	.33	.02

RECALL OF COMMERCIALS

Figures in average number of responses per respondent

	NEGRO GENERAL RADIO	NEGRO RADIO	WHITE GENERAL RADIO
Total Sample	1.95	2.12	1.40
Male	2.22	2.12	1.52
Female	1.94	2.20	1.50
North	1.77	2.08	1.77
South	2.35	2.41	1.00
Under 30	2.43	2.31	1.52
30 to 50	1.85	2.04	1.59
50 and over	1.67	2.15	1.33

TYPES OF RADIO PROGRAMS LISTENED TO REGULARLY

Figures in %

	NEGRO	WHITE
Drama	8	8
Comedy	6	8
Commentators	20	17
Mystery	9	5
News	66	57
Weather	45	44
Interviews	18	20
Music	87	76

Multiple answers—will not add to 100%

ing' alone will no longer suffice. The Negro won't buy it. He may actually begin buying radio stations himself to combat some of the very pap he hears. Syndicates will be formed, in my opinion, to make this a reality. The Negro community . . . will look to media that profess to be in its interest."

Said Walter Conway of Oakland's KDIA: "I believe that Negro-appeal broadcasting is just beginning to realize its potential. The fact that the Negro occupies the attention of the country more than ever before has positive aspects, even in the advertising sense. Events are forcing awareness of the Negro as citizen and consumer as well, causing advertisers finally to realize that there are definite differences in the outlook and position of Negro citizens. Negro radio not only is playing a more important part in the Negro community, but Negroes are more aware of its value."

What a Southern station learned about Negro radio

Negro-appeal outlet KZEY Beaumont commissioned a study by a Texas college of the Negro market in the Eastern part of the state. Results underline the strong recall among Negroes of commercials on Negro stations:

Question: Do you have a working radio in the home?

Answer: Yes—90%

Question: Do you have a working tv set in the home?

Answer: Yes—85%

Question: Which of the following current-issue magazines are in the home?

Answer: Ebony - 13%; Life - 11%; Look - 8%; Post - 6%

Question: Have you (housewife) listened to radio today?

Answer: Yes—78%

Question: Do you recall the station?

Answer: Negro-appeal station—78%; all other—13%; "Can't recall"—9%

Question: Would you most likely buy a product or service if it were advertised over one of the following broadcast stations? (All area stations were named)

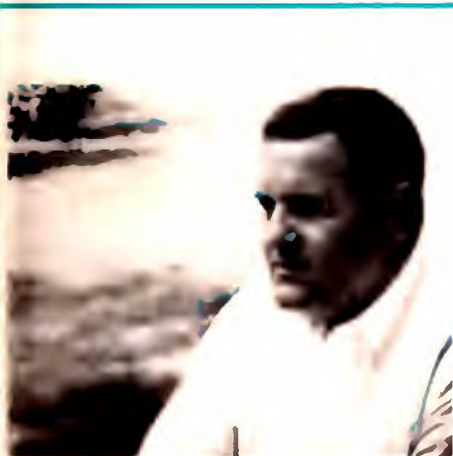
Answer: Negro-appeal station—80%; Tv station "A"—20%; Radio station "A"—8%; Radio station "B"—6%; Radio station "C"—5%

And finally, from Frank Harris, WOIC Columbia, S.C.: "Negro-appeal radio will be with us for a long time to come. Perhaps as the Negro is assimilated more into the mainstream of American life his tastes might undergo a change and he will conform more to the likes and dislikes of the majority non-Negro population.

"But until this happens the Negro will continue to lean toward those media, particularly radio, that appeal to his ethnic background and

tastes. We say radio because of the large amount of music programming in which the Negro figures prominently not only as a listener but also as a performer.

"As the Negro's economic and educational standards improve (and they are doing so daily), he will loom more and more importantly as a consumer to be wooed by the advertiser who is anxious to increase his potential market. Negro-appeal radio will play an important part in this quest." ♦



Researcher William Capitman is president of Center for Research in Marketing, which considers Negro radio as "a powerful, influential marketing medium, separate from and additional to general radio" in wake of extensive study of purchase behavior in major cities throughout the U.S.



New tv and radio programs, commercials, etc. are tested by CFRM on groups of consumers. Here, a new television show is tried out on an integrated group of youngsters in Westchester, N.Y.



Mobile merchandising for many Negro-appeal stations is provided by the use of one or more broadcast-equipped mobile radio units which are a familiar sight at many Negro events. Here is shown the "Fun Van" of Negro-beamed WOBS Jacksonville, Florida

Baseball star Monty Irvin shakes hands with white host Leon Janney, veteran radio-tv performer, at the bar of the "Rheingold Rest." This beer firm is a big user of Negro talent.

There's an upbeat in casting Negroes in tv dramatic roles, too, in "East Side, West Side," "Defenders," "Ben Casey," etc. Here, Ena Hartman, NBC protegée, appears in "Bonanza."



Tv: a 'new force' in selling to U.S. Negroes

The integrated commercial is no longer a novelty and major advertisers are changing the 'all-white' complexion of tv



Appearing with noted Negro actor P.J. Sidney in commercials this fall for Ajax floor cleaner is young Negro actor-singer Tom Scott. Commercial is variation of "slice-of-life" spots.

Popular cosmetic model LaJeune Hundley has done print ads for Mum, tv commercials for a new line of beauty products, works regularly as a tv model on "The Price Is Right."



Actress-model Madelyn Sanders has scored her own break-throughs, appearing in tv commercials for Feen-a-Mint, Chock Full O' Nuts Coffee, and more recently Trans World Airlines.



■ U. S. viewers will see a new set of tv film commercials this fall designed to launch a new floor cleaner bearing the name of Colgate's Ajax. The premise of the commercial is a familiar one: a young housewife is in a near-frantic state trying to get her floors sparkling clean. To the rescue comes "Wax-em Jackson," a professional flooring expert, and his assistant, to demonstrate how the new Ajax cleaner saves the day. The housewife is delighted. Fade Out.

There's one important difference between this commercial and previous Ajax tv spots. The knowledgeable flooring expert is played by P. J. Sidney. The assistant is played by Tom Scott. Both are Negro actors.

Just as U. S. viewers have grown accustomed, when away from their tv sets, to seeing the faces of Negroes about them in daily life, viewers are going to become accustomed to seeing Negroes, more and more, in tv commercials.

It's far from a casting flood, but the wave is definitely rolling in on tv's electronic shore. In the works, or in the can, or on the air, are integrated commercials for:

• Lever Bros. — the pioneer among major tv advertisers in using

Negroes in background and/or foreground situations in commercials for All, Wisk, Silver Dust, Pepsodent, Cold Water All, Shield (a new product), Rinso, Breeze and Lux Liquid. (For more about new Lever philosophy, see page 50).

• Proctor & Gamble — tv's biggest buyer, which somewhat gingerly used Negroes in commercials for Tide, a heavy-duty detergent with strong sales in the Negro market, found no adverse reaction from white viewers and an upbeat in good will from Negroes.

• Vitalis, Gillette, Desenex — a trio of male-angled products in the product lines of three tv-using advertisers, promoted on tv this summer with commercials featuring Negro athletes.

• Schaefer Beer — one of the country's top regional beer brands, sold from Maine to Virginia, has used pretty Marva Revis, "Miss Beaux Arts of 1964," in a pair of tv commercials and in point-of-sale material. She is a Negro. Similarly, other regional and national beer brands — Rheingold, Piel's, Schmidt's, among others — are using Negroes in the airselling to win identification in a market which can spell profit or loss for a brewery.

• B. F. Goodrich — viewers will soon see a tire commercial in which one of the principal actors is a Negro. Other tire, gasoline and auto accessory commercials with Negro cast members are in the blueprint stage at other firms.

• Kent Cigaretts — a breakthrough in this area was made by the Lorillard filter brand, which has used Negro male model Al Holiman in a new commercial. Other cigaret brands, many of which are active in Negro-appeal radio (Camel, Winston, Old Gold, etc.), are likely to follow such a lead.

And so it goes.

Negro-talent commercials are scheduled for such diversified accounts as Johnson's Wax, TWA, Handi-Wrap and RCA-Victor. Pharmaco's Artra line of cosmetics is expected to be seen more often on tv in commercials aimed at Artra customers: Negro women. Similarly, Alberto-Culver—a major tv advertiser known for its ability to spot new market opportunities and to pursue them via tv — is ready-

ing a line of cosmetics tailored to Negro skin tones.

The barriers aren't all down, but that they're crumbling is obvious.

What has caused the change?

Broadly speaking, the appearance of Negroes in tv commercials in growing numbers is part of the militant social revolution taking place in the U. S. Negro community. Negroes want for themselves a world as good as the white man's world — and this includes representation in what has hitherto largely been a white man's advertising medium, tv.

The handful of Negro actors and models in New York, Hollywood, Chicago and other production centers by themselves would have about as much effect in cracking open tv as a picket line of Azerbaijan sheepherders would in persuading duPont to stop making Nylon thread for carpets.

What has begun to turn the all-white tide in tv is the pressure brought on large advertisers by such civic-minded groups as The Mayor's Committee on Job Advancement in New York (whose chairman, Theodore W. Kheel, is a noted white attorney), and by Negro activist groups such as NAACP, CORE, Urban League and Negro Women on the March, many with delicate threats of consumer boycott.

Far-sighted opinion-makers have recognized this problem for some time. Speaking before the ANA annual meeting last fall, *Newsweek* editor Osborn Elliott reported to admen:

"Every time you buy a spot on television . . . you advertise the benefits of the white society. When the Negro looks at your tv commercial for a detergent, for example, he has one eye on your product, but his other eye is on the background against which that product is displayed. The dishwasher, the freezer, the manicured lawn in Westport, the crystal clear swimming pool, the power mower and all the other paraphernalia of what is considered the good white life today. Negroes want to share this life."

Oddly enough, Elliot didn't mention that Negroes have tended to put the casting of tv commercials

Early user of Negroes in tv commercials was Lever Brothers, in spot for All, with Art Linkletter interviewing Negro housewife from studio audience. Time: fall of 1963.



Schmidt's Beer, a Philadelphia brand trying to crack other big Eastern markets, is one of several beer companies which use Negroes in commercials to woo valuable Negro market.



Moppet model Candy Simpson is featured in new Handi-wrap tv commercial. One trend in use of Negroes in tv selling: white and Negro children in playgrounds, parks and schools.

in something of the same category as segregated employment. Through their own organizations, Negroes made their position clear: Negroes should at least be "represented" in commercial situations in a manner reflecting U. S. life today.

Again, this brand of feeling was not lost on some veteran media planners. In another advertising meeting last fall, this time a 4A Eastern Conference, BBDO vice president and media manager Michael J. Donovan advised:

"There is one tv station devoted to Negro programming on the air today. There is practically no other Negro tv programming on the air except for special programs and news items programed on the Negro problem. However, approximately 90 percent of Negro households have tv sets today. It appears as if the current answer to effective use of tv against the Negro market is *in the creative area, and adroit programing and casting.*"

The growing use of Negroes in tv commercials designed for general-market tv airing has not escaped the eye of industry observers, nor has it gone unseen by those likely to be involved with it.

"There's a definite attempt to use Negroes in commercials, although it's mostly a matter of casting them in 'background' roles," says Wallace A. Ross, director of the American Tv Commercials Festival. "Negroes were 'visible' in commercials submitted for the last festival. These commercials were used between January and December, 1963. We expect more for the next tv commercial festival.

On the production front, reaction from tv commercial producers varied widely.

Samples:

"There's a marked increase in the use of Negroes, particularly sports figures, in our latest taped commercials," says a spokesman for Videoscope Productions.

"It's my impression that we're doing more 'integrated' commercials, but it's hard to remember any specifically," says an MPO source.

"We've yet to shoot a commercial with a Negro in it. Agencies talk about such commercials, but it's more discussion than action," says Lew Schwartz of Ferro, Mohammed & Schwartz.

That the situation is shifting in favor of at least limited use of Negroes in tv commercials is confirmed by two other industry sources. Says Harold Klein, secretary of the Film Producers Assn., (whose members shoot the majority of all tv film commercials made in New York): "There's been a marked improvement in the use of Negroes in commercials. The FPA is all in favor of the trend, incidentally." Comments a source at the New York office of Screen Actors Guild: "We haven't kept any specific records here, but there's certainly more employment of Negro talent in commercials."

One segment of the entertainment industry which knows for a fact whether advertisers are using more Negroes in their tv commercials is the talent agencies which specialize in providing "ethnic" models or actors.

"We're doing 75 percent of our



An "integrated" commercial for Parkson client J.B. Williams stressed universality of Williams shave products as gifts for Father's Day. The commercial was shot at the Videotape Center.



Pace-setter for utilities is Illinois Bell, which used this commercial in Chicago area to promote long-distance calls. Other regional phone companies have used Negroes in print ads.



Another pioneer effort: Manufacturers Hanover Trust, a New York bank, used Broadway "No Strings" star Diahann Carroll in tv taped spot stressing "fashionable" new checkbooks

casting in tv commercials, and some of our models are doing between three and eight commercials this year." Helena Brooks, chic former model who heads the American Model Agency, told SPONSOR. "The earliest calls were for girls 'without really Negroid features.' You know what I mean — medium skin tones and a Caucasian look. As advertisers got smarter and bolder, the calls were for 'appealing types with whom Negroes can identify.' "

The new tv calls are an important new source of revenue for talent and agent alike, says talent agent Brooks, herself a Negro. "There will probably be at least six Negro models who will make up to \$10,000 or more this year in television.

Total value of all the commercial bookings in New York which involve Negroes will easily be over the \$100,000 mark," she estimates.

But the upbeat business — like most other forms of integration — is not enough, in the eyes of many Negroes themselves. There is still a feeling that they are the "have-nots" in a world in which white actors and models have preference.

"A lot of those new commercials are 'integrated' — but not really," says a spokesman for the Grace Del Marco agency, another key source for agencies and clients seeking Negro models. "Negroes are most often used as 'extras,' seldom as 'principals.' Negroes will get, maybe, \$50. The *real* money goes to a white spokesman or model."

Will advertisers, spurred by a mixture of social conscience and

fear of consumer boycott, continue to integrate their tv commercials?

Admen involved in the new trend largely say "yes."

However, the comment of a leading Negro talent agent, Lois T. Williams, is revealing. "Advertisers only do what they have to do," she says. "I feel most advertisers will stop when they have integrated some commercials with a Negro extra."

Advertisers who feel that a heavy national tv schedule is bound to hit a lot of Negro homes without any special effort are at least partially right.

Home-oriented in their entertainment activities for a variety of social and economic reasons, Negroes took to tv right from the start. In fact, it was almost a made-to-order entertainment medium.

For one thing, tv's growth and its principal impact has been in the large urban areas — exactly the same kind of areas which have been a magnet for Negro population shifts agricultural-to-urban, South-to-North-and-West. More than a third of Negroes live in the central cities of the 25 largest U. S. markets. The great majority of Negroes live in areas under the tv umbrellas of two or more stations.

For another, tv originally represented a kind of status symbol that was at least within reach of most Negro families, and thus most of them ultimately bought a tv set — usually the most expensive name-brand set they could afford. Finally, there was no "colored section" in tv's playhouse; anybody could watch anything he wished on the air.

So grew tv in the U. S. Negro community, although it was almost never considered a part of the media designed to reach Negroes (see separate story on Washington's WOOK-TV). Late-model figures on tv set saturation in Negro homes are spotty, but they are at least indicative of the tremendous reach of the visual air medium in non-white households. As far back as 1958, a Far West Survey study for San Francisco's Negro-oriented KSAN turned up the interesting fact that 91.4 percent of the city's Negro homes owned a tv set (preferred brand: Admiral). In 1962, another Negro-directed radio outlet, Boston's WILD, checked tv set saturation in its market, discovered that 92.5 percent of Boston-area Negro homes had a tv set and that 85.1 percent of Negroes in that city watched television "at least once a day."

More recently, Young & Rubicam gathered available data on tv saturation in Negro homes, discovered it seldom went below 60 to 70 percent (small Southern cities) and jumped to the 90 percent bracket, or better, in the largest urban areas. Other studies by audience research firms, electric companies, radio stations, department and appliance stores, magazines, newspapers, station reps and agencies have simply confirmed this general pattern.

What did advertisers and program planners do about the Negro tv audience — an audience numbering roughly the same as the entire population of Holland and Denmark combined?

Until recently, the answer could

be summed up in two words: practically nothing.

On the surface, there seemed little need to do anything "special."

Negroes watched tv in saturation doses, even though it was essentially a white man's medium apart from news coverage and guest shots by artists like Lena Horne and Sammy Davis, Jr. A checkup a couple of seasons ago by Opinion Research discovered that:

- 57 percent of Negroes see more than 20 hours weekly of tv fare. The same high level of tv is watched by only 44 percent of white tv families.

- 42 percent of Negroes watch tv more than five hours daily. Comparable white family: 25 percent.

On some yardsticks, tv clearly out-measured radio listening in Negro households. Young & Rubicam learned in a survey a season or so

ago that 61 percent of young Negro housewives watched tv at some time during the average weekday, as compared to a "listened to radio" figure of 54 percent.

Does this mean that tv will move in to supplant radio as a primary air medium for reaching the U. S. Negro?

The answer, by all present indications, is "no," apart from those few special-appeal tv stations, existing or blueprinted, which will aim programing specifically at Negroes and thus compete locally with radio.

What media observers are most likely to see is simply more use of Negroes in general tv commercials, and in tv programs and dramas as well, to provide a "representation" of Negroes in normal, everyday U. S. life. This is what most Negro groups have asked of tv, as well

as a chance for more jobs for Negroes backstage in the medium.

Least likely is the development of large-scale tv facilities, network or otherwise, for the development and airing of Negro-appeal programs in the leading U. S. metropolitan markets.

As veteran broadcaster Egmon Sonderling, president of WDIA Memphis and the Sonderling Station Group, put it to SPONSOR:

"There are a great many reasons why Negro tv won't be successful on a large scale. Principally, it's because the Negro wants the very best, and doesn't like to settle for second-rate. There isn't enough advertising revenue around to support the kind of Negro tv shows that would compete with regular network tv shows. Negro-appeal radio today competes with any radio anywhere." ♦

Research underlines large Negro "consumption" of tv

■ Advertisers do reach Negro households with tv. But whether their commercials motivate consumer purchases, or are merely tolerated, or arouse active resentment is something else again. Present trend among large advertisers is use of "integrated" commercials with Negroes and whites in ordinary, everyday circumstances such as supermarket shopping or job environments. So far, these have brought varied reaction from Negro organizations (including charges of "tokenism") but general reaction has been favorable.

Research studies, however, show that tv viewing tastes, as well as amounts, do not differ remarkably between Negro and white households. Differences do exist, however.

Negroes generally like action-adventure, detective, medical and legal drama as much or more than do whites. They tend to watch newscasts and commentaries more regularly, probably due to interest in civil rights issues, political contests relating to racial matters, etc. Their taste for situation comedy and comedians — probably because of past "stereotypes" of Negroes and because of the few Negro comedians in tv — is notably below the white household level. But their viewing of tv sportscasts — probably because of the successes of Negro athletes in major sports — is double.

TV PROGRAM PREFERENCES NEGRO AND WHITE HOMES

Chart below, from study by Center for Research in Marketing, is comparison of taste in "tv programs watched regularly" on a percentage basis. Note: figures do not add to 100% due to multiple answers.

	Negro	White
Adventure-War Type	20	19
Afternoon Serial	15	12
Situation Comedy, Cartoon Comedy, General Comedy	33	47
Comedian	24	41
Detective Type	28	14
Children's Cartoons	3	2
Children's Programs	4	2
Children's Comedy and Mystery	2	2
Educational and Non-Fiction	5	4
Lawyer Type	26	24
Medical Type	33	36
Mystery and Science Fiction	19	11
Movies	28	30
Music	19	22
News, Weather & News Types	92	22
Quiz Programs	23	22
Religious Programs	2	1
Sports Programs	20	10
Variety Programs	39	39
Theatre Type Programs	8	16
General Programs	10	23
Westerns	42	46
Others	9	8
N. A.	4	5



Singer Emily Yancy drew a featured role in television commercials for RCA-Victor and for Wrigley's Double-Mint Gum, is a new favorite for print ads via Grace Del Marco agency.



Negro fashion models are starting to show up in tv commercials, in the wake of a breakthrough in print media. Tall slant-eyed Barbara Banks has done a television spot for Playtex



Maxwell House Coffee (General Foods) used Lee Henderson as housewife in commercial about Negro couple visiting restaurant at New York World's Fair. Filming done on location.

TV "AVERAGE WEEK" VIEWING CONSUMPTION IN NEGRO HOMES

Notional study conducted by Opinion Research Corporation shows percentages of Negro men and women, on various demographic yardsticks, watching tv more or less than 20 hours a week. As in white U.S. homes, tv watching has some tendency to peak in middle-income, middle-education households, but its general popularity is strong.

20 Hours or Less More than 20 Hours

ADULT NEGRO POPULATION

(Tv Households)	43	57
Men	52	48
Women	36	64
21 - 29 years of age	38	62
30 - 39 years	40	60
40 - 49 years	43	57
50 - 59 years	53	47
60 years or over	48	52
Grade school or less	42	58
High school incomplete	36	64
High school graduate	42	58
Some college	59	41
Under \$3,000 income	40	60
\$3,000 - \$5,000	36	64
\$5,000 and over	53	47
Northeast	48	52
North Central	27	73
South	55	45
West	60	40

DAYTIME TV VIEWING PATTERN OF ADULT NEGROES

Same study by Opinion Research Corporation also probed viewing habits of Negro men and women in daytime hours, with results shown below. Figures are percentages, related to various amounts of viewing and demographic data.

5 Hours or Less 6-10 Hours 10-20 Hours 21 Hours or More None or Don't Know

ADULT NEGRO POPULATION

(Tv Households)	29	16	15	11	29
Men	34	14	11	4	37
Women	27	17	18	16	22
21 - 29 years of age	34	7	19	13	27
30 - 39 years	27	22	12	10	29
40 - 49 years	33	20	16	7	24
50 - 59 years	25	15	13	6	41
60 years and over	22	10	17	26	25
Grade school or less	27	11	16	13	33
High school incomplete	28	22	9	11	30
High school graduates	31	21	19	11	18
Some college	38	8	16	4	34
Under \$3,000 income	34	14	16	17	19
\$3,000 - \$5,000	25	17	17	7	34
\$5,000 and over	32	18	14	8	28
Northeast	29	18	10	10	33
North Central	21	19	22	13	25
South	39	9	11	11	30
West	48	20	8	8	16

Two views of Negroes in tv:

Lever Bros.' Hal Webber believes use of Negroes in television advertising is normal, natural; Carol Taylor, president of Negro Women on the March, claims tokenism

■ In social revolutions, it's traditional that those against whom the revolution is directed, even liberals, seek to create reform without rocking the boat too violently, while those in the forefront of the revolt, even moderates, seldom feel that whatever reform is achieved is enough.

This is true of the revolution still going on in tv in which Negroes — actors, models, personalities — are being seen in tv commercials for a growing number of national or regional tv-sold products.

Actually, this difference between

the viewpoints of liberal advertisers and moderate Negro leaders provides a clue to what is happening on both sides of the tv set and a benchmark for advertisers mapping integrated tv commercials for fall.

Two of the many interviews conducted by SPONSOR in preparing this 1964 report on air media's role in the U. S. Negro market put a particularly sharp focus on the problem.

One was conducted with H. H. (Hal) Webber, veteran adman now consumer relations vice president for Lever Brothers, one of the country's top broadcast advertisers.

The other was conducted with Carol Taylor, chic, elegant Negro, career woman who was the first of her race to become a hostess for a U. S. airline (Mohawk), and who is now the president of a moderate activist group, Negro Women on the March.

Here's what Lever adman Webber told SPONSOR concerning his company's current marketing philosophy:

"We are not sociologists, and we try to be good businessmen. We make 'general' products, and we use 'general' ad media to sell them. Negroes, and other ethnic groups use our products, and we sell them as much and as hard as any other segment of our customers. We feel no obligation for a 'directed' media effort for the bulk of Lever products.

Meanwhile, Lever's integrated commercials roll on for a host of firm's products,

including Breeze . . .



. . . and Rinso . . .



the adman, the activist



THE ADMAN H. H. "Hal" Webber is top consumer relations vice president of Lever Brothers, feels Negroes should be used in tv commercials where "natural," but not where controversial.

"However, in August of last year we awoke to the fact that, although we had been careful in many areas, we had been largely blind to our basic obligations to American Negroes. When this was pointed out to us, we realized the complaint was a just one.

"Since then, we have made a special and determined effort to encourage our agencies, and the producers and networks whose tv shows we buy, to use Negro models and actors in normal, natural situations. That's the key to the whole thing — 'normal, natural.' We are not trying to create change, we're trying to reflect it."

The changeover in Lever commercials (an effort approved, incidentally, by top Lever management) is extensive. According to Webber, in the latest crop of Lever



THE ACTIVIST: President of new group, Negro Women on the March, is articulate Carol Taylor, registered nurse, former airline hostess for Mohawk. Tv should set a pace, she feels.

tv commercials there are 38 commercials for 13 different Lever products in which Negroes are seen. Of these, 26 are in active use in network and spot tv. "There's no effort to 'regionalize' the use of our integrated commercials," says Webber. "They're in a tv pool without any distinguishing code numbers." Products range from soaps and cleaners (All, Breeze, Wisk) to toothpaste (Pepsodent, Stripe, Shield).

By contrast, here's what spokeswoman Taylor told SPONSOR concerning the reactions of herself and other Negroes to the new trend toward integrated commercials from Lever and other big tv users:

"Yes, these commercials represent a breakthrough. But don't point to 'breakthroughs' and expect a show of pride from me. When I'm

... and All ...



... and Lux Liquid ...





... and Stripe ...

still behind the eight-ball, don't expect me to appreciate it. What's gone on the air so far in tv commercials is tokenism.

"Advertisers aren't going to get anywhere, or remove any threat of economic boycott, by being self-consciously nice. Negroes resent charity, just as they would resent the total exclusion of their race from tv commercials which are supposed to picture typical situations.

"The average Negro housewife isn't too concerned with whether a company discriminates in its tv commercials or employment practices. At least, not most of the time. She is more concerned with the price of a loaf of bread. But apathy in the face of discrimination is wrong, and Negroes are beginning to realize this.

"As far as I'm concerned, big business will have to take the stand that they should help lead the country, even in tv commercials. Sure, they may find themselves portraying social situations with Negroes in commercials that are not quite normal, but they should take a chance and do so."

Proof that tv commercials *are* a reflection of life, despite the product messages some wise old granies in slice-of-life commercials are called on to voice, can be seen in the tv treatment of a touchy subject: integrated housing. Negro leaders almost universally have demanded that Negroes be allowed to live where they choose. A *Newsweek* poll of rank-and-file Negroes revealed that more than six out of 10 would like to move to a mixed

neighborhood if they could find the right house. Other surveys, including a follow-up by *Newsweek*, have shown that most U. S. whites approve of a variety of equalities for Negroes (jobs, schooling, restaurants, etc.), but many draw a sharp line at living next door to them.

Although Negro spokeswoman Taylor believes that business firms should point the way in portraying among other things, integrated housing in tv commercials, large corporations are likely to walk softly in this area, to judge from the reaction of Lever adman Webber.

"We probably wouldn't show side-by-side housing with Negroes and whites, or social situations that arise from it. So far, this is the exception rather than a 'natural part' of American community life. Showing a Negro housewife and a white housewife chatting over the back fence about the family wash just isn't a natural situation in most of the country."

In the last analysis, integrated commercials have to appeal to a vast tv audience, not just a handful of Negro leaders or white corporation executives. How does the audience feel about such commercials, particularly those produced for pioneering Lever Brothers?

Reported Webber: "We've had millions of tv exposures with our integrated commercials. We've had less than 100 letters from viewers—and believe me, they write if they have something to say—and only a third of those were unfavorable." ♦

... and Wisk ...



... and Pepsodent.



Full-time Negro tv outlet continues to prosper

Washington's WOOK-TV paves the way for possible Negro tv station proliferation



Programming for youngsters in Washington Negro community is Saturday afternoon feature of WOOK-TV schedule. Here, Negro camera crew focuses on youngsters attending the in-studio "Aunt Mary's Birthday Party," a potpourri of games, prizes, cartoons sponsored by food-shop chain.

■ Although "general market" tv has considerable popularity among Negroes, Negro-appeal tv has barely gotten off the ground.

A year ago, SPONSOR reported on WOOK-TV Washington. It was then the only operating tv station which aimed its programming at Negro viewers. A year later, it's still the only such station, although its owner—United Broadcasting Company — hopes to activate Negro-appeal tv outlets in the Baltimore, Detroit and Norfolk areas.

The failure of Negro-appeal tv

to emerge with anything like the strength of Negro-directed radio is due to several ironic factors. A late starter on the tv scene, Negro tv will probably be confined to the UHF band. Despite the ruling which requires all new sets to be all-channel, it's been a long, slow process getting Negro set owners to buy converters or new sets in a quantity that will interest major-agency timebuyers; other purchases usually make prior demands on the Negro's disposable dollar income.

Negroes have proved, again and

again, that they will seek out and associate themselves with Negro air personalities. What has usually happened in such cases is that Negro listeners have found one or more radio stations which program specifically for Negroes with all the skill and polish of any general market station. In tv, this presents an obvious problem. It would be difficult and expensive, to say the least, to program a Negro-appeal tv station which would be as good, vis-a-vis the general market tv stations in the market, as Negro-appeal radio outlets are against the general-market radio stations.

This, in turn, throttles back the drive among Negroes to find and support a brand of tv that is their own. Coupled with the growing integration practices of general tv commercials and programs, it's surprising that there is any specifically Negro-appeal tv at all.

But exist it does, in the form of WOOK-TV, which now claims a potential of nearly 250,000 sets capable of receiving its channel 14 signal in the Washington area.

WOOK-TV, operated by a staff that is 75 percent Negro "in all departments" (news, engineering, etc.), operates during tv's peak viewing hours — 5:00-11:00 p.m. six days a week, and 2:45-11 p.m. on Saturdays. Half of the station's programming is live; the remainder is film or tape.

"To date," UBC officials told SPONSOR, "United Broadcasting has invested an estimated \$1 million in WOOK-TV. While not offering the facilities of its multi-million-dollar VHF competitors, WOOK-TV is a model of compactness and efficiency with such features as Ampex VTR machines, RCA cameras, a large multi-purpose studio, plus numerous other specially tailored telecasting facilities.

"Such national advertisers as Sinclair Oil, Wonder Bread, Beech-Nut Baby Foods and Coffee, Proctor-Silex and others have utilized the WOOK-TV studios to produce Negro talent commercials."

Latest cumulative audience figure, according to Pulse During its evening programming periods, WOOK-TV reaches a total of 85,000 to 90,000 Negro homes at same time ♦

Researchers have found that "self-improvement" is a major drive in adult Negro community. In Monday night lineup on Washington's Negro-appeal WOOK-TV is feminine-angled show hosted by Washington charm school owner Precola DeVore(r), aided by Dee Porter.



Directory of major Negro-appeal radio stations in the United States

To compile this directory, SPONSOR sent questionnaires to close to 500 radio stations which had been listed in various sources as Negro-appeal programmers. This list, however, is not intended as a directory of all stations which program to Negro listeners. It is a directory of stations which, according to available information, broadcast a minimum of 12 hours of Negro-appeal programming a week.

A dagger after a station's call letters indicates that its programming is 100 percent Negro-appeal. On page 58 is a directory of stations

which replied to the questionnaire showing their classification by the percentage of negro-appeal programming they carry.

An asterisk after a station's power information indicates that it is a daytime-only station. FM affiliates are shown only if their programming is at least 50 percent duplication of the AM station. Stations are listed by the cities they serve, as indicated in returned questionnaires.

Programming and personnel information is given only for those stations which returned SPONSOR's questionnaire.

ALABAMA

Negro Population 980,271
White Population 2,283,609

Andalusia
WCTA 920 kc 5 kw (d) 500 w (n)
Negro-Appeal Programming Percent
(Information not supplied)

Anniston
WANA 1490 kc 250 w
Negro-Appeal Programming Percent
(Information not supplied)

Auburn
WAUD 1230 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming Percent
(Information not supplied)
Manager Elmer G. Salter

Birmingham
WENN (Homewood)† 1320 kc 5 kw*
Negro-Appeal Programming Percent
Music 53
News 6
Interview 1
Sports 1
Religion 34
Public service 5
Manager Joe Lackey
Representative Bernard Howard

WJLD† 1400 kc 1 kw (d) 250 w (n)
WJLD-FM 104.7 mc 20 kw
Negro-Appeal Programming Percent
Music 68
News 11
Sports 2
Religion 14
Public service 4
Other 1
Manager Otis Dodge
Sales Manager Tom Hopson
Representative Bolling

Brewton
WEBJ 1240 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming Percent
(Information not supplied)
Manager J. W. Gardner
Representative Keystone

Butler
WPRN 1240 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming Percent
(Information not supplied)

Clanton
WKLF 980 kc 1 kw (d) 250 w (n)
WKLF-FM 100.9 mc 370 w
Negro-Appeal Programming Percent
Music 70
News 5
Sports 5
Religion 10
Public service 5
Other 5
Manager James H. Dennis
Representative Continental Radio Sales

Decatur
WMSL 1400 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming Percent
(Information not supplied)

Demopolis
WXAL 1400 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming Percent
(Information not supplied)

Enterprise
WIRB 600 kc 1 kw*
Negro-Appeal Programming Percent
(Information not supplied)

Eufaula
WULA 1240 kc 250 w
Negro-Appeal Programming Percent
Music 80
News 10
Interview 5
Religion 5
Manager Larry E. Callaway
Sales Manager John T. Lingo
Representative Keystone

Evergreen
WBLO 1470 kc 1 kw*
Negro-Appeal Programming Percent
(Information not supplied)

Florence
WJOI 1340 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming Percent
(Information not supplied)

Huntsville
WEUP† 1600 kc 5 kw*
Negro-Appeal Programming Percent
Music 39
News 12
Interview 1
Sports 1
Religion 45
Public service 2
Manager Leroy Garrett
Representative Continental Radio Sales

Marion
WJAM 1310 kc 5 kw*
Negro-Appeal Programming Percent
Music 66
News 1
Interview 1
Sports 2
Religion 30
Manager Robert G. Morr's
Representatives Vic Piano, Keystone

Mobile
WGOK† 900 kc 1 kw*
Negro-Appeal Programming Percent
Music 55
News 5
Interview 3
Sports 2
Religion 30
Public service 5
Manager Bob Grimes
Representative Bob Dore

WMOZ† 960 kc 1 kw*
Negro-Appeal Programming Percent
Music 50
News 5
Sports 1
Religion 44
Manager W. H. Dutton
Sales Manager Robert B. Pope
Representatives Gill-Perna, Dora-Clayton

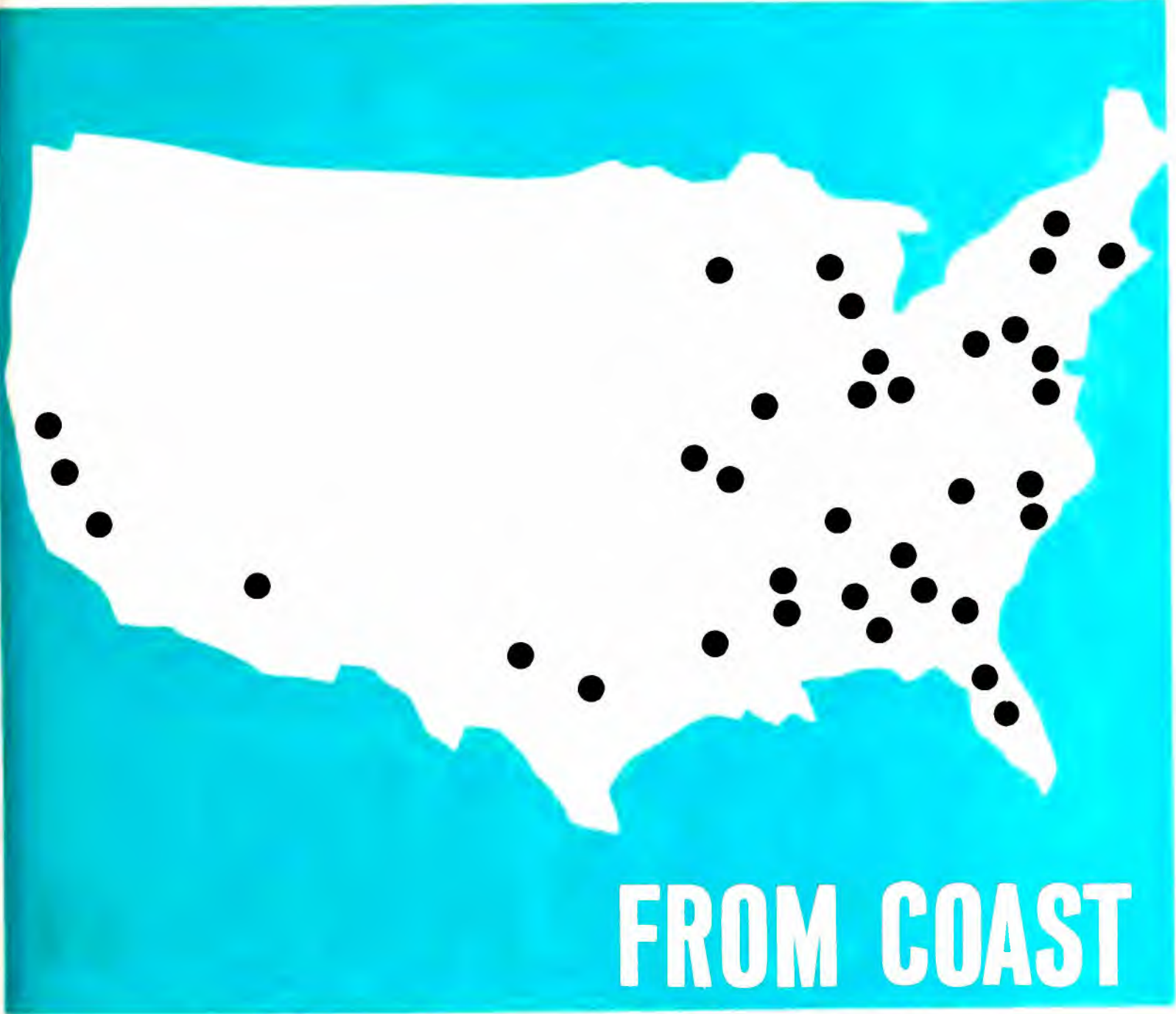
Montgomery
WRMA† 950 kc 1 kw*
Negro-Appeal Programming Percent
Music 80
News 7
Interview 2
Religion 6
Public service 5
Manager Judd Sparling
Sales Manager Ed Creech
Representative Bernard Howard

Opelika
WJHO 1400 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming Percent
(Information not supplied)

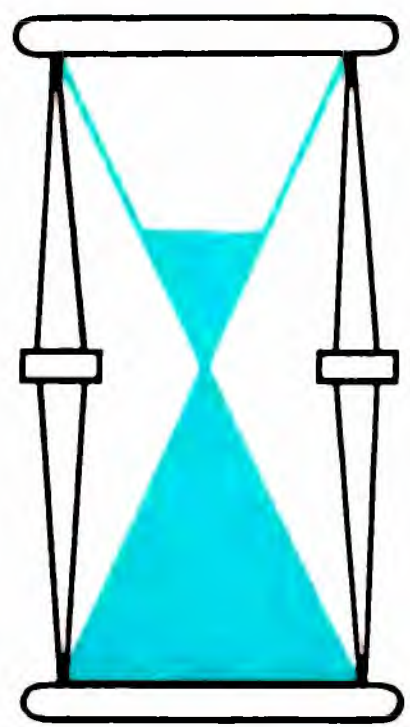
Selma
WGWC 1340 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming Percent
Music 15
News 15
Interview 5
Sports 15
Religion 50
Manager Bob Martin
Representative Hal Holman

WHBB 1490 kc 250 w
Negro-Appeal Programming Percent
(Information not supplied)

Tuscaloosa
WTUG† 790 kc 500 w*
Negro-Appeal Programming Percent
Music 45



FROM COAST TO COAST...



We offer *quality Negro radio* with greater coverage of major Negro markets than any other representative in the country. Bernard Howard & Company is identified with the top Negro programmed radio stations across the nation.

BERNARD HOWARD & CO., INC.
radio and television station representatives
270 PARK AVENUE NEW YORK 17, N. Y. • OXFORD 7 3750

NEW YORK • CHICAGO • ATLANTA • LOS ANGELES • SAN FRANCISCO

AS MUCH A PART OF WASHINGTON
AS THE CAPITOL...

WOOK RADIO

serving the Washington community for

18 YEARS



CLIFF HOLLAND
President and General Manager



BOB KING

24 Hours A Day Washingtonians Know

WOOK-1340

Is The Place On The Radio Dial For:

**ENTERTAINMENT
NEWS • SPORTS
NEWEST TOP TUNES
TIMELY DISCUSSIONS**

HOSTED 24 HOURS A DAY BY WASHINGTON'S OWN PERSONALITIES



HAZEL SMITH
A high respected member of the Wash
ington community



SAMMY JAY
Host of many WOOK Radio
and TV programs



AL CLARK
Host of the WOOK Radio
and TV programs

ALSO SEE YOUR FAVORITE
WOOK PERSONALITY ON
WOOK-TV
Channel 14 UHF
America's newest concept
in television enjoyment

WOOK-RADIO & WOOK-TV
A DIVISION OF UNITED BROADCASTING COMPANY
5321 1st Place N.E.



Represented Nationally by NEW YORK U.B.C. Sales, Bob Wittig, 7 East 43rd St. CHICAGO U.B.C. Sales, Warren Daniels, 410 N. Michigan Ave. Wrigley Bldg. ATLANTA-SOUTH, Dora Clayton Agency, 720 Carnegie Bldg. Atlanta 3. Georgia HOLLYWOOD Jim Gates, Savalli Gates, 6331 Hollywood Blvd.

OVER 246,000* TV SETS CAN NOW RECEIVE WOOK-TV CHANNEL 14 UHF IN GREATER WASHINGTON, D.C.

We thank you...

THE WASHINGTON PUBLIC
FOR YOUR ENTHUSIASTIC
RESPONSE DURING THE

**SECOND
YEAR
OF
WOOK-TV**

*For something different in
TV enjoyment look to WOOK-TV
every evening*

7 DAYS A WEEK



Mahalia Jackson
Sings



Local News with
Ed Dorsey



Feature
Movie

Imitation
Game
Starring
Cliff
Burr
and
John
Gallagher



MARYSB R HDAY

Aunt Mary's
Birthday Party



Teenarama
Dance Party

with
Bob King



Jazz Scene
USA

Starring
Oscar Brown



The Bishop Sheen
show



Professional
Wrestling

© 1964 WOOK-TV, The Public Institute of Washington, D.C.

WOOK-TV CHANNEL 14 • WOOK 1340 RADIO
5321-1st Place Northeast



SOON WJMY-TV ALLEN PARK (DETROIT)



FIRST IN ST. LOUIS IN RESPONSIBILITY! IN RATINGS!

KATZ sponsors the cause of civic progress for all St. Louis and East St. Louis.

Unchallenged leadership in an urban area where one person in three is Negro, imposes special responsibilities that KATZ accepts and fulfills.

Every St. Louis budget should include KATZ, where prestige is a no-cost plus!



GIVES YOU DOUBLE EXPOSURE IN ST. LOUIS

FULL TIME — 5,000 WATTS

Martin O'R. Browne, General Manager
Represented Nationally by
SAVALLI/GATES, INC.

News	8	Phoenix	
Interview	2	KCAC#	1010 kc
Sports	1	Negro-Appeal Programming	500 w*
Religion	42	(Information not supplied)	Percent
Public service	1		
Other types	1		
Manager	W. I. Dove		
Sales Manager	U. Jay Gilbert		
Representatives	National Time Sales, Sandeberg, Bernard I. Ochs		

ARIZONA
 Negro Population 51,800
 White Population 1,169,591

ARKANSAS
 Negro Population 388,787
 White Population 1,395,703

Benton
 KBBA 690 kc 250 w*
 Negro-Appeal Programming
 (Information not supplied) Percent

How much Negro-appeal programming?

This directory groups radio stations by the percent of their programming which is directed to Negro listeners. It does not include stations which, according to available information, broadcast less than 12 hours a week of Negro-appeal programming.

The list is compiled primarily of stations which responded to SPONSOR's Negro programming survey. It is not a directory of all stations scheduling a minimum of 12 Negro-appeal hours weekly (for that, see page 54).

LESS THAN 25% NEGRO-APPEAL PROGRAMING		LOUISIANA	
		Lafayette	KVOL
ALABAMA		MISSISSIPPI	
Auburn	WAUD	Belzoni	WELZ
		Canton	WMGO
FLORIDA		Clarksdale	WROX
Fort Lauderdale	WFTL	NEW JERSEY	
ILLINOIS		Newark	WHBI-FM
Chicago	WOPA	NORTH CAROLINA	
LOUISIANA		Shelby	WADA
Lake Charles	KAOK	SOUTH CAROLINA	
MARYLAND		St. George	WQIZ
Baltimore	WITH	Sumter	WSSC
MISSISSIPPI		TENNESSEE	
Greenville	WGVM	Nashville	WLAC
West Point	WROB	TEXAS	
NORTH CAROLINA		Marshall	KMHT
Wilson	WGTM	VIRGINIA	
TEXAS		Petersburg	WSSV
San Antonio	KCOR	50 TO 75% NEGRO-APPEAL PROGRAMING	
VIRGINIA		CALIFORNIA	
Gloucester	WDDY	Bakersfield	KWAC
25 TO 50% NEGRO-APPEAL PROGRAMING		FLORIDA	
ALABAMA		Jacksonville	WRHC
Brewton	WEBJ	GEORGIA	
Clanton	WKLF	Augusta	WTHB
Eufaula	WULA	Griffin	WRIX
Marion	WJAM	INDIANA	
Selma	WGWC	Indianapolis	WGEE
FLORIDA		VIRGINIA	
Quincy	WCNH	Tasley	WESR
KENTUCKY			
Lebanon	WLBN		

Little Rock
KOKY 1440 kc 5 kw*
 Negro Appeal Programming Percent
 Music 32
 News 1
 Interview 1
 Sports 2
 Religion 1
 Public service 2
 Manager Edward W. Pheasant
 Sales Manager W. C. Benson
 Representatives Bob Dore, Bernard I. Ochs

Pine Bluff
KCAT 1530 kc 250 w*
 Negro Appeal Programming Percent

(Information not supplied)
 Manager J. B. ...
 Representatives B. B. Dore, ...

KOTN 1490 kc 250 w
KOTN-FM 92.3 mc 3.2 kw
 Negro Appeal Programming Percent
 (Information not supplied)

Searcy
KWCB 1300 kc 1 kw*
 Negro Appeal Programming Percent
 (Information not supplied)

WIBB

Macon
 and Middle Georgia

NOW 5000 watts

**EXCLUSIVE
 100%
 NEGRO
 PROGRAMMING**

INCLUDING Georgia's largest single industry - - Warner Robins air materiel area, with the largest payroll in the state - - \$124,132,000 annually.

Reach this rich market through Macon's most powerful independent station - - -

WIBB

1280 KC

Represented By:
 Bernard Howard & Co. - National Dora-Clayton Agency-Southeast.

AT LEAST 75% NEGRO-APPEAL PROGRAMMING			
ALABAMA			
Birmingham	WENN		
Birmingham	WJLD		
Huntsville	WEUP		
Mobile	WGOK		
Mobile	WMOZ		
Montgomery	WRMA		
Tuscaloosa	WTUG		
ARIZONA			
Phoenix	KCAC		
ARKANSAS			
Little Rock	KOKY		
Pine Bluff	KCAT		
CALIFORNIA			
Los Angeles	KDAY		
Los Angeles	KGJF		
Oakland	KDIA		
San Francisco	KSAN		
DISTRICT OF COLUMBIA			
Washington	W00K		
Washington	WUST		
FLORIDA			
Daytona Beach	WELE		
Ft. Lauderdale	WRBD		
Jacksonville	W0BS		
Miami	WAME		
Miami Beach	WMBM		
Ocala	WKOS		
Orlando	W0KB		
Pensacola	WBOP		
Tampa	WTMP		
Tampa	WYOU		
GEORGIA			
Atlanta	WAOK		
Atlanta	WERD		
Augusta	WAUG		
Columbus	WCLS		
Columbus	WOKS		
Macon	WIBB		
Savannah	WSOK		
ILLINOIS			
Chicago	WBEE		
Chicago	WVUN		
Chicago	WYNR		
KENTUCKY			
Louisville	WL0U		
LOUISIANA			
Baton Rouge	W0XK		
New Orleans	WB0K		
Shreveport	KANS		
MARYLAND			
Baltimore	WEBB		
Baltimore	WSID		
Baltimore	WWIN		
MASSACHUSETTS			
Boston	WILD		
MICHIGAN			
Detroit	WCHB		
Flint	WAMM		
MISSISSIPPI			
Greenville	WE0Y		
Jackson	W0KJ		
MISSOURI			
Kansas City	KPRS		
St. Louis	KATZ		
St. Louis	KXLW		
NEW JERSEY			
Newark	WNJR		
NEW YORK			
Buffalo	WUFO		
New York	WLIB		
New York	WWRL		
NORTH CAROLINA			
Charlotte	WGIV		
Charlotte	WRPL		
Durham	WSRC		
Greensboro	WEAL		
Raleigh	WLEL		
Winston-Salem	WAAA		
OHIO			
Cleveland	WABQ		
Cleveland	WJMO		
Columbus	WVKO		
PENNSYLVANIA			
Philadelphia	WDAS		
Philadelphia	WHAT		
Pittsburgh	WAMO		
Pittsburgh	WZUM		
SOUTH CAROLINA			
Charleston	WPAL		
Columbia	W0IC		
Florence	WYNN		
Kingstree	WDKD		
TENNESSEE			
Chattanooga	WNOO		
Memphis	WDIA		
Memphis	WLOK		
Nashville	WVOL		
TEXAS			
Beaumont	KJET		
Dallas-Ft. Worth	KN0K		
Houston	KCH		
Houston	KYOK		
Tyler	KZEY		
VIRGINIA			
Danville	WILA		
Norfolk	WHIH		
Norfolk	WRAP		
Richmond	WANT		
Richmond	WTKI		
WISCONSIN			
Milwaukee	WAAZ		

Some Negroes have money-
Others don't.
Some are well educated-
Others are not.
Some like sports-
Others can live
Without it.

Simply put:
People are people.
And most people
Buy from people
Who understand them
Best.

That's the real reason
To buy Negro radio.

Negroes are closer
To Negroes.
So- they communicate
Better with Negroes.
They trust them more.
It's as elementary
As that.

One station in the
Greater New York
Negro Community
That everybody trusts
is
WLIB.

This symbol of faith
Is its measure
Of strength.
It's the true power
Of any station:
Better than wattage-
Better than numbers-
Better than anything.

Think about it.
One doesn't buy time
Just to reach
An audience, but
To persuade them, too.
And for that-
You need people
Who speak best
To the people
You hope to sell.

WLIB
Harlem Radio Center
310 LENOX AVENUE, AT 125TH ST. NEW YORK 27,

**PROGRAMMING TO THE NEGRO COMMUNITY
7 DAYS A WEEK - - 365 DAYS A YEAR.**

Wynne
KWYN 1400 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming Percent
(Information not supplied)

CALIFORNIA

Negro Population 883,861
White Population 14,455,230

Bakersfield
KGEF 1230 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming Percent
(Information not supplied)

KWAC# 1490 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming Percent
Music 55
News 10
Interview 10
Sports 5
Religion 10
Public service 5
Other 5
Manager Robert J. Duffy, Sr.
Sales Manager Jack Lou
Representative National Time Sales

Inglewood
KTYM 1460 kc 5 kw³
Negro-Appeal Programming Percent
(Information not supplied)

Long Beach
KGER 1390 kc 5 kw
Negro-Appeal Programming Percent
(Information not supplied)

Los Angeles
KDAY (Santa Monica)# 1580 kc 50 kw³
Negro-Appeal Programming Percent
Music 69
News 5
Interview 8
Sports 3
Religion 15
Manager Norm Posen
Representative Continental

KGFJ# 1230 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming Percent
Music 55
News 10
Sports 5
Religion 8
Public service 22
Manager Thelma Kirchner
Sales Manager Molly Low
Representative Bernard Howard

Oakland
KDIA# 1310 kc 1 kw
Negro-Appeal Programming Percent
Music 59
News 6
Sports 5
Religion 20
Public service 10
Manager Walter Conway
Representative Bernard Howard

San Francisco
KSAN# 1450 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming Percent
Music 55
News 10
Sports 5
Religion 10
Public service 20
Manager Hank Guzik
Representatives Bob Dore, Dora-Clayton,
Savalli/Gates

DELAWARE

Negro Population 60,688
White Population 384,327

Wilmington
WILM 1450 kc 1 kw 250 w
Negro-Appeal Programming Percent
(Information not supplied)

DISTRICT OF COLUMBIA

Negro Population 411,737
White Population 345,263

Washington
WOOK# 1340 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming Percent
(Information not supplied)

WUST (Bethesda, Md.)# 1120 kc 250 w
Negro-Appeal Programming Percent
(Information not supplied)

FLORIDA

Negro Population 880,186
White Population 4,063,811

Crestview
WCNU 1010 kc 1 kw³
Negro-Appeal Programming Percent
(Information not supplied)

Daytona Beach
WELE (South Daytona)# 1590 kc 1 kw³
Negro-Appeal Programming Percent
Music 60
News 10
Interview 1
Sports 2
Religion 7
Public Service 10
Other 10
Manager Jerry Norman
Representative Bernard I. Ochs

DeFuniak Springs
WZEP 1460 kc 1 kw³
Negro-Appeal Programming Percent
(Information not supplied)

Fernandina Beach
WPAP 1570 kc 1 kw³
Negro-Appeal Programming Percent
(Information not supplied)

Fort Lauderdale
WFTL# 1400 kc 250 w
Negro-Appeal Programming Percent
Music 36
News 4
Religion 60
Manager Walter B. Dunn
Sales Manager Bob Peggs
Representative Jack Masla

Pomano Beach#
WRBD (Pomano Beach)# 1470 kc 5 kw³
Negro-Appeal Programming Percent
Music 69
News 6
Interview 2
Sports 3
Religion 17
Public service 3
Manager Paul E. Hoy
Sales Manager Paul A. Stevens
Representatives Dora-Clayton, Bob Dore

Fort Pierce
WARN 1330 kc 1 kw (d) 500 w (n)
Negro-Appeal Programming Percent
(Information not supplied)

Gainesville
WPUP 1390 kc 5 kw³
Negro-Appeal Programming Percent
(Information not supplied)

Jacksonville
WOBS# 1360 kc 5 kw³
Negro-Appeal Programming Percent
Music 80
News 5
Interview 3
Sports 2
Religion 5
Public service 4
Other 1
Manager Alexander Keirsey
Sales Manager George W. Johnston
Representative Gill-Perna

In Philadelphia . . .

SALES in the NEGRO MARKET

means your
TARGET is . . .



Here are 5 reasons why



WHAT serves America's **Third** largest Negro market
—more than 750,000 strong!



WHAT reaches this **Affluent** buying potential
—\$900,385,000.00 effective Negro buying income



WHAT blankets its community completely
—Non-directional . . . 24 hours a day



WHAT works for the client consistently
—the largest merchandising-marketing staff



WHAT participates in its market
—recent community service project drew 25,000 persons

All of which means **WHAT** is the Voice of the Negro in Philadelphia
WHAT Radio Center 3930-40 Conshohocken Avenue **TR8-1500**
Philadelphia 31, Pennsylvania

REPRESENTED NATIONALLY BY GILL-PERNA, INC.

SOUTHEAST DORA-CLAYTON AGENCY, INC.

Jacksonville
 WRHC 1400 kc 250 w
 Negro-Appeal Programing
 (Information not supplied)
 Manager Harold S. Cohn
 Representative Hal Walton

Madison
 WMAF 1230 kc 1 kw (d) 250 w (n)
 Negro-Appeal Programing
 (Information not supplied)

Miami
 WAME# 1260 kc 5 kw
 Negro-Appeal Programing
 Music 60
 News 10
 Interview 8
 Sports 2
 Religion 15
 Public Service 5

Manager Ted Wilson
 Sales Manager Jack Speigel
 Representative Bob Dore

Miami Beach
 WMBM# 1490 kc 250 w
 WMBM-FM 93.9 mc 13 kw
 Negro-Appeal Programing
 Music 68
 News 2
 Interview 3
 Sports 1
 Religion 22
 Public service 4
 Manager Allan B. Margolis
 Sales Manager Alexander Klein, Jr.
 Representative Bernard Howard

Ocala
 WKOS# 1370 kc 5 kw*

Negro-Appeal Programing
 Music 55
 News 9
 Interview 1
 Sports 1
 Religion 30
 Public service 2
 Other 2
 Manager R. L. Gilliam
 Sales Manager Hal E. Wert
 Representative Dora-Clayton

Orlando
 WKOB (Winter Garden)# 1600 kc 1 kw*
 Negro-Appeal Programing
 Music 75
 News 8
 Religion 12
 Public service 3
 Manager Jack H. Everbach
 Representative Dora-Clayton

Panama City
 WDLP 590 kc 1 kw
 Negro-Appeal Programing
 (Information not supplied)

Pensacola
 WBOP 980 kc 1 kw*
 Negro-Appeal Programing
 Music 76
 News 11
 Interview 2
 Sports 1
 Religion 5
 Public service 2
 Other 3
 Manager Zane D. Roden
 Representative National Time

Quincy
 WCNH 1230 kc 1 kw (d) 250 w (n)
 Negro-Appeal Programing
 Music 80
 News 10
 Sports 5
 Religion 5
 Manager David C. Drew

Tampa
 WTMP# 1150 kc 5 kw*
 Negro-Appeal Programing
 (Information not supplied)

1550 kc
 WYOU# 1550 kc 10 kw*
 Negro-Appeal Programing
 (Information not supplied)

West Palm Beach
 WIRK 1290 kc 5 kw (d) 1 kw (n)
 Negro-Appeal Programing
 (Information not supplied)

GEORGIA
 Negro Population1,122,596
 White Population2,817,223

Americus
 WISK 1390 kc 5 kw*
 Negro-Appeal Programing
 (Information not supplied)

Atlanta
 WAOK# 1380 kc 5 kw
 Negro-Appeal Programing
 Music 51
 News 8
 Interview 4
 Sports 1
 Religion 34
 Public service 1
 Other 1
 Manager Stan Raymond
 Sales Manager Ken Goldblatt
 Representative McGavren-Guild

860 kc
 WERD# 860 kc 1 kw*
 Negro-Appeal Programing
 Music 80
 News 5
 Interview 5
 Sports 3



WAMO-PITTSBURGH —*First by far in Pittsburgh Negro Radio. Double WAMO serves ten counties of Western Pennsylvania, Ohio and West Virginia with strong clear channel service on 860 KC and with 72,000 watts FM both night and day . . . over 250,000 negroes! WAMO coverage includes the big mill towns outside Pittsburgh that total more population than Pittsburgh itself.

WUFO-BUFFALO — Programing full time to the Buffalo Negro market which increased 143% between 1950-1960. One of America's fastest growing negro markets!

COMING SOON . . . A third major market station to be added to Dynamic Broadcasting's growing group of stations serving the Negro Market. (Pending F.C.C. Approval)

*Pittsburgh Metro Pulse—September 1963



Bernard Howard
 NATIONAL REPRESENTATIVE

Leonard Walk
 PRESIDENT

Joe Basset
 VICE PRESIDENT—NATIONAL SALES MANAGER

Call 471-2181 Area Code 412



Frank Ward, General Manager
Selvin Donneson, General Sales Manager

There is only one 24-hour negro radio station in New York City, reaching and selling 1,623,000 negro consumers...

Call for availabilities, information, merchandising plan:
Area Code 212 DEfender 5-1600

WWRL



Nationally represented by Bernard Howard Co

w g i v

Charlotte, N.C.

all day, and night too

* * *

w e a l

Greensboro-High Point, N.C.

sunup to sundown

* * *

Offering the greatest return
on your advertising dollar
in North Carolina.

* * *

Consult the latest Pulse or
Hooper surveys—then con-
tact our REP . . .

BERNARD HOWARD & CO., INC.



New York
Chicago
Atlanta
Los Angeles
San Francisco

Religion .2
Public service 5
Manager J. B. Blayton, Jr.
Sales Manager A. H. Saddler
Representative Bob Dore

Augusta
WAUG‡ 1050 kc 5 kw*
Negro-Appeal Programming Percent
Music 60
News 5
Sports 5
Religion 20
Public service 10
Manager J. L. Solomon
Representatives Bob Dore, Dora-Clayton

North Augusta, S.C.)‡ 1550 kc 1 kw*
Negro-Appeal Programming Percent
Music 75
News 10
Interview 5
Sports 2
Religion 3
Public service 4
Other 1
Manager Reese J. Vaughn
Representative Bernard Howard

Bainbridge
WMGR 930 kc 5 kw (d) 500 w (n)
Negro-Appeal Programming Percent
(Information not supplied)

Baxley
WHAB 1260 kc 5 kw*
Negro-Appeal Programming Percent
(Information not supplied)

Blakely
WBBK 1260 kc 1 kw*
Negro-Appeal Programming Percent
(Information not supplied)

Bremen
WWCC 1440 kc 1 kw*
Negro-Appeal Programming Percent
(Information not supplied)

Buford
WDMF 1460 kc 1 kw*
Negro-Appeal Programming Percent
(Information not supplied)

Carrollton
WLBB 1100 kc 250 w*
Negro-Appeal Programming Percent
(Information not supplied)

Columbus
WCLS‡ 1580 kc 1 kw
Negro-Appeal Programming Percent
Music 55
News 5
Interview 2
Sports 1
Religion 25
Public service 10
Other 2
Manager Ramona S. Parish
Sales Manager Charles H. Parish, Jr.
Representative Bob Dore

Columbus
WOKS‡ 1340 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming Percent
Music 50
News 11
Interview 9
Sports 5
Public service 5
Religion 15
Manager Philip Meltzer
Sales Manager John Leroy
Representative Bernard Howard

Dalton
WBLJ 1230 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming Percent
(Information not supplied)

Dawson
WDWD 990 kc 1 kw*
Negro-Appeal Programming Percent
(Information not supplied)

Fitzgerald
WBHB 1240 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming Percent
(Information not supplied)

Griffin
WRIX 1410 kc 1 kw*
Negro-Appeal Programming Percent
Music 50
News 30
Religion 20
Manager Lee Durnam

Hazlehurst
WVOH 920 kc 500 kw*
Negro-Appeal Programming Percent
(Information not supplied)

Macon
WIBB‡ 1280 kc 5 kw*
Negro-Appeal Programming Percent
Music 64
News 6
Interview 3
Sports 1
Religion 15
Public service 10
Other 1
Manager Donald C. Frost
Sales Manager James R. Hunnicutt
Representatives Bernard Howard, Dora-Clayton

Millen
WGSR 1570 kc 250 w*
Negro-Appeal Programming Percent
(Information not supplied)

UNDUPLICATED!!! KNOK RADIO

DALLAS-FORT WORTH
REACHES THE LARGEST
UNDUPLICATED NEGRO
RADIO MARKET IN THE
UNITED STATES*

No other Negro advertising medium
covers the Dallas-Fort Worth Negro
Market, the South's Fifth Largest.

One Station! With One Order! One Schedule!

For 100% Sales Effectiveness



KNOK-FM Due on the air this fall.

Stuart Hepburn, President
Dallas Studio Fort Worth Studio
1914 Forest 3601 Kimbo
HA 1-4144 TE 1-1278

REPRESENTED BY:
BERNARD HOWARD CO.

*1962 U. S. Census, Estimated
Negro Population
432,000 Negroes in the
effective coverage area

BY ANY YARDSTICK

RATINGS

NEGRO PULSE

OCT.-NOV., 1963

SHARE	6AM-12N	12N-6PM	6PM-12M
KDIA	39	36	39
NEGRO "B"	5	8	3

ONLY KDIA

DELIVERS THE SAN FRANCISCO-OAKLAND NEGRO MARKET
(ASK ANY NEGRO MARKET ADVERTISER)

ONLY KDIA

HAS EVERY TOP LOCAL NEGRO PERSONALITY

PLUS

LOCAL NEGRO NEWS STAFF
NEGRO GOSPEL PERSONALITIES
WIRE NEWS • JAZZ PROGRAMS
CUSTOM PRODUCTION
REGULAR SPORTS NEWS

ONLY KDIA

AMONG ALL NEGRO STATIONS, AIRS MAJOR SPORTS EVENTS — PROFESSIONAL AND COLLEGE

OAKLAND RAIDERS FOOTBALL

UNIVERSITY OF SAN FRANCISCO BASKETBALL

ONLY NEGRO MARKET STATION
COVERING ENTIRE SAN FRANCISCO BAY AREA NEGRO POPULATION

PROGRAMS



OAKLAND

A SONDERLING STATION



SAN FRANCISCO

Represented by BERNARD HOWARD CO.

WWRL—New York • WDIA—Memphis • KFOX—Long Beach Los Angeles • WOPA—Oak Park Chicago

The Pioneer Station Programming 100%
to the Los Angeles Negro Market

KGfJ

THE ONLY 24-hour
per day contact
with the L.A.
NEGRO MARKET.

WINNER of more Awards for Service to
a Negro Community than any Station in
the Nation.

AGAIN the TOP RATED STATION in the
L.A. Negro Market! Pulse, L.A. Metro
Area Negro Audience June-July, 1963.

KGfJ has:

- 1 TOP DJ PERSONALITIES
- 2 PARTICIPATION & COVERAGE
OF NEGRO COMMUNITY AFFAIRS
- 3 SPIRITUAL & RELIGIOUS PROGRAMS
- 4 NEWS OF NEGRO COMMUNITIES
- 5 EXCLUSIVE PROGRAMS OF
VITAL INTEREST TO ALL NEGROS
- 6 PUBLIC SERVICE FOR CIVIC,
SOCIAL & RELIGIOUS FUNCTIONS
- 7 SPORTS BULLETINS

THE ONLY 24-hour per day News &
Community Event Coverage! Wire and
Audio Services, 3 Mobile News Units and
outside Reporters 'round-the-clock.

KGfJ 4550 MELROSE AVENUE
LOS ANGELES 29, CALIF.
Phone: NO 3-3181
Represented by: Bernard Howard & Co.

Monroe
WMRE 1490 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming
(Information not supplied) Percent

Ocilla
WSIZ 1380 kc 5 kw*
Negro-Appeal Programming
(Information not supplied) Percent

Quitman
WSFB 1490 kc 250 w
Negro-Appeal Programming
(Information not supplied) Percent

Savannah
WSOK‡ 1230 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming Percent
Music 65
News 8
Interview 2
Sports 1
Religion 22
Public service 2
Manager J. Don Ferguson
Sales Manager Abe Eisenman
Representative Bob Dore

Statesboro
WWNS 1240 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming Percent
Music 40
News 30
Interview 10
Sports 10
Religion 10
Manager Don McDougald

Swainsboro
WJAT 800 kc 1 kw*
Negro-Appeal Programming
(Information not supplied) Percent

Sylvania
WSYL 1490 kc 250 w (specified)
Negro-Appeal Programming Percent
(Information not supplied)

Thomasville
WKTG 730 kc 1 kw*
Negro-Appeal Programming
(Information not supplied) Percent

Valdosta
WGOV 950 kc 5 kw (d) 1 kw (n)
Negro-Appeal Programming Percent
(Information not supplied)

ILLINOIS
Negro Population 1,037,470
White Population 9,010,252

Chicago
WAAF‡ 950 kc 1 kw*
Negro-Appeal Programming
(Information not supplied) Percent

WBEE (Harvey)‡ 1570 kc 1 kw*
Negro-Appeal Programming Percent
Music 70
News 8
Interview 2
Sports 1
Religion 11
Public service 5
Other 3
Manager Harry Wilber
Representative Continental Broadcasting

WOPA (Oak Park) 1490 kc 1 kw (d) 250 w (n)

WOPA-FM 102.7 mc 8.1 kw
Negro-Appeal Programming Percent
Music 20
Religion 75
Public service 5
Manager Al Michel
Sales Manager Stanley B. Noyes
Representative Savalli Gates

WSBC 1240 kc 1 kw (d) 250 w (n)
Negro-Appeal Programming
(Information not supplied) Percent

WVON (Cicero)‡ 1450 kc 1 kw (d) 250 w (n)

WHFC-FM 97.9 mc 75 kw
Negro-Appeal Programming Percent
Music 68
News 11
Interview 3
Sports 6
Religion 16
Public service 6
Manager Lloyd Webb
Sales Manager Ric Ricardo
Representative Bernard Howard

WYNR‡ 1390 kc 5 kw
Negro-Appeal Programming Percent
Music 80
News 8
Religion 7
Public service 5
Manager Jack Fiedler
Sales Manager Del Markoff
Representative H.R.

Chicago Heights
WMPP‡ 1470 kc 1 kw*
Negro-Appeal Programming
(Information not supplied) Percent

INDIANA
Negro Population 269,275
White Population 4,388,554

Gary
WWCA 1270 kc 1 kw
Negro-Appeal Programming
(Information not supplied) Percent

WANT RADIO

is a solid

FIRST IN NEGRO AUDIENCE

in

RICHMOND, VA.

42% city of
Richmond is Negro
(1960 Census).

WANT

513 E. Main St., Richmond, Va.
Millton 3-8368

A Division of United Broadcasting Co.

Represented nationally by:
NEW YORK: UBC Sales, 7 East 43rd St.
CHICAGO: UBC Sales, Wrigley Bldg.
ATLANTA: Dora-Clayton Agency, Inc.



From Experience... Confidence



America's most experienced negro radio stations

**WNJR, new york area • KDAY, los angeles area • WBEE, chicago area
WRAP, norfolk • WGEE, indianapolis**

**NEGRO RADIO
FOR
600,000
NORTH CAROLINIANS**

WLLE

**Raleigh/Durham
Wonderful Willie
leads its competition
by almost 4 to 1**

Pulse Sept. 1962

In Virginia

WILA

**Danville, Virginia
The only All-Negro
Radio Station for
Southern Virginia and
Northern North
Carolina
Audience of over
100,000 Negroes**

It pays to Advertise —
Advertise where it pays.

**BARON
BROADCASTING CORP.**

Nationally represented:

 **BOB DORE Associates**

Indianapolis
WAIV-FM 105.7 mc 4.6 kw
Negro-Appeal Programing Percent
(Information not supplied)

WGEE 1590 kc 5 kw*
WGEE-FM 103.3 mc 64 kw
Negro-Appeal Programing Percent
Music 60
News 11
Interview 1
Sports 5
Religion 22
Public service 1
Manager Arnold C. Johnson
Representative Continental Broadcasting

KENTUCKY
Negro Population 215,949
White Population 2,820,083

Bowling Green
WLBJ 1410 kc 5 kw (d) 1 kw (n)
Negro-Appeal Programing Percent
(Information not supplied)

Hopkinsville
WKOF-FM 100.3 mc 3.7 kw
Negro-Appeal Programing
(Information not supplied)

Lebanon
WLBN 1590 kc 1 kw*
Negro-Appeal Programing Percent
Music 75
Religion 25
Manager J. T. Whitlock
Sales Manager Alan P. Baker
Representatives Keystone, Hopewell

Louisville
WLOU‡ 1350 kc 5 kw*
Negro-Appeal Programing Percent
Music 52
News 10
Interview 2
Sports 6
Religion 25
Public service 5
Manager J. M. Thomson
Representative Gill-Perna

Somerset
WSFC 1240 kc 1 kw (d) 250 w (n)
Negro-Appeal Programing Percent
(Information not supplied)

LOUISIANA
Negro Population 1,039,207
White Population 2,211,715

Alexandria
KALB 580 kc 5 kw (d) 1 kw (n)
Negro-Appeal Programing Percent
(Information not supplied)

Baton Rouge
WXOK‡ 1260 kc 1 kw*
Negro-Appeal Programing Percent
Music 86
News 3
Interview 1
Sports 1
Religion 3
Public service 5
Other 1
Manager Thomas L. McGuire
Sales Manager Lucille Pollack
Representative Bob Dore

Crowley
KSIG 1450 kc 1 kw (d) 250 w (n)
Negro-Appeal Programing Percent
(Information not supplied)

Ferriday
KFNV 1600 kc 1 kw*
Negro-Appeal Programing Present
(Information not supplied)

Franklin
KFRA 1390 kc 500 w*
Negro-Appeal Programing Percent
(Information not supplied)

Jennings
KJEF 1290 kc 1 kw*
Negro-Appeal Programing Percent
(Information not supplied)

Jonesboro
KTOC 920 kc 1 kw*
Negro-Appeal Programing Present
(Information not supplied)

Lafayette
KVOL 1330 kc 1 kw
Negro-Appeal Programing Percent
Music 60
News 10
Interview 5
Sports 10
Religion 10
Public service 5
Manager Evans H. Hughes
Sales Manager Tom Galloway
Representative Meeker

Lake Charles
KAOK 1400 kc 1 kw (d) 250 w (n)
Negro-Appeal Programing Percent
Music 65
Interview 5
Religion 15
Public Service 10
Other 5
Manager William L. Jackson
Representative Bob Dore

**You can't cover Mississippi -
Arkansas - Louisiana Delta
Area unless you use**

WESY

**100%
NEGRO
PROGRAMMED**

GREENVILLE

**400,000 NEGROES IN THE WESY
COVERAGE AREA—OVER 60%
OF THE TOTAL POPULATION**

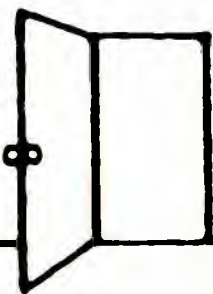
MISSISSIPPI

 Rep:
BOB DORE Associates

In the Southeast by Dora-Clayton

NEGROES MAKE TWICE AS MANY PURCHASES BECAUSE OF COMMERCIALS HEARD ON NEGRO RADIO AS COMPARED TO GENERAL RADIO*

* Contact the Bob Dore offices for research
on how to reach and sell the Negro market



bob dore ASSOCIATES

Pan Am Bldg. 200 Park Avenue New York, N.Y. 10017
New York Chicago Los Angeles San Francisco
Serving and Selling 35 Satisfied Negro Programmed Radio
Stations

18 new stations joined Bob Dore Assoc. in the last 12 months, that's 3 times as many
new Negro programmed stations to Bob Dore as to all other representatives combined.

WERD

ATLANTA

Only Negro station
in Atlanta with
only Negro disk jockeys

NEGRO

Only Negro station
in Atlanta tied in
with 300 Negro churches

OWNED

Only Negro station in
Atlanta with the
close identification with
the Negro community

and

OPERATED

National representatives



BOB DORE Associates

In the Southeast by
Dora-Clayton

Lake Providence
KLPL 1050 kc 250 w*
Negro-Appeal Programing Percent
(Information not supplied)

Leesville
KLLA 1570 kc 1 kw*
Negro-Appeal Programing Percent
(Information not supplied)

Monroe
KLIC 1230 kc 1 kw (d) 250 w (n)
Negro-Appeal Programing Percent
(Information not supplied)

New Iberia
KANE 1240 kc 1 kw (d) 250 w (n)
Negro-Appeal Programing Percent
(Information not supplied)

New Orleans
WBOK‡ 800 kc 1 kw*
Negro-Appeal Programing Percent
Music 50
News 15
Interview 5
Sports 10
Religion 20
Manager Carl F. Getchell, Jr.
Representative Bob Dore

WYLD‡ 940 kc 1 kw (d) 500 w (n)
Negro-Appeal Programing Percent
(Information not supplied)

Oak Grove
KWCL 1280 kc 500 w*
Negro-Appeal Programing Percent
(Information not supplied)

Rayville
KRIH 990 kc 250 w*
Negro-Appeal Programing Percent
(Information not supplied)

Shreveport
KANB‡ 1300 kc 1 kw*
Negro-Appeal Programing Percent
(Information not supplied)
Manager Don DeGabrielle

KOKA‡ 1550 kc 10 kw (d) 500 w (n)
Negro-Appeal Programing Percent
(Information not supplied)

West Monroe
KUZN 1310 kc 1 kw*
Negro-Appeal Programing Percent
(Information not supplied)

MARYLAND

Negro Population 518,410
White Population 2,573,919

Annapolis
WANN‡ 1190 kc 10 kw*
WXTC-FM (affiliate) 107.9 mc 20 kw
Negro-Appeal Programing Percent
(Information not supplied)

Baltimore
WEBB‡ 1360 kc 5 kw*
Negro-Appeal Programing Percent
Music 65
News 6
Sports 6
Religion 14
Public service 8
Other 1
Manager Samuel E. Feldman
Sales Manager Tom C. Feldman
Representative Bernard Howard

If you want the CHARLOTTE
station that reaches the CHAR-
LOTTE NEGRO . . . take your
pick:

WRPL
WRPL
WRPL
WRPL
WRPL
WRPL
WRPL
WRPL
WRPL
WRPL

Bob Dore in New York or
Dora-Clayton in Atlanta can
tell you why.



SERVES THE SOUTH
WITH TOP
RATED STATIONS
COAST to COAST

Now in our 17th year

Al Price
Dora Cossé Clayton Cossé

DORA-CLAYTON AGENCY INC.
ADVERTISING
REPRESENTATIVES
720 Carnegie Bldg.
Atlanta, Ga. 30303
JACKSON 5-7841



Quality... Adult Radio

Ratings, program content and format, signal strength, merchandising services, community acceptance . . . all are important, and WEBB radio excels in all. But most important to the knowledgeable media buyer is the class of people he is reaching when buying a station. In the Baltimore Negro Market (and it's a huge one . . . 94,200 households, spending in excess of \$341,141,000 annually*) only WEBB delivers and *sells* the QUALITY . . . ADULT Negro radio audience! People who have the money to buy, and who will buy your client's product. Reach Baltimore's QUALITY . . . ADULT Negro radio audience . . . make your next buy WEBB.

Serving The Community Thru Community Service

5000 WATTS

3113 W. NORTH AVE., BALTO., MD. 21216

WILKENS 7-1245

Represented by

Bernard Howard & Co., Inc., 20 E. 46th St., New York, N. Y. 10014

OXFORD 7-3750

**Source: New Dimensions of the Negro Market*



Baltimore
 WITH 1230 kc 1 kw (d) 250 w (n)
 Negro-Appeal Programing Percent
 Music 90
 News 10
 Manager R. C. Embry
 Sales Manager William S. Pirie
 Representative Select Station

WSID# 1010 kc 1 kw*
 WSID-FM 92.3 mc 5.12 kw
 Negro-Appeal Programing Percent
 Music 70
 News 6
 Sports 1
 Religion 15
 Public service 8
 Manager George M. Corwin
 Sales Manager James Doyle
 Representative UBC

WWIN 1400 kc 1 kw (d) 250 w (n)
 Negro-Appeal Programing Percent
 Music 75
 News 15
 Sports 1
 Religion 2
 Public service 7
 Manager H. Shelton Earp
 Sales Manager Ken Quortin
 Representative Savalli/Gates

Braddock Heights
 WMHI 1370 kc 500 w (d) 250 w (n)
 Negro-Appeal Programing Percent
 (Information not supplied)

MASSACHUSETTS
 Negro Population 111,842
 White Population 5,023,144

Boston
 WILD 1090 kc 1 kw*
 Negro-Appeal Programing Percent
 Music 70
 News 8
 Interview 5
 Sports 2
 Religion 10
 Public service 5
 Manager Nelson B. Noble
 Representative Bernard Howard

MICHIGAN
 Negro Population 717,581
 White Population 7,085,865

Detroit
 WCHB (Inkster)# 1440 kc 1 kw
 WCHD-FM 105.9 mc 34 kw
 Negro-Appeal Programing Percent
 Music 70
 News 15
 Interview 3
 Sports 2
 Religion 8
 Public service 2
 Manager Frank M. Seymour
 Representatives Bob Dore, Bill Creed,
 Savalli/Gates, Dora-Clayton

WJLB 1400 kc 1 kw (d) 250 w (n)
 Negro-Appeal Programing Percent
 (Information not supplied)

Flint
 WAMM 1420 kc 500 w
 Negro-Appeal Programing Percent
 Music 87
 News 10
 Sports 1
 Religion 2
 Manager Jerry Jacob
 Representative Bernard Howard, Larry Gentile

MISSISSIPPI
 Negro Population 915,743
 White Population 1,257,546

Belzoni
 WELZ 1460 kc 1 kw*
 Negro-Appeal Programing Percent
 Music 85
 News 10
 Religion 5
 Manager Win Beaver
 Representative Green & Ward

Canton
 WMGO 1370 kc 1 kw*
 Negro-Appeal Programing Percent
 Music 25
 News 10
 Sports 25
 Religion 30
 Public service 10
 Manager James Loflin
 Sales Manager Noel Pass
 Representative Breen & Ward

Clarksdale
 WROX 1450 kc 1 kw (d) 250 w (n)
 Negro-Appeal Programing Percent
 Music 70
 News 10
 Sports 3
 Interview 1
 Religion 12
 Public service 2
 Other 2
 Manager Tom Reardon
 Sales Manager Helen Sugg
 Representative M. A. Sales

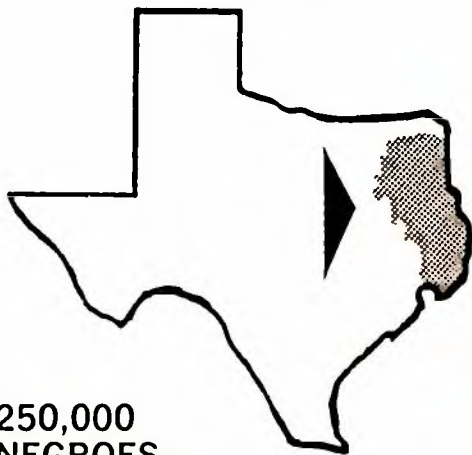
Cleveland
 WCLD 1490 kc 250 w
 Negro-Appeal Programing Percent
 (Information not supplied)

GET YOUR FREE COPY OF THIS IMPORTANT STUDY...

1964
 TEXAS COLLEGE'S
 EAST TEXAS NEGRO
 MARKET PROFILE
 AND
 BRAND STUDY

Results of in-depth, in-home interviews with housewives probability sample. Brand shares, frequency of purchase in 50 product categories, demographic traits, media preferences and media influences.

For your copy call one of our rep offices or Tom Gibson in Dallas, EM 1-0405.



250,000
 NEGROES

... in the East Texas Market, and KZEY/KJET reaches them from the principal population centers with exclusive All-Negro programming. Buy both stations and cover this market from North to South ... with no duplication. Low cost \$8.81 — 60 sec. (312 times)

**TEXAS' BIGGEST
 NEGRO MARKET BUY
 CAN'T BE COVERED
 WITHOUT ...**

KJET | KZEY

Beaumont/Port Arthur Tyler/Longview
 Tom Gibson, President
 6222 N. Central Expressway
 Dallas, Texas EM 1-0405

**DORE ASSOCIATES
 DORA / CLAYTON — ATLANTA**

Columbia
WCJU 1450 kc 1 kw (d) 250 w (n)
 Negro Appeal Programing Percent
 (Information not supplied)

WFFF 1360 kc 1 kw*
 Negro Appeal Programing Percent
 (Information not supplied)

Greenville
WESY (Leland)† 1580 kc 1 kw
 Negro-Appeal Programing Percent
 Music 61
 News 8
 Sports 2
 Religion 24
 Public service 5
 Manager Paul Artman
 Sales Manager Miller Abraham
 Representatives Bob Dore, Dora Clayton

WGVM† 1260 kc 5 kw*
 Negro-Appeal Programing Percent
 Music 68
 Religion 30
 Other 2
 Manager Edward M Guss
 Sales Manager Jack R Stull
 Representative Devney

Hattiesburg
WBKH 950 kc 5 kw*
 Negro Appeal Programing Percent
 (Information not supplied)

Jackson
WJQS† 1400 kc 250 w
 Negro Appeal Programing Percent
 (Information not supplied)

WOKJ† 1590 kc 5 kw (d) 1 kw (n)
 Negro-Appeal Programing Percent
 Music 58
 News 5
 Interview 1
 Sports 1
 Religion 30
 Public service 5
 Manager Charles Fletcher
 Representative Bernard Howard

Laurel
WLAU 1430 kc 5 kw*
 Negro-Appeal Programing Percent
 (Information not supplied)

Macon
WMBC 1400 kc 250 w
 Negro-Appeal Programing Percent
 (Information not supplied)

Magee
WSJC 790 kc 1 kw*
 Negro-Appeal Programing Percent
 (Information not supplied)

Meridian
WQIC† 1390 kc 5 kw*
 Negro-Appeal Programing Percent
 (Information not supplied)

Pontotoc
WSEL 1440 kc 1 kw*
 Negro-Appeal Programing Percent
 (Information not supplied)

Starkville
WSSO 1230 kc 250 w*
 Negro-Appeal Programing Percent
 (Information not supplied)

West Point
WROB 1450 kc 250 w
 Negro-Appeal Programing Percent
 Music 57
 News 4
 Religion 30
 Public service 9
 Manager John E King, Jr.
 Representatives C. K. Beaver,
 George T. Hopewell

MISSOURI

Negro Population 390,853
White Population 3,922,967

Kansas City
KPRS† 1590 kc 1 kw
KPRS-FM 103.3 mc 18.5 kw
 Negro Appeal Programing Percent
 Music 66
 News 10
 Interview 1
 Sports 1
 Religion 17
 Public service 5
 Manager Andrew R. Carter
 Representative Bernard H. Ward

Portageville
KMIS 1050 kc 250 w*
 Negro Appeal Programing Percent
 (Information not supplied)

St. Louis
KATZ† 1600 kc 5 kw (d) 1 kw (n)
 Negro-Appeal Programing Percent
 Music 54
 News 11
 Sports 1
 Interview 1
 Religion 32
 Public service 1
 Manager Martin O R. Browne
 Representative Sava i/Gates

XKLW (Clayton)† 1320 kc 1 kw*
 Negro-Appeal Programing Percent
 Music 73
 News 10
 Sports 5
 Religion 10
 Public service 2
 Manager Richard Miller
 Sales Manager P. F. O'Brien
 Representative Bernard Howard

Ste. Genevieve
KSGM 980 kc 500 w

NEW JERSEY

Negro Population 514,875
White Population 5,539,003

Newark
WHBI-FM 105.9 mc 5 kw
 Negro Appeal Programing Percent
 Music 1
 News 1
 Sport 1
 Religion 1
 Public service 1
 Manager Bernard H. Ward

WNJR† 1430 kc 5 kw
 Negro Appeal Programing Percent
 Music 12
 News 4
 Sport 1
 Religion 8
 Public service 5
 Manager Leonard M. Reardon
 Representative Continental

NEW YORK

Negro Population 1,417,511
White Population 15,287,071

Buffalo
WUFO (Amherst)† 1080 kc 1 kw*
 Negro Appeal Programing Percent
 Music 10
 News 15
 Interview 5
 Sport 5
 Religion 15
 Public service 10
 Manager Jim Carrin
 Sales Manager Ben Boden
 Representative Bernard H. Ward

Now- YOU CAN BUY

RICHMOND PLUS

WITH

5,000 WATTS

OF

POWER

AND

PERSONALITY

WIKI 1410 KC.

RICHMOND, VIRGINIA'S NEWEST
100% NEGRO PROGRAMMED RADIO STATION

OVER 200,000 NEGROES WITHIN .5Mv m CONTOUR

Contact WIKI Rep. Bernard Ochs
 Atlanta, Georgia
 Tel. 404-875-9403

WOBS

Jacksonville, Florida

FIRST CHOICE

OF THE NEGROES

SECOND CHOICE

ALL LISTENERS

SUMMER 1964 SURVEYS

WOBS

ONLY ALL-NEGRO

PROGRAMMED RADIO

IN BILLION DOLLAR

FLORIDA-GEORGIA MARKET

WOBS

ONLY WAY TO REACH

MORE THAN 41%

OF JAX BUYERS

WOBS

PARTICIPATIONS
AVAILABLE

TOP RATED SHOWS

NATIONAL

GILL-PERNA

SOUTHEAST

DORA-CLAYTON

ATLANTA, GEORGIA

Newburgh-Beacon
WBNR 1260 kc 1 kw*
 Negro-Appeal Programing Percent
 (Information not supplied)

New York
WADO 1280 kc 5 kw
 Negro-Appeal Programing Percent
 (Information not supplied)

1190 kc 1 kw
WLIB Negro-Appeal Programing Percent
 Music 77
 News 15
 Interview 3
 Public service 5
 Manager Harry Novik
 Sales Manager William Warren
 Representatives Savalli/Gates, Bernard Ochs

1600 kc 5 kw
WWRL† Negro-Appeal Programing Percent
 Music 77
 News 8
 Sports 2
 Religion 5
 Public service 8
 Manager Frank Ward
 Sales Manager Selvin Donneson
 Representative Bernard Howard

NORTH CAROLINA

Negro Population 1,116,021

White Population 3,399,285

Chadbourn
WVOE‡ 1590 kc 1 kw*
 Negro-Appeal Programing Percent
 (Information not supplied)

Charlotte
WGIV‡ 1600 kc 1 kw (d) 500 w (n)
 Negro-Appeal Programing Percent
 Music 72
 News 8
 Religion 2
 Public service 17
 Other 1
 Manager Francis M. Fitzgerald
 Sales Manager Ray W. Ervin
 Representative Bernard Howard

1540 kc 1 kw*
WRPL‡ Negro-Appeal Programing Percent
 Music 62
 News 9
 Sports 1
 Religion 22
 Other 6
 Manager Reid Leath
 Representatives Bob Dore, Dora-Clayton

Durham
WSRC‡ 1410 kc 1 kw*
 Negro-Appeal Programing Percent
 (Information not supplied)
 Manager Jim Mayes
 Sales Manager Buddy King
 Representatives Continental, Dora-Clayton

Elizabeth City
WCNC 1240 kc 1 kw(d) 250 w(n)
 Negro-Appeal Programing Percent
 (Information not supplied)

Elizabethtown
WBLA 1440 kc 1 kw*
 Negro-Appeal Programing Percent
 (Information not supplied)

Fayetteville
WFAI (Ft. Bragg) 1230 kc 1 kw (d) 250 w (n)
 Negro-Appeal Programing Percent
 (Information not supplied)

Forest City
WBBO 780 kc 1 kw*
 Negro-Appeal Programing Percent
 (Information not supplied)

NOW WITH WHIH

*Speidel covers
5 Great
Negro
Markets*

TOTAL NEGRO
COVERAGE OVER
1,250,000

Reach this tremendous Negro market effectively through the Speidel stations. They back up your sales message with intelligent programming and experienced personnel.

Buy all 5 or any combination you want. The stations are: **WHIH** — Norfolk, Va.; **WOIC** — Columbia, S. C.; **WPAL** — Charleston, S. C.; **WSOK** — Savannah, Ga.; **WYNN** — Florence, S. C. For full information ask our reps. —

National — Bob Dore Associates
 Southeastern — Dora-Clayton



If you want to
reach the
400,000 negroes
in south florida
and the
caribbean

Buy WAME

here's why:

1. We have the most watts — 5,000 to be exact.
2. We have the only network negro station in the South.
3. We have the most negro listeners — consistently.
4. While other stations give second-hand coverage to important news, we are there live! Recently, we aired the following events: The Civil Rights signing by the President — live! Race issues in St. Augustine — live! Race news events in Philadelphia, Miss., Atlanta, Jacksonville, The World's Fair, Rochester — live!
5. Sports — yes. The Chicago All-Star game — live! The Liston-Clay fight — live!

**THE
ONLY
FULL TIME
5,000 WATT
NEGRO STATION
IN FLORIDA**

WAME
1260 ON YOUR DIAL

Miami, Florida



REPRESENTED NATIONALLY BY BOB
DORE ASSOCIATES, NEW YORK, N Y

NOTHING TOPS
WJLD
IN SELLING THE
225,000 STRONG
NEGRO MARKET
OF METROPOLITAN
BIRMINGHAM

BUY BIRMINGHAM'S BEST
RADIO BUY . . .

WJLD • WJLN (FM)
24 HOUR RADIO
BIRMINGHAM



REPRESENTED BY THE BOLLING CO.

		Fuquay Springs		
WFVG	1460 kc	1 kw*		
Negro-Appeal Programing		Percent		
(Information not supplied)				
		Goldsboro		
WFMC	730 kc	1 kw*		
Negro-Appeal Programing		Percent		
(Information not supplied)				
		Greensboro		
WEAL‡	1510 kc	1 kw*		
Negro-Appeal Programing		Percent		
Music		70		
News		5		
Interview		1		
Sports		2		
Religion		20		
Public service		2		
Manager		Carroll Ogle		
Sales Manager		Nelson J. Harrill		
Representative		Bernard Howard		
WGBG	1400 kc	1 kw (d)	250 w (n)	
Negro-Appeal Programing			Percent	
(Information not supplied)				
		Laurinburg		
WEWO	1080 kc	1 kw*		
Negro-Appeal Programing		Percent		
(Information not supplied)				
		Louisburg		
WYRN	1480 kc	500 w*		
Negro-Appeal Programing		Percent		
(Information not supplied)				
		Murphy		
WKRK	1320 kc	5 kw*		
Negro-Appeal Programing		Percent		
(Information not supplied)				
		Raleigh		
WLLE‡	570 kc	1 kw*		
Negro-Appeal Programing		Percent		
News		18		
Sports		4		
Music		50		
Religion		28		
Manager		Paul L. von Hagel		
Representatives		Bob Dore, Bernard Ochs		
		Rockingham		
WAYN	900 kc	1 kw*		
Negro-Appeal Programing		Percent		
(Information not supplied)				
		Shelby		
WADA	1390 kc	500 w*		
Negro-Appeal Programing		Percent		
Music		70		
News		10		
Religion		20		
Manager		Boyce J. Hanna		
Sales Manager		Harold Noles		
		Wilmington		
WHSL	1490 kc	250 w		
Negro-Appeal Programing		Percent		
(Information not supplied)				
		Wilson		
WGTM	590 kc	5 kw		
Negro-Appeal Programing		Percent		
Music		95		
News		5		
Manager		A Hartwell Campbell		
Sales Manager		S. L. Quick		
Representative		T-N Spot Sales		
		Winston-Salem		
WAAA‡	980 kc	1 kw*		
Negro-Appeal Programing		Percent		
Music		43		
News		18		
Interview		2		
Sports		2		
Religion		30		
Public service		5		
Manager		Charles R. Daly		

Sales Manager Stuart Gordon
Representatives Bob Dore, Bernard Ochs

OHIO
Negro Population 786,097
White Population 8,909,698

Cincinnati
WCIN‡ 1480 kc 5 kw (d) 500 w (n)
Negro-Appeal Programing Percent
(Information not supplied)

Cleveland
WABQ‡ 1540 kc 1 kw*
Negro-Appeal Programing Percent
Music 80
News 8
Interview 5
Sports 2
Religion 3
Public service 2
Manager Bert Noble
Representative Bernard Howard

WJMO (Cleveland Heights)
1490 kc 1 kw (d) 250 w (n)
Negro-Appeal Programing Percent
Music 70
News 10
Interview 2
Sports 2
Religion 8
Public service 7
Other 1
Manager C. C. Courtney
Sales Manager Don Bruck
Representatives UBC, Dora-Clayton, Savalli/Gates

Columbus
WVKO‡ 1580 kc 1 kw*
Negro-Appeal Programing Percent
Music 67

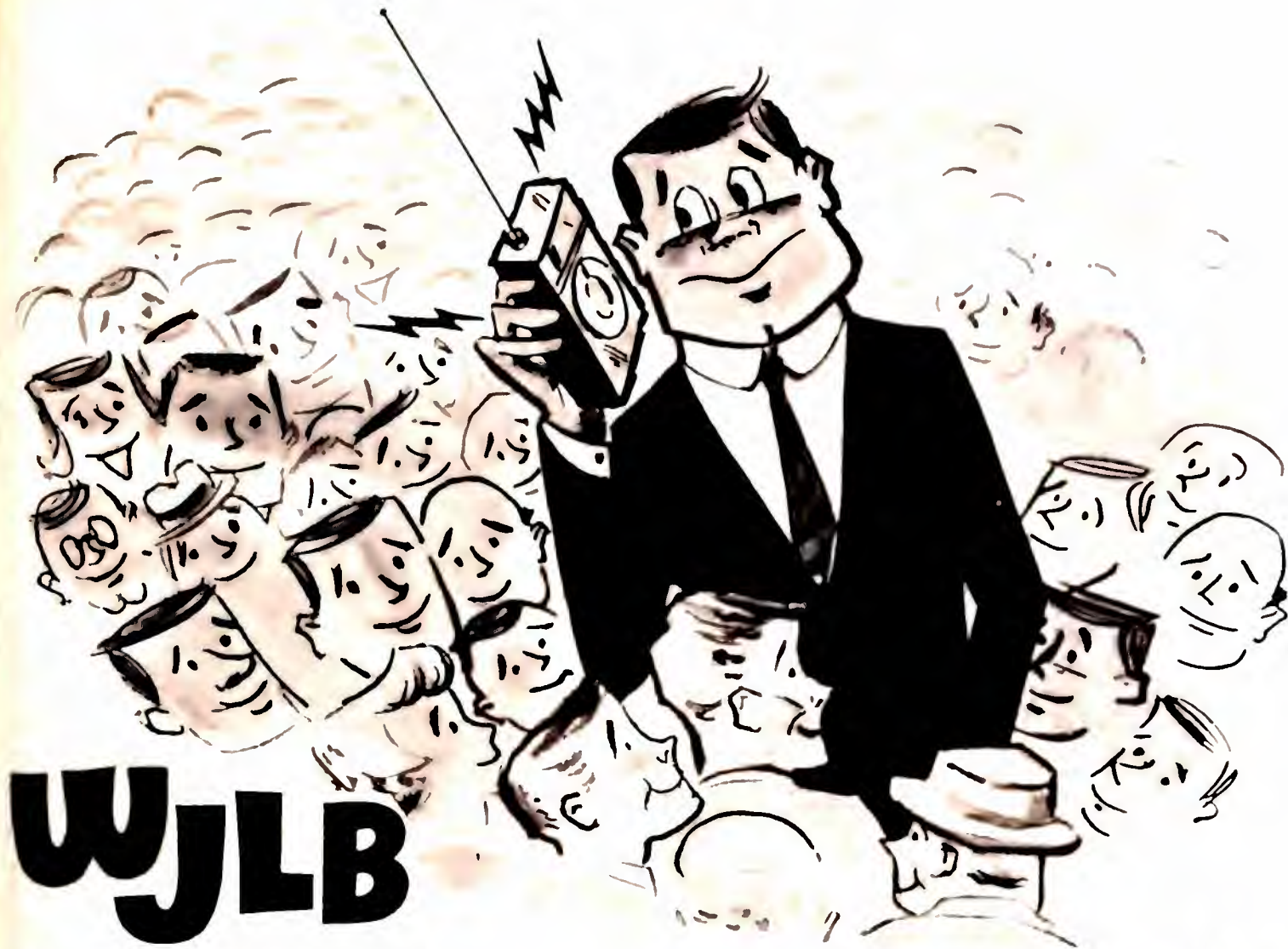
THANK YOU:

- WEUP—Huntsville, Ala.
- WTUG—Tuscaloosa, Ala.
- KCAC—Phoenix, Ariz.
- KOKY—Little Rock, Ark.
- KWAC—Bakersfield, Calif.
- WMBM—Miami, Fla.
- WELE—Daytona, Fla.
- WBOP—Pensacola, Fla.
- WTHB—Augusta, Ga.
- WOKS—Columbus, Ga.
- WILD—Boston, Mass.
- WQIC—Meridian, Miss.
- KXLW—St. Louis, Mo.
- WLIB—New York, New York
- WLLE—Raleigh, N.C.
- WAAA—Winston-Salem, N.C.
- WGYW—Knoxville, Tenn.
- WILA—Danville, Va.

for your continued confidence in
the personalized service of:

Bernard I. Ochs

Company Atlanta, Ga.



HEAD AND SHOULDERS ABOVE THE CROWD IN DETROIT'S NEGRO MARKET

3 BIG REASONS WHY!

- WJLB — FIRST IN NEGRO PROGRAMMING — ALL DAY . . . AND ALL NIGHT TOO
- WJLB — BEST LIKED PERSONALITIES IN THE MID-WEST
- WJLB RANKS FIRST WITH NEGRO AUDIENCE

"LATEST PULSE RATING"	WJLB		Station "A"
	6-9 a.m.	32	10
9-12 noon	31	9	
12-3 p.m.	27	13	
3-6 p.m.	31	9	

*SOURCE: The Pulse Inc., Detroit City, Michigan Negro Radio Audience, January - February, 1964

1400 KC DETROIT • 1000 WATTS



'Senator' Bristoe Bryont

'Frantic' Ernie Durham

George White

Jack Surrell

Jan Foreman

'Joltin' Joe Howard



WJLB

3100 DAVID BRODERICK TOWER • DETROIT 26, MICH.

WJLB THE ANSWER FOR REACHING DETROIT'S NEGRO MARKET

WITH THE RIGHT SOUND OF TODAY!
POPULATION — OVER 650,000
INCOME — \$750,000,000 PLUS

REPRESENTATIVE BERNARD HOWARD & CO. INC

FIRST* in NEGRO RADIO in CLEVELAND:

WJMO

programs

top Negro

talent . . .

backed with
consistent and

heavy

promotion to

deliver your
message to

260,000 Negroes

at Cleveland's

★ ★ ★

WJMO RADIO

Cleveland Ohio

* Pulse, May-June, 1963

Represented nationally by:

NEW YORK: UBC Sales, 7 East 43rd St.

CHICAGO: UBC Sales, Wrigley Bldg.

ATLANTA: Dora-Clayton Agency, Inc.

News	. 9
Interview	5
Sports	2
Religion	13
Public service	3
Other	1
Manager	Bert Charles
Sales Manager	William Selander
Representative	Bernard Howard

Middletown			
WPFB	910 kc	1 kw (d)	100 w (n)
Negro-Appeal Programming			Percent
(Information not supplied)			

OKLAHOMA

Negro Population 153,084
White Population 2,107,900

Ardmore			
KVSO	1240 kc		250 w
Negro-Appeal Programming			Percent
(Information not supplied)			

Sand Springs			
KTOW	1340 kc		250 w
Negro-Appeal Programming			Percent
(Information not supplied)			

Tri-City			
KWSH (Wewoka)	1260 kc		1 kw
Negro-Appeal Programming			Percent
(Information not supplied)			

Vinita			
KVIN	1470 kc		500 w*
Negro-Appeal Programming			Percent
(Information not supplied)			

PENNSYLVANIA

Negro Population 852,750
White Population 10,454,004

Philadelphia			
WDAS‡	1480 kc	5 kw (d)	1 kw (n)
Negro-Appeal Programming			Percent
Music			75
News			19
Interview			3
Sports			1
Religion			1
Public service			1
Other			1
Manager			Robert A. Klein
Sales Manager			William H. Vogt
Representative			Bernard Howard

WHAT‡			
1340 kc	1 kw (d)	250 w (n)	
Negro-Appeal Programming			Percent
Music			60
News			10
Interview			5
Sports			3
Religion			10
Public service			10
Other			2
Manager			William A. Banks
Sales Manager			Jack J. Dash
Representative			Gill-Perna

Pittsburgh			
WAMO‡	860 kc		1 kw*
WAMO-FM	105.9 mc		72 kw
Negro-Appeal Programming			Percent
Music			68
News			10
Interview			1
Sports			1
Religion			10
Public service			10
Other			10
Manager			Leonard Walk
Sales Manager			Joseph Bassett
Representative			Bernard Howard

WZUM (Carnegie)‡			
15090 kc			1 kw*
Negro-Appeal Programming			Percent
(Information not supplied)			
Manager			Jim Psihoulis
Representative			Bob Dore

SOUTH CAROLINA

Negro Population 829,291
White Population 1,551,022

Bennettsville			
WBSC	1550 kc	10 kw (d)	5 kw (n)
Negro-Appeal Programming			Percent
(Information not supplied)			

Charleston			
WPAL‡	730 kc		1 kw*
Negro-Appeal Programming			Percent
Music			40
News			5
Interview			2
Sports			1
Religion			40
Public service			9
Other			3
Manager			Bob Chrystie
Representatives			Bob Dore, Dora-Clayton

Clinton			
WPCC	1410 kc		1 kw*
Negro-Appeal Programming			Percent
(Information not supplied)			

Columbia			
WOIC‡	1320 kc	5 kw (d)	1 kw (n)
Negro-Appeal Programming			Percent
Music			70
News			6
Interview			3
Sports			1
Religion			6
Public service			12
Other			2
Manager			Russell George
Sales Manager			Frank Harris
Representative			Bob Dore

Florence			
WOLS	1230 kc	1 kw (d)	250 w (n)
Negro-Appeal Programming			Percent
(Information not supplied)			

WYNN‡			
540 kc			250 w*
Negro-Appeal Program			Percent
Music			82
News			5
Interview			1
Religion			6
Public service			6
Manager			David C. Phillips
Sales Manager			Earl Graddick
Representative			Bob Dore

Fountain Inn			
WFIS	1600 kc		1 kw*
Negro-Appeal Programming			Percent
(Information not supplied)			

Greenville			
WESC	660 kc		10 w*
Negro-Appeal Programming			Percent
(Information not supplied)			

Holly Hill			
WHLH	1440 kc		1 kw*
Negro-Appeal Programming			Percent
(Information not supplied)			

Kershaw			
WKSC	1300 kc		500 w*
Negro-Appeal Programming			Percent
(Information not supplied)			

Kingstree			
WDKD	1310 kc		5 kw*
Negro-Appeal Programming			Percent
Music			30
News			8
Interview			2
Sports			10
Religion			20
Public service			20
Other			10
Manager			E. G. Robinson, Jr
Representatives			Keystone, George T. Hopewell

Manning			
WYMB	1410 kc		1 kw*



NEGRO RADIO for DAYTONA

The
exclusive
Negro
medium
for
all the
Mid-Florida

East
WELE

P.O. Box 4006
DAYTONA BEACH, FLORIDA

RESULTS ON



TIGER RADIO

ARE

GR-R-R-REAT

SELL CENTRAL FLORIDA'S
100,000 NEGROES

WITH

WOKB

1011 S. DIVISION ST.
ORLANDO, FLORIDA

Central
Florida's
ONLY

NEGRO-PROGRAMMED

Station

Owned and Operated by:

JACK EVERBACH

Represented by

GILL-PERNA

DORA-CLAYTON

Negro Appeal Programming
(Information not supplied)

Rock Hill

WRHI 1340 kc 1 kw (d) 250 w (n)
Negro Appeal Programming
(Information not supplied)

Spartanburg

WZ00 1400 kc 1 kw (d) 250 w (n)
Negro Appeal Programming
(Information not supplied)

St. George

WQIZ 1300 kc 500 w
Negro Appeal Programming
Music 60
News 10
Religion 15
Public Service 5
Other 10
Manager *ir* *do* *es*

Sumter

WSSC 1340 kc 1 kw (d) 250 w (n)
Negro Appeal Programming
Music 95
Interview 5
Manager Ed Danr in
Sales Manager Harry W. Fowler
Representative Thomas F. Clark

TENNESSEE

Negro Population 586,876
White Population 2,977,753

Chattanooga

WN00† 1260 kc 1 kw*
Negro-Appeal Programming
Music 61
News 12
Interview 2
Sports 2
Religion 21
Other 2
Manager Fred J. Webb
Representative Bob Dore

WRIP (Rossville, Ga.) 980 kc 500 w
Negro-Appeal Programming
(Information not supplied)

Church Hill

WMCH 1260 kc 1 kw*
Negro Appeal Programming
(Information not supplied)

Dyersburg

WDSG 1450 kc 250 w
Negro-Appeal Programming
(Information not supplied)

Erwin

WEMB 1420 kc 5 kw*
Negro-Appeal Programming
(Information not supplied)

Jackson

WJAK† 1460 kc 1 kw*
Negro-Appeal Programming
(Information not supplied)

Knoxville

WGYW (Fountain City)† 1430 kc 1 kw
Negro-Appeal Programming
(Information not supplied)

Memphis

WDIA† 1070 kc 50 kw (d) 5 kw (n)
Negro-Appeal Programming
Music 6
News 6
Interview 1
Sports 2
Religion 32
Public service 3
Sales Manager Archie Gr...
Representative Bernard Howard

WL0K† 1340 kc 1 kw (d) 250 w (n)
Negro Appeal Programming
Percent

★ ★ ★ ★ ★ ★ ★ ★

SERVING

THE

CAPITAL CITIES

OF THE SOUTH

ATLANTA --

WAOK

No. 1—Ten Continuous Years

(Latest Negro Pulse Rating
MARCH 1964)

- Council of Women
- News Coverage
- Community Interest
- Complete Merchandising Service
- Air Personalities That Entertain and SELL

24 HOURS — 5000 WATTS

A MUST BUY to reach over 250,000
in the RICH Atlanta Market
Represented Nationally By McGav-
ren-Guild Co., Inc. In the South,
Call Stan Raymond, WAOK, Atlanta,
Ga.

MONTGOMERY --

WRMA

No. 1 In Montgomery

(Latest Pulse Rating JULY 1964)

- Council Of Women
- News Coverage
- Community Interest
- Complete Merchandising Service
- Air Personalities That Entertain and SELL

950 Kc — 1000 WATTS

Only Negro Program — Station Serv...
Central Atlanta

Represented Nationally By Bernard How...
& Co. Inc. In the South Call Stan Ray...
WAOK Atlanta or Jim...
Montgomery Aa

★ ★ ★ ★ ★ ★ ★ ★

335,000

**NEGROES IN THE
PRIMARY SIGNAL OF**

WAAA

1000 Watts — 980 kc

WINSTON SALEM, N.C.

ARE LOYAL AND RESPONSIVE

- Largest Audience According to General Market Surveys
- More Local Advertising Than All Other Stations in Market
- Only Facility to Reach All the Negro People
- WAAA Womans Council (3600 women) can be used for merchandising and testing.

**EXCELLENT
TEST MARKET**

Rep.
BOB DORE Associates

In South: Barnard I. Ochs Co.

Music 7%
News 2
Sports 2
Religion 5
Public service 15
Manager J. F. Maurer
Representative Bob Dore

Millington
WGMM 1380 kc 500 w*
Negro-Appeal Programing Percent
(Information not supplied)

WHEY 1220 kc 250 w*
Negro-Appeal Programing Percent
(Information not supplied)

Murfreesboro
KGNS 1450 kc 1 kw (d) 250 w (n)
Negro-Appeal Programing Percent
(Information not supplied)
Religion 5

Nashville
WLAC 1510 kc 50 kw
Negro-Appeal Programing Percent
Music 100
Manager F. C. Sowell
Sales Manager E. G. Blackman
Representative Katz

WVOL (Berry Hill)† 1470 kc 5 kw (d) 1 kw (n)
Negro-Appeal Programing Percent
Music 69
News 7
Interview 2
Sports 1
Religion 21
Manager Donald K. Clark
Representative Gill-Perna

Paris
WTPR 710 kc 250 w*
Negro-Appeal Programing Percent
(Information not supplied)

TEXAS

Negro Population1,187,125
White Population8,374,831

Amarillo
KIXZ 940 kc 5 kw (d) 1 kw (n)
Negro-Appeal Programing Percent
(Information not supplied)

Beaumont
KJET‡ 1380 kc 1 kw*
Negro-Appeal Programing Percent
Music .0
News 10
Interview 4
Religion 12
Public Service 4
Manager Ed Henry
Sales Manager Jim Saxon
Representative Bcb Dore

Colorado City
KVMC 1320 kc 1 kw*
Negro-Appeal Programing Percent
(Information not supplied)

Dallas - Ft. Worth
KNOK‡ 970 kc 1 kw*
Negro-Appeal Programing Percent
Music 50
News 7
Interview shows 1
Sports 2
Religion 20
Public Service 20
Manager Stuart J. Hepburn
Sales Manager Dean McClain
Representative Bernard Howard

Falfurrias
KPSO 1260 kc 500 w
Negro-Appeal Programing Percent
(Information not supplied)

Houston
KCOH‡ 1430 kc 1 kw*
Negro-Appeal Programing Percent
Music 55
News 10
Interview 2
Sports 3
Religion 20
Public Service 10
Manager R. C. Meeker
Sales Manager John Shedden
Representative Savalli/Gates

KLVL (Pasadena) 1480 kc 1 kw (d) 500 w (n)
Negro-Appeal Programing Percent
Religion 75
Public service 25
Manager Felix H. Morales
Sales Manager Johnny P. Hernandez
Representatives National Time, Harlan G. Oakes

KYOK‡ 1590 kc 5 kw
Negro-Appeal Programing Percent
Music 50
News 5
Interview 2
Sports 5
Religion 20
Public Service 18
Manager Joseph R. Fife
Sales Manager Joseph M. Fahey
Representative Bob Dore

Marshall
KMHT 1450 kc 1 kw (d) 250 w (n)
Negro-Appeal Programing Percent
Music 65
News 15
Interview 3
Sports 2
Religion 10
Public service 5
Manager H. A. Bridge, Jr.
Sales Manager Vinson L. Stevens
Representative M. A. Sales

5 REASONS

you can reach the
exploding negro population
in OKLAHOMA . . .



KBYE is Oklahoma City's only radio station presenting live negro personalities.



KBYE has over 60,000 negro listeners.



KBYE provides exclusive Negro radio in Oklahoma City.



KBYE daily programming includes Negroes in — News — Sports — Music — and Spiritual inspiration.



The Negro population of Oklahoma City is up 38%.

KBYE-890

1000 Clear Channel Watts
5508 N. Eastern
Oklahoma City, Oklahoma

Pampa		
KHHH	1230 kc	250 w
Negro Appeal Programming		Percent
(Information not supplied)		
San Antonio		
KCOR	1350 kc	5 kw
Negro Appeal Programming		Percent
Music		9
Religion		1
Manager		Nit
Representatives		Bl L
		iv /
Silsbee		
KKAS	1300 kc	500 w
Negro Appeal Programming		Percent
(Information not supplied)		
Tyler		
KDOK	1330 kc	1 kw
Negro Appeal Programming		Percent
(Information not supplied)		
Tyler		
KTBB	600 kc	1 kw
Negro Appeal Programming		Percent
(Information not supplied)		
KZEY*		
KZEY*	690 kc	250 w*
Negro Appeal Programming		Percent
Music		50
New		10
Sports		5
Religion		30
Public Service		5
Manager		W L Wh tworth
Representatives		Bob Dore Dora Clayton

VIRGINIA

Negro Population 816,258
 White Population 3,142,433

Altavista		
WKDE	1280 kc	500 w*
Negro Appeal Programming		Percent
(Information not supplied)		
Blackstone		
WKLV	1440 kc	5 kw
Negro Appeal Programming		Percent
(Information not supplied)		
Chase City		
WMEK	980 kc	500 w
Negro Appeal Programming		Percent
(Information not supplied)		

Agencies—

Which use Negro radio most heavily?

Question — Of the agencies which place spot schedules on your station, which three would you say were "most active" in using Negro-appeal radio?

First three most frequently cited agencies were Tucker-Wayne, Noble-Dury, J. Walter Thompson. Tucker-Wayne's most frequently cited account is Pharmaco's Atra Skin Tone Cream; Noble-Dury's is J. Strickland's Royal Crown Hair Dressing; J. Walter Thompson's is Ford Motor Co.


Negro-appeal station managers also listed these heavy users of Negro-appeal radio: Ted Bates, D'Arcy, BBDO, Grey, Wm. Etsy, EWR&R and Gardner.



J.O.B. Inc. is the unique non profit placement agency for disabled men and women.

Many employers who hire J.O.B. candidates have learned about the contributions of skill, energy and judgment that qualified disabled persons bring to the job. See for yourself ...next time hire an experienced disabled employee. For information call the J.O.B. nearest you or write:

**J.O.B. Inc. 717 First Avenue
 New York, N.Y. 10017**



WOKS
ROCKET RADIO

1340 KC

**THE ONLY STATION
 IN COLUMBUS, GA.
 PROGRAMMED 100% TO
 THE NEGRO COMMUNITY**

SPECIAL HOOPER RADIO AUDIENCE INDEX
 NEGRO - WHITE
 COLUMBUS, GA. - PHENIX CITY, ALA.
 SEPTEMBER - OCTOBER, 1963
 SHARE OF RADIO AUDIENCE

		Station "A"	Station "B"	Station "C"	WOKS	Station "D"	Station "E"
MONDAY THRU FRIDAY 7.00 A.M. - 12.00 NOON	WHITE	20	49.1	10.4	4.7	8.1	21.2
	NEGRO	8.9	7.3	5.7	63.4	3.3	9.8
12.00 NOON - 6.00 P.M.	WHITE	2.2	49.4	14.1+	6.7	6.7	15.9
	NEGRO	14.7	6.9	++	66.4	3.4	3.4

*You cannot
successfully
Sell in
ARKANSAS
Unless You
use*

KOKY

5000 WATTS — 1440 KC

ALL NEGRO STATION IN

LITTLE ROCK

Reaches 172,000 Negroes,
24.3% of Total Population

Pulse Negro study August
1963 gives K O K Y 85%

General Market Surveys
Show KOKY as One of Top
Rated Stations

**EXCELLENT
TEST MARKET**



Rep.
BOB DORE Associates

In South: Barnard I. Ochs Co.

Most frequently advertised on Negro radio

Here is a list of products most frequently advertised on Negro-appeal radio stations. List's order is by frequency of mention in a SPONSOR survey.

ADVERTISER	PRODUCT	AGENCY
R. J. Reynolds	Cigarets*	Wm. Esty Co.
Pharmaco, Inc.	Atra Skin Tone Cream	Tucker Wayne
Carnation Co.	Evaporated Milk	EWR&R
Anheuser-Busch, Inc.	Budweiser Beer	D'Arcy Adv.
J. Strickland & Co.	Royal Crown Hair Dressing	Noble-Dury
SSS Co.	SSS Tonic	Tucker Wayne
Proctor & Gamble	Tide	Compton
Ford Motor Co.	Automobiles	J. Walter Thompson
Falstaff Brewing Corp.	Falstaff Beer	Dancer-Fitzgerald-Sample
American Tobacco Co.	Cigarets**	SSC&B

*Camel is most heavily advertised

**Pall Mall is most heavily advertised

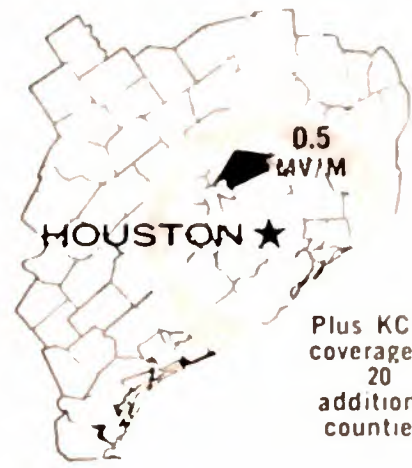
Sponsor

IS FOR THE SPONSOR.

NO OTHER PUBLICATION IS.

KCOH EXCLUSIVELY SERVES
HOUSTON'S NEGRO POPULATION . . .

1st in **TEXAS!**
3rd in the **SOUTH!**
11th in the **NATION!**



Houston has a market of 269,000 Negroes which is larger than the entire city of:

- Harrisburg, Pa. • Paterson, N. Jer.
- Wilmington, Del. • Santa Ana, Calif.
- Worcester, Mass. • Albuquerque, N. M.
- Des Moines, Iowa • Hammond-East Chicago, Ind.

Savalli/Gates, Inc.
National Representatives

Let Houston's Negroes
hear about you on KCOH!

Houston Negroes' annual spendable income, over \$210,000,000.

FREE—NO OBLIGATION COUPON

To: KCOH Radio
5011 Almeda St.
Houston, Texas 77004

Please supply information on KCOH's community image, merchandising and other pertinent data regarding KCOH and the Houston Negro market.

Name & Title _____
Company _____
Address _____
City and State _____

Your **FIRST** station to sell the **BALTIMORE, MD.** **NEGRO MARKET** **WSID**

Negro Metro Pulse April, May, June '64
Shares - Mon. - Fri.

	6 AM - Nn.	Nn. - 6 PM
WSID	33	34
Negro Station -A	16	14
Negro Station -B	20	27

W
S
I
D

- 100% Negro Programing
- 1000 — W Clear Channel Station @1010f
- Baltimore's First established Negro station
- Top talent with a format for everyone
- Ready to sell your client's product to the Baltimore Negro market

Call our representa-
tive in your area for
more details

The New



10,000 WATTS
AT 1550

IN ALL DIRECTIONS

The Southwest's Most
Powerful Ebony
Voice.
NIGHT & DAY.

Stuart Hepburn
President

Al Evans
Station Mgr.

THE ONLY FULL TIME NEGRO COMMUNITY AM STATION IN BALTIMORE

Among Negro Community Stations in Baltimore:

- ① First in Negro Pulse Between 6 and 9 A.M. And between 3 and 6 P.M.
Monday through Friday and every night, of course.
*Source—Negro Pulse April-May-June, 1964
- ② First in General Hooper all day 7 A.M. to 6 P.M. Monday through Friday.
*Source—General Hooper June-Ju'y, 1964
- ③ First in General Hooper in total rated time periods, all day and all night
Monday through Friday.
*Source—General Hooper April-May-June, 1964

WWIN

RADIO 1400

24 HOURS A DAY

Represented National by Savalli Gates Inc.

Christianburg		
WBCR	1260 kc	1 kw*
Negro-Appeal Programing		Percent
(Information not supplied)		
Danville		
WILA‡	1580 kc	1 kw*
Negro-Appeal Programing		Percent
Music		45
News		15
Interview		1
Sports		4
Religion		20
Public Service		15
Manager	George J. Lund	
Sales Manager	Neil K. McMillan	
Representative	Bernard I. Ochs	
Emporia		
WEVA	860 kc	1 kw*
Negro-Appeal Programing		Percent
(Information not supplied)		
Franklin		
WYSR	1250 kc	1 kw*
Negro-Appeal Programing		Percent
(Information not supplied)		
Gloucester		
WDDY	1420 kc	1 kw*
Negro-Appeal Programing		Percent
Music		70
News		10
Sports		5
Religion		15
Manager	Arthur Lazarow	
Representative	Gene Bolles	
Lynchburg		
WBRG	1050 kc	1 kw*
Negro-Appeal Programing		Percent
(Information not supplied)		
Norfolk		
WHIH (Portsmouth)‡	1400 kc 1 kw (d) 250 w (n)	

Negro-Appeal Programing		Percent
Music		50
News		10
Interview		3
Sports		2
Religion		20
Public Service		10
Other		5
Manager	George Pleasants	
Representative	Bob Dore	
Norfolk		
WRAP‡	850 kc 5 kw (d) 1 kw (n)	
Negro-Appeal Programing		Percent
Music		72
News		8
Interview		5
Sports		1
Religion		11
Public Service		2
Other		1
Manager	William L. Eure, Jr.	
Sales Manager	Stuart H. Barondess	
Representative	Continental	
Petersburg		
WSSV	1240 kc 1 kw (d) 250 w (n)	
Negro-Appeal Programing		Percent
Music		80
News		5
Religion		15
Manager	Roger A. Beane	
Sales Manager	Bill Woody	
Representative	Savalli Gates	
Richmond		
WANT‡	990 kc	1 kw*
Negro-Appeal Programing		Percent
Music		65
News		10
Sports		2
Religion		20
Public service		3
Manager	S. J. Bell	
Representative	UBC	
Roanoke		
WHYE	910 kc	1 kw*
Negro-Appeal Programing		Percent
(Information not supplied)		
Tasley		
WESR	1330 kc	5 kw
Negro-Appeal Programing		Percent
(Information not supplied)		
Manager	Brooks Russell	
Representative	Keystone	

WIKI‡		1410 kc	5 kw*
Negro-Appeal Programing			Percent
(Information not supplied)			
Manager	Ralph Algood		
Representative	Bernard I. Ochs		

WHYE		910 kc	1 kw*
Negro-Appeal Programing			Percent
(Information not supplied)			

WESR		1330 kc	5 kw
Negro-Appeal Programing			Percent
(Information not supplied)			
Manager	Brooks Russell		
Representative	Keystone		

WASHINGTON		
Negro Population	48,738	
White Population	2,804,476	

Seattle		
KZAM-FM‡	92.5 mc	17.5 kw
Negro-Appeal Programing		Percent
(Information not supplied)		

WISCONSIN		
Negro Population	92,977	
White Population	3,690,027	

Milwaukee		
WAWA (West Allis)‡	1590 kc	1 kw*
Negro-Appeal Programing		Percent
Music		70
News		10
Interview		3
Sports		1
Religion		12
Public Service		3
Other		1
Manager	Neil K. Searles	
Representative	Bernard Howard	

"How's business? And by the way, what is your business?"

The setting: any social situation. The reaction can be ego-deflating. The questioned man thinks "Here I am—head of the biggest multiple-row printed-circuit-cord-moting-connector factory in the world—and my acquaintances don't know it."

Many a dollar is wasted after such reflection. Mr. A. launches a spectacular campaign (four pages) in the general. His friends don't buy moting connectors—but they may read about his company. The general magazine campaign eats up most of the budget. There isn't enough advertising money left for specialized publications in the market Mr. A. serves.

Competitors make hay. Friends wonder "Whatever happened to Mr. A.?"

* * *

Exaggerated? Certainly. The general reaches some prospects for highly specialized products and services—but at great cost. A carefully chosen schedule in trade magazines provides depth, reach, and far greater coverage of customers and prospects at a small fraction of the cost.



The specialized business press is industry's reporter, management's instructor, the sales manager's divining rod, the marketer's market data source. Read by the man who wants to get ahead and the man determined to stay ahead, the business press teaches the newcomer, trains the analyst, retreads the old-timer. It serves, pin-points, identifies. It is **not** all things to all men. It is specific seeking out specialized markets. It isolates, clarifies, inspires. It reaches efficiently.



1913 Eye Street, N.W., Washington, D.C. 20006. Representing the 280 member magazines of National Business Publications, Inc., whose membership qualifications include independent audits by the Audit Bureau of Circulations, the Business Publications Audit of Circulation Inc. or the Canadian Circulations Audit Board Inc.

NAB Balks at Two New FCC AM Rule Proposals

In a petition for reconsideration filed with the FCC, the National Association of Broadcasters made known its objections to two provisions of the Commission's proposed AM rules.

First, while in agreement with an allocations system for new nighttime assignments based largely on adherence to strict engineering standards, NAB objects to the further requirement that applicants provide 25 percent coverage in so-called "white areas" that do not now receive any signal. This "will hamper unnecessarily the future improvement of facilities by existing daytime only stations . . . and is contrary to the Commission's traditional and sound philosophy that the public interest is best served by diversification and competing AM services in order to provide another 'voice' or 'voices' within a community," the association claimed.

Second, the proposed rule on program duplication would prohibit FM stations of a dual licensee in cities of over 100,000 population from duplicating programming of its AM sister station for more than 50 per-

cent of the time in an average FM broadcast week. This, said NAB, is "usurping a vital business and programming determination of dual owners" which should be "based on their own business judgment and broadcast experience as to when separate FM programming is fulfilling a need in their community . . . From a practical standpoint, the licensee alone must make the determination as to when such an operation can attract sufficient advertising revenue to support separate programming."

Mink, Cash to Sell Zerex

Mink coats, stoles and even live mink are among the more than 1300 prizes to be awarded consumers, retailers and suppliers in the Zerex anti-freeze "Big Mink Giveaway" this winter. A consumer advertising campaign begins in September, will include network television and radio.

Local commercials will be timed according to weather conditions that determine peak selling periods in various parts of the country.

Funeral Rites Held For Clayton E. Bond

Clayton E. Bond, 42, who was recently appointed as central division manager of MGM-TV's Syndicated Sales, died Aug. 2 in Barrington, Ill. His death was attributed to a massive coronary.

For the past 18 years Mr. Bond had been identified with theatrical film and television programming. He served with United Artists, 20th Century-Fox, NBC Films and CBS Films. In November, 1963, he joined the sales force of MGM-TV.

Mr. Bond is survived by his widow and four children.

Campbell Keeps 'Lassie'; Wrather Succeeds Gilbert

Campbell Soup Co. begins its eleventh consecutive year sponsorship of *Lassie* Sunday, Sept. 6 at 7 p.m. (EDT) over CBS-TV. Marketing of *Lassie*, *Lone Ranger* and *Sergeant Preston of the Yukon* continues ahead of last year, reports the Telesynd Division of the Wrather Corp. Telesynd says *Lassie* will be presented "in a wider variety of dramatic and meaningful adventures."

Following the death of A. C. Gilbert, Jr., chairman and president of the A. C. Gilbert Co., Jack Wrather, chairman and president of the Wrather Corp., succeeded Gilbert as chairman, and Anson Isaacson, chairman of Gilbert's executive committee, was elected president.

AP Broadcasters Elect

Four members have been elected to the Associated Press Radio and Television Assn. board of directors. Two of those elected to the 16-member board are incumbents — James Bormann, director of news and public affairs, WCCO Minneapolis, and F. O. Carver, director of public relations, WSJS-AM-FM Winston-Salem. New members of the board are Sam Sharkey, managing director of news, KING-TV Seattle, and Frank Balch, manager, WJOY Burlington, Vt. All were elected to four-year terms.

Balch will represent AM stations under 5000 watts in the eastern district of APRTA. Carver represents 500 watters and more in the southern district. The annual meeting of the board will be Sept. 21 in New York.

OIL FUEL COMMERCIAL WINS AWARD



Win Roll, vice president of Fuller & Smith & Ross, presents triple award to George D. McDaniel, president National Oil Fuel Institute, as Don Heath, FSR account executive, looks on. NOFI's tv commercial, featuring the dependability of oil heat, won three awards in the recent fifth annual American Tv Commercial Festival. There were 1396 entries in the competition, with the winners selected by 165 advertising executives in the U. S. and Canada.

MIXES TO HIT L.A.

YOUR FAVORITE BRAND AND
PARTY TYME
MAKE A PERFECT COCKTAIL
EVERYTIME!
© 1964 BY METRECAL CO. ALL RIGHTS RESERVED



Broadcast media will be used in an intensive advertising campaign to introduce the Los Angeles market to Party-Tyme Cocktail Mixes, slated to start within two weeks. More than 200 spots a week will be used on three radio stations. Agency is Frank B. Sawdon, Inc.

NBC Promotes Men

Alfred J. Ordovery and George A. Hooper have been appointed managers in the sales development and research departments of NBC owned stations and spot sales division marketing services. Ordovery, who will be manager, research department, joins NBC from MGM-TV, where he had been director of research since April, 1962. Hooper, manager of sales development, advertising and promotion, has been with NBC since 1953.

Ozark Ad Campaign Aimed At More Business Travel

Ozark Air Lines, St. Louis, has launched an ad campaign to promote air travel by businessmen throughout its 10-state system. Theme of the campaign is "Go-Getters Go Ozark," and the program planned by its new advertising agency, D'Arcy, is aimed at businessmen.

A special kick-off campaign in radio, newspaper, tv and poster began August 1 in Ozark's markets. Radio will continue to be Ozark's prime medium, with announcements to cover all Ozark markets, and television in use in selected major markets.

Ozark's new look in advertising,

D'Arcy says, is accompanied by a new sound—original music for the 10- and 60-second radio announcements. More than 125 radio stations will broadcast approximately 22,000 spots during the campaign.

Metrecal Promotion for Tv

"Reach for slimness" is the theme of Metrecal's fall promotion, says the processor, Edward Dalton Co., a division of Mead Johnson & Co. In addition to magazine coupons, CBS-TV will carry Metrecal commercials on *The Nurses*, *Route 66*, *CBS specials*, *Pete and Gladys*, *CBS Morning News*, *The Real McCoys* and *I Love Lucy*.

Earnings High for Coke

Earnings of the Coca-Cola Co. for both the second quarter and first half of 1964 reached record highs, the company announced.

Net profit for the second quarter was \$17,549,122 or \$1.24 a share, compared with \$14,859,374 or \$1.05 a share, for the like period of 1963. Profit for the first half of 1964 was \$5,000,000 above that of the first half of 1963.

The directors declared a quarterly dividend of 75 cents per share, payable Oct. 1.

Heritage House Campaign Will Offer \$3 Reward

Heritage House Products, Inc., Pittsburgh, will push its drive on fall lawn care on the Sept. 6 CBS-TV *Hall of Fame* pro football telecast. The firm has sponsored this event on tv since its inception two years ago.

Promotion will offer consumers a \$3 "reward" for winterizing lawns in the late summer and fall. The advertising campaign, concentrated in September, will also include magazine and dealer newspaper ads.

Jacobs Says Broadcast Is A Dog-Eat-Dog Business

A strong call for broadcast militancy was sounded at the southeast radio-tv seminar recently by Herb Jacobs, president of Tv Stations, Inc. Referring to pay tv, he declared, "It's time you stopped thinking of yourselves only as free broadcasters.

It's time for you to begin thinking like businessmen and recognize that you are in a dog-eat-dog fight that you have competitors—strong competitors, greedy competitors and shrewd competitors."

Jacobs added "It's time for you to recognize the reality of the situation, that hundreds of millions of dollars annually ride in this race. And there is no time for lofty platitudes when your brains are about to be kicked in and your pockets picked."

Jacobs said that "If you don't want to do it for yourselves—then be noble and do it for the people. Because pay tv over the air offers the only protection of their welfare . . . a point that would be hard for Congress and the Commission to overlook."

Three Specialists Signed For Purex ABC Specials

Three specialists will appear as authenticators of stories told in the Purex Specials for Women, hosted by Dinah Shore over ABC-TV this fall and winter.

Dr. Malcom B. Stinson, dean of the school of social work at the University of Southern California, will introduce the program, *The Menace of Age*. Dr. R. L. Motto, head of the Southern California Psychiatric Society, will discuss child molestation for *Child in Danger*. Dr. Paul Popenoe, founder and administrator of the American Institute of Family Relations, will open the program, *Just a Housewife*.

The one-hour programs will be telecast Oct. 8, Dec. 10 and Feb. 26 at 3 p.m. (Eastern time)

WSTV-TV
WHEELING-STEUBENVILLE
The Dominant One in the
Ohio Valley Market
A **Rust Craft**
STATION

Zenith Signs License Pact With Brazil Manufacturer

Zenith Radio Corp. and Denison Electronics Co. of Brazil jointly announced an agreement licensing the Denison Co. to manufacture and sell Zenith television, radio and high fidelity equipment in Brazil.

The Denison firm begins production in September in a temporary plant. Marketing of the Brazilian manufactured Zenith radio receivers will begin in December, with production of television sets slated for early next year. Officials believe this will be the largest enterprise resulting from a cooperative licensing arrangement between a Brazilian owned and operated firm and a U.S. company.

RAB-NAB Methods Study Gets an Acronym: ARMS

Joint RAB-NAB Radio Methodology Study steering committee has announced a name-change to All Radio Methodology Study (ARMS). Announcement came from Storer's Ward Dorrell, executive director of ARMS.

Committee felt its previous name had been "just impossible," not only to say but also to identify, Dorrell explained. Also, new name comes closer to depicting ARMS' goals: (1) to determine one or more methods for measuring accurately the full and complete radio audience; (2) to measure such audiences by time of day and by station; (3) to do so in



Hess & Clark, feed medications and animal health products firm, and its agency, Cooper, Streck & Scannell, hosted a luncheon meeting for radio reps and station personnel in Milwaukee. Around the "conference" table are (l to r): Tom Scannell and Robert Walton, Blair Radio, Inc.; Clancy Streck, Gene Cooper, Bill Hoeft, farm director, WTMJ Milwaukee; and Forrest Blair of Edward Petry & Co. Purpose of the session was to spell out details of Hess & Clark's use of Andy Griffith in the company's \$400,000 radio buy in 1964-65.

terms of unduplicated coverage and individual and cumulating periods; (4) to provide accurate demographic descriptions of such radio audiences.

A radio validation study has just been completed and statistical results will be announced later this month. Purpose of this "first step study" is to answer question, "Do they know what they're listening to?"

ABC-TV Keeps Scholl

The Scholl Manufacturing Co. will return to ABC-TV daytime this fall for its third successive campaign on behalf of Dr. Scholl's Zinopads and Foot Powder.

The special seasonal campaign, placed by West, Weir & Bartel, Inc. starts Sept. 14. The company, long a print advertiser, first used network television in 1962.

Speidel, Humble, Aetna On NBC's 1964-65 Schedule

The Speidel Corp. has purchased sponsorship in NBC-TV's *Alfred Hitchcock Hour* during the 1964-65 season through McCann-Marshall. Humble Oil and Refining Co. has bought time in two nighttime programs, *The Virginian* and *Interna-*

tional Showtime, through McCann-Erickson, Houston.

The National Singles Tennis Championships Sept. 12 and 13 will be sponsored on NBC-TV by Aetna Casualty and Surety Co., though Remington Advertising. NBC Radio's *Monitor* will cover the tourney with a series of five-minute broadcasts each day.

Universal City Sales

Universal City Studios new half-hour comedy series, *The Munsters*, now in production, is enjoying considerable merchandising tie-in support in a variety of "Munster" products — model kits, comic books, novelty dolls, puppets, puzzles, etc. Show was sold without the customary filming of a pilot episode, and it debuts over CBS television Sept. 24. Joe Connelly and Bob Mosher are co-producers.

The Lloyd Thaxton Show, seen locally on KCOP-TV Los Angeles will have distribution, through MCA-TV, established for 26 cities by the time the show kicks off at the end of this month. A nationwide promotion campaign is planned for the debut, including a multi-city personal appearance tour by Thaxton who is also creator and producer of the show.

Smith's Pie Promo Set

Mrs. Smith's Pie Co., Pottstown, Pa., starts an intensive promotion of its line of frozen dessert pies this week in the New England market. An 18-week television campaign is set for stations in Boston, Providence, Portland and Hartford. Other markets to carry Mrs. Smith's tv advertising are New York, Philadelphia, Pittsburgh, Scranton-Wilkes-Barre, Baltimore, Washington, Atlanta, Memphis, Tampa and Miami. J. M. Korn & Son handles advertising and public relations for the company.

Warner-Lambert Has Best Six Months Earnings

Warner-Lambert Pharmaceutical Co., which spent \$11,320,230 in spot and \$7,511,900 in network tv last year, reported its best second quarter and six-month earnings in its history. Earnings rose 18 percent above the comparable quarter in 1963, and were 16 percent for the first half of 1964 over that of 1963.

Mutual Nets 7 Affiliates

Mutual Broadcasting System has added seven radio stations in as many states since July 1, net announces. New affiliates: KGBA Santa Clara-San Jose, Calif.; KALO Little Rock; WDBQ Dubuque, Iowa; KBBB Borger, Tex.; WJON St. Cloud, Minn.; WPON Pontiac, Mich.; KWYR Winner, S.D.

Triangle Names Engle AE, Defines Sales Territories

With Triangle Program Sales' program of expansion continuing (SPONSOR, Aug. 10, p. 57), Peter H. Engle has joined the firm as New York account executive. He has been producer for five years of the tv series "High School Game of the Week" and other features.

Charles Cady, based in Los Angeles, will supervise the syndication operation in Alaska, Hawaii and 11 other Western states. Charles Powell, based in Baltimore, will serve as supervisor for 13 Southern states and the District of Columbia.

John Norton, an executive of Triangle Program Sales, will be sales chief for 14 Midwest and Northeast states. Dan Darling, who joined the

organization several months ago, will be in charge of sales in eight Southwest states and in New York state.

Engel's duties will cover Connecticut, New Jersey and New York City.

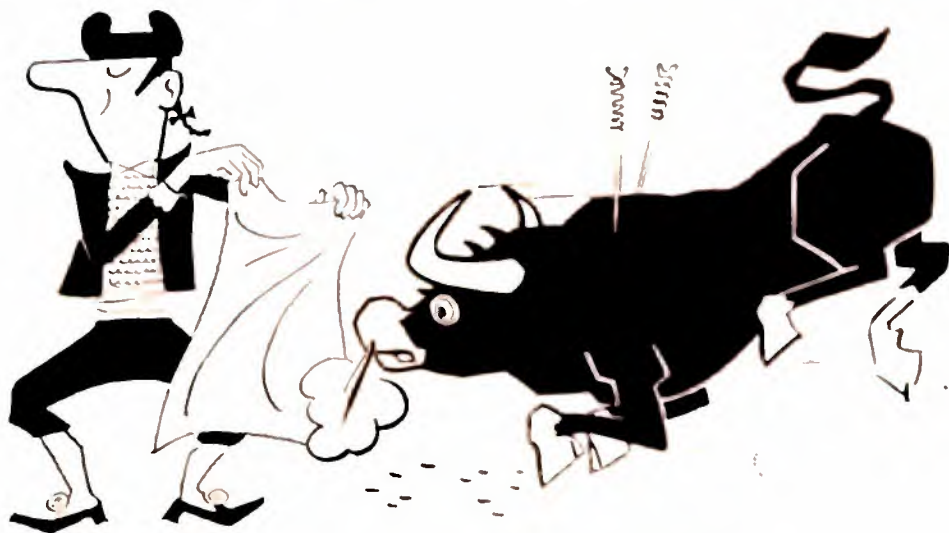
Official's 'Survival' Into 33 Markets; 20 Shows in Can

Claiming a reversal of the usual summer lull in most sales situations, Official Films announces that its

new syndication series, "Survival" has registered eight recent sales bringing a total of 33 markets for the series.

Four more shows have been cut bringing the total in production to 20. New markets sold include WEMJ-TV Youngstown, Ohio; WKRQ-TV Mobile; WESH-TV Dayton Beach Orlando; WCIV Tallahassee Thomasville; KROR-TV Redding Chico, Calif.; WCBI-TV Columbus, Miss.; KHM-TV Eureka, Calif.; KBS-TV Medford, Ore.

WHAT'S IN THE MIDDLE
MAKES THE BIG DIFFERENCE



...and, IN PENNSYLVANIA, IT'S
WJAC-TV

To keep the big Pennsylvania "middle" market charging ahead--you need WJAC-TV. This is the one station that attracts the huge "million dollar market in the middle."

America's 27th largest TV market.



Represented
Nationally
by
Harrington,
Richter &
Parsons, Inc.

Affiliated with WJAC AM-FM



The Johnstown Tribune-Despatch Station

SPONSOR SPOTLIGHT

ADVERTISERS

Thomas B. Nantz, who had been vice president, marketing, of B. F. Goodrich Chemical Co., elected division president. Nantz succeeds **Harry B. Warner**, who has been elected a group vice president of the parent company. **Robert D. Scott**, vice president, manufacturing and development, chemical division, named executive vice president. **George A. Fowles**, manager of plastic material sales, will be vice president, marketing, and **Antone Vit-tone, Jr.**, becomes vice president, manufacturing.

John L. Kelly named advertising manager, apparel and home furnishings, for American Viscose Div., FMC Corp., New York.

Walter D. Baldwin appointed vice president - marketing for United States Rubber Co. He joined the company in 1935 as a tire salesman rising to vice president in 1958 and in charge of corporate sales in 1962.

Robert J. Boslet joined the Norwich Pharmacal Co. as advertising manager of the products division. He leaves J. Walter Thompson where he was an account supervisor.

Ralph W. Dollinger and **Ernest Petit** named product merchandising managers, Testor Corp., Rockford, Ill. Dollinger was consumer products manager for Burgess Battery Co., Freeport, Ill., while Petit was general manager of Leitzsey Distributors of Texas.

Thomas E. Drohan named director of marketing and general manager of the grocery products department of Foremost Dairies, Inc., San Francisco.

Joseph E. Montgomery III appointed director of advertising and sales promotion, Eastern Air Lines. Most recently, Montgomery was with Dowling Adams ad agency, Atlanta, on its Delta Air Lines account. Prior to that he was with Northeast and Capital Airlines.

Robert O. Fickes, president, Norge Division of Borg-Warner Corp., named president and chief executive officer of Philco Corp., succeeding **Charles E. Beck**, who was appointed staff executive, general products group, Ford Motor Co.

Milton D. Thalberg elected president of Febs Industries, South Bend, Ind., bicycle manufacturing company. He will headquarter at company's executive offices in New York, resigning as vice president in charge of merchandising, Sony Corp. of America.

AGENCIES

Herbert Paul Field joined Geyer Morey Ballard as manager in charge of the radio tv business affairs department. He formerly directed broadcast operations at SSC&B.

Carl B. E. Shedd appointed account executive at Harold Cabot & Co., Boston, moving from Ogilvy, Benson & Mather, New York.



John R. Wright



Randall Grochoske

John R. Wright named vice president at Post-Keyes-Gardner, Chicago. He joined agency as an account executive in 1962.

Randall Grochoske named television creative director of McCann-Erickson, San Francisco. He has been with agency since 1961.

Bill D. Blair named director of radio and tv production for Ferguson-Miller, Tulsa. A native of Guthrie, he had been with KVOO-TV since 1956.

Philip D. Archer promoted from space buyer and media supervisor, Knox Reeves Advertising, Minneapolis, to media manager.

Fred E. Delkin, Jr., joined the creative staff of Dawson, Turner & Jenkins, Portland, Ore. He served as copy chief and creative director for Portland and San Francisco ad agencies.

James A. Roberts, account executive at Doherty, Clifford, Steers & Shenfield, New York, named vice president.

Sig Rehbock named senior vice president of Smith & Dorian, New York. He will serve as account supervisor of consumer goods and styled merchandise accounts. He joined S&D in 1961 as an account executive.



Ralph Dollinger



Ernest Petit



Robert J. Boslet



Walter D. Baldwin



Milton D. Thalberg



Sig Rehbock



Arthur C. Johns



A. Edwin Macon



Carl Bruggemeyer



Richard A. Trea



James G. Sherman



Robert C. Payne

Arthur C. Johns named vice president in account servicing at Edward H. Weiss & Co., Chicago. He had been marketing director of Jenn-Air's residential division, manufacturers of built-in appliances.

A. Edwin Macon named art director, Eldridge, Inc., Trenton, N. J.

Walter E. Kull named vice president and account supervisor of Norman, Craig and Kummel, Inc.

Thomas E. Wehrle named controller of the Gardner Advertising Co.

R. Bowen Munday named account executive at West, Weir & Bartel. Since 1959, Munday had been with Ted Bates as account executive.

Charles Rumrill, president of the Rumrill Co., appointed to the National Export Expansion Council. Group advises U.S. Department of Commerce on export programs.

John C. Trindl, Jr., named associate creative director; **Keith L. Reinhard** to copy supervisor; and **Ralph J. Delby, Jr.**, to art supervisor, Needham, Louis and Brorby, Chicago. New art directors are **Kenneth K. Kimura** and **Eugene C. Maudarino**.

Elias B. Baker appointed vice president of Geyer Morey Ballard, New York. **Raymond V. Dempsey** named copywriter of GMB's Lehn & Fink account.

Robert C. Decker resigns as vice president of Carpenter, Matthews and Stewart to become vice president and account supervisor for the McCarty Co., New York.

Carl Bruggemeyer joined Ted Menderson Co., Cincinnati, as account executive. He served as ad manager for Burkhardt's Men's Stores, before that was doing newspaper promotion.

Richard A. Trea joined Richard K. Manoff, Inc., New York, as director of media and broadcast planning. He had been with Kenyon & Eckhardt for past seven years and Benton & Bowles before that.

James G. Sherman named to new post of executive art director, MacManus, John & Adams, Chicago. He had been art supervisor with Needham, Louis & Brorby, Chicago.

John D. Barnetson joined Eisaman, Jones & Laws, Los Angeles, as vice president and creative director. He was copy chief and vice president of Fitzgerald Advertising, New Orleans, for over 10 years.

Joseph H. Vaamonde named account supervisor in contact department of Young & Rubicam. He has been with Y&R since 1951.

William J. McKenna, Jr., appointed vice president, copy contact, Weightman, Inc., Philadelphia, making move from a creative vice presidency at Warwick & Legler, New York.

James G. Sherman named to new post of executive art director, MacManus, John & Adams, Chicago. Had been Chicago art supervisor at Needham, Louis & Brorby. **Paul L. Futur** has resigned as products brand manager, Simoniz Co. to join the MJA marketing staff.

Ruth Scott joined The Rumrill Co. as fashion copywriter. She had been with Rockmore - Garfield - Shaub.

TIME/Buying and Selling

Ronald B. Kaatz named manager of sales development, central sales, CBS Television, Chicago. He had been manager of media and program analysis with Leo Burnett.

Dou Dalton joins the Chicago sales staff of AM Radio Sales. For the past two years he was selling for Robert Eastman Co.

Garrett Scollard joined Blair Television, Detroit, as an account executive, following two years at WJBK-TV Detroit.

TV MEDIA

Robert C. Payne named promotion manager for KTVH Hutchinson, Kan. He had served as promotion manager for KFH-AM-FM Wichita and, for the past ten years, was program and promotion manager for KAKE-TV Wichita.

Richard G. Maynard, formerly continuity director, named account executive at WOAD-TV Moline.

George S. Rydos named local sales manager for WNBZ Binghamton, N.Y. He has been an account executive there since 1958.

Dwaine Stover named account executive at KOOL-TV Phoenix. He has worked at radio stations in Texas and Iowa for 14 years.

William G. Mulvey named general sales manager for KFRF-TV Fresno, Calif., replacing Keith Dare, resigned. Mulvey was assistant to the sales manager, WFIL-TV Philadelphia. **Dante F. Longo** named local sales manager for KIRF-TV, where he had been an account executive since 1960.

James Masucci, production manager, named program director at WTEN-TV Albany, N.Y.

Stuart I. Mackie appointed account executive at WXYZ-TV Detroit. He was formerly associated with the Detroit office of Blair Television.

Geren W. Mortensen named assistant promotion and public relations manager for WJZ-TV Baltimore. He had been continuity director of WAKR-AM-FM-TV Akron, Ohio, and an account executive with Ohio Stations Representatives, Cleveland.

Robert K. Shapiro, managing director of New York's Paramount Theater until it closed Aug. 4, joined ABC-TV Hollywood, as network tv coordinator to represent the network in its relationship with tv film producers.

Ben Wolfe appointed national engineering manager of Group W, New York; **Ray Holtz** named to succeed Wolfe as chief engineer for KPIX-TV San Francisco.



James Masucci



Stuart I. Mackie



Frank Gunn



K. Miller

RADIO MEDIA

Douglas China appointed program director WINZ Miami, Fla. He spent 12 years in radio in San Antonio, Dallas and Buffalo.

Sheldon Fisher appointed program director for WNBC-AM-FM Binghamton, N.Y. He had worked seven years at WTHI-AM-FM Terre Haute, Ind., in sales, publicity, production and FM operations.

Richard Panin has joined sales staff of WJBK-AM-FM Detroit after "several years" as a sales representative with Michigan Bell Yellow Pages.

Frank Gunn named general manager of KMNS Sioux City, Iowa, succeeding **Harry Perkins** who moves to KODY North Platte, Neb. Gunn has been with KAKE Wichita since 1961.

K. Miller, formerly with the Katz Agency in Dallas, joins KXYZ Houston, as an account executive.

Mel Winters joins KFAC-AM-FM Los Angeles as regional sales manager, supervising sales in Los Angeles and San Francisco. He spent four and one-half years at KHJ-AM-FM Los Angeles and prior to that was with Moloney-Regan and Schmitt.





Bernard Rittenberg

Robert Zimmerman

Bernard Rittenberg appointed assistant director, press information, CBS Radio. He had been publicity director for WNEW New York.

Robert J. Zimmerman named a vice president of Leland Bisbee Broadcasting Co., Phoenix. He will continue to serve as national sales manager of KRUX Phoenix and KTKT Tucson.

Paul Brenner named director of sales development at WJRZ Newark, N.J. Chris Poulos and Dan Heilman appointed account executives at the station.

F. Robert Woodward, Jr., gen-

eral manager, KDFH Dubuque, appointed to the Iowa State Industry Advisory Committee for the Federal Communications Commission

SYNDICATION & SERVICES

John W. Hundley has resigned after 26 years with CBS to become president of John Walker Hundley Enterprises, consultant and advisory services, New York.

Bertram Berman named executive producer of a new daytime programming project at Universal TV. He had been director of daytime programs for CBS-TV.

Henry S. White appointed executive vice president of Westhampton Film Corp. Has been marketing vice president of the organization since 1963.

Jack Martin joined Four Star Distribution Corp. as a sales representative. He recently resigned as western division manager of United Artists Television.



Jimmy R. Rogers



Daniel I. Knight

Jimmy R. Rogers appointed production manager of Jefferson Productions, Charlotte. He was production coordinator of the company, a division of the Jefferson Standard Broadcasting Co.

Daniel I. Knight has joined Fred A. Niles Communications Centers, Chicago, as an account supervisor. He will cover the Dayton and Cincinnati areas of Ohio, as well as serve major Chicago accounts. He was broadcast director at MacManus, John & Adams.

David C. Yates named sales engineer in the Hollywood office of S.O.S. Photo-Cine-Optics, Inc.



If you had the Quality touch

You'd have nine Marconi Mark IV cameras, plus color equipment... more Marconis under one independent TV roof than any place in the country! And, you'd use them for network remotes, as portable equipment for your two mobile cruisers... in your three large Communications Center studios for a myriad of commercials, productions, local programming... and, sometimes, just for special effects like Chroma Key... We're prepared to provide this fleet of cameras for your peculiar needs — and a competent, richly experienced crew available to assure the excellent production which your assignment demands. If you want the Quality Touch, call Petry...

WFAA-TV

The Quality Station serving the Dallas Fort Worth Market

ABC Channel 8 Communications Center
Broadcast Services of The Dallas Morning News
News Represented by Edward Petry & Co., Inc.

CALENDAR

AUGUST

National Assn. of Broadcasters in cooperation with the **Radio Advertising Bureau** and **Television Bureau of Advertising**, sales management seminar, Stanford University, Stanford, Calif. (16-22).

New Mexico Broadcasters Assn. meeting, Kachina Lodge, Taos, New Mex. (21-22).

Oklahoma Broadcasters Assn. meeting, Lawton, Okla. (21-22).

National Assn. of Radio Announcers, tenth annual convention, Ascot House, Chicago, Ill. (20-23).

Wyoming CATV Assn. annual meeting, IXL Ranch, Dayton, Wyo., (23-25).

National Assn. of Broadcasters in cooperation with the **Radio Advertising Bureau** and the **Television Bureau of Advertising**, sales management seminar, Harvard University, Cambridge, Mass. (23-29).

Institute of Electrical and Electronics Engineers summer general meeting, Biltmore Hotel, Los Angeles, Calif. (25-28).

Western Electric Show and Convention, Statler-Hilton, Los Angeles, Calif. (25-28).

Western Assn. of Broadcasters and **British Columbia Assn. of Broadcasters** annual meeting, Jasper Park Lodge, Jasper, Alta. (27-29).

Arkansas Broadcasters Assn. annual meeting, Coachman's Inn, Little Rock (28-29).

West Virginia Broadcasters Assn., fall meeting, The Greenbrier, White Sulphur Springs, W. Va. (27-30).

1964 National Radio and Television Exhibition, under the management of the **British Radio Equipment Manufacturers' Assn.**, Earl's Court, London, England (24-Sept. 5).

SEPTEMBER

Board of Broadcast Governors public hearings, Nova Scotian Hotel, Halifax, N.S. (1-4).

Michigan Assn. of Broadcasters annual fall meeting, Hidden Valley, Gaylord, Mich. (10-11).

Mid-Atlantic and West Virginia CATV Assns. meeting, Greenbrier Hotel, W. Va. (11-12).

Atlantic Assn. of Broadcasters annual sales and engineering meeting, Sydney, N.S., (13-15).

Louisiana Assn. of Broadcasters, Capitol House, Baton Rouge, La. (13-15).

Rollins Broadcasting Inc. annual shareholders' meeting, Bank of Delaware Building, Wilmington, Del. (15).

Radio Advertising Bureau fall management conference, Tarrytown House, Tarrytown, N.Y. (17-18).

National Assn. of Broadcasters' program study committee, radio programming clinic, Rickey's Hyatt House, Palo Alto, Calif. (18).

Maine Assn. of Broadcasters meeting, Poland Spring, Me. (18-19).

National Academy of Television Arts and Sciences board of trustees meeting, Beverly Hills, Calif. (18-20).

American Women in Radio & Television southwest area conference, Tropicana Hotel, San Antonio, Tex. (18-20).

Radio Advertising Bureau fall management conference, Homestead, Hot Springs, Va. (21-22).

Nebraska Broadcasters Assn. meeting, Holiday Inn, Grand Island, Neb. (20-22).

National Assn. of Broadcasters' program study committee, radio programming clinic, Chicago Plaza Motor Hotel, Memphis, Tenn. (21).

Nevada Broadcasters Assn. meeting, Lake Tahoe, Nev. (21-22).

Pacific Northwest CATV Assn. meeting, Doric Hotel, Portland, Oreg. (21-22).

National Assn. of Broadcasters' program study committee, radio programming clinic, Palm Town House Motor Inn, Omaha, Neb. (23).

CBS Radio Affiliates Assn. convention, New York Hilton Hotel, New York, N. Y. (23-24).

Electronic Industries Assn. fall meeting, Statler-Hilton Hotel, Boston, Mass. (23-25).

Minnesota Broadcasters Assn., fall meeting, Sheraton-Ritz Hotel, Minneapolis, Minn. (24-26).

Advertising Federation of America, fifth district convention, Commodore Perry Hotel, Toledo, Ohio (17-18); sixth district convention, Indiana University, Bloomington, Ind. (24-26); tenth district convention, Robert Driscoll Hotel, Corpus Christi, Tex. (24-26).

National Assn. of Broadcasters' program study committee, radio pro-

gramming clinic, Hilton Inn, Tarrytown, N.Y. (25).

North Central CATV Assn. meeting, Holiday Inn, Rochester, Minn. (25).

Utah Broadcasters Assn., convention, Royal Inn, Provo, Utah (25-26).

American Women in Radio & Television southern area conference, Outrigger Hotel, St. Petersburg, Fla.; west central area conference, Muehlebach Hotel, Kansas City, Mo.; New England Chapter conference, Woodstock, Vt. (25-27).

Radio Advertising Bureau fall management conference, Far Horizons, Sarasota, Fla. (28-29).

Society of Motion Picture & Television Engineers, 96th annual technical conference, Commodore Hotel, New York, N.Y. (27-Oct. 2).

National Assn. of Broadcasters radio code board meeting, Gramercy Inn, Washington, D. C. (29-30).

OCTOBER

Radio Advertising Bureau's fall management conferences: Hyatt House, San Francisco, Calif. (1-2).

American Women in Radio and Television, New York State Conference, Top O' The World, Lake George, N. Y. (3-4).

Texas Assn. of Broadcasters fall meeting, Hotel Texas, Fort Worth, Tex. (4-5).

North Carolina Assn. of Broadcasters meeting, Grove Park Inn, Asheville, N. C. (4-6).

New Jersey Broadcasters Assn. fall convention, Nassau Inn, Princeton, N. J. (5-6).

Advertising Research Foundation, annual conference, Commodore Hotel, New York (6).

Radio Advertising Bureau fall management conference, Western Hills Lodge, Wagoner, Okla. (8-9).

Tennessee Assn. of Broadcasters meeting, Mountain View Hotel, Gatlinburg, Tenn. (8-9).

Alabama Broadcasters Assn. meeting, Tuscaloosa, Ala. (8-10).

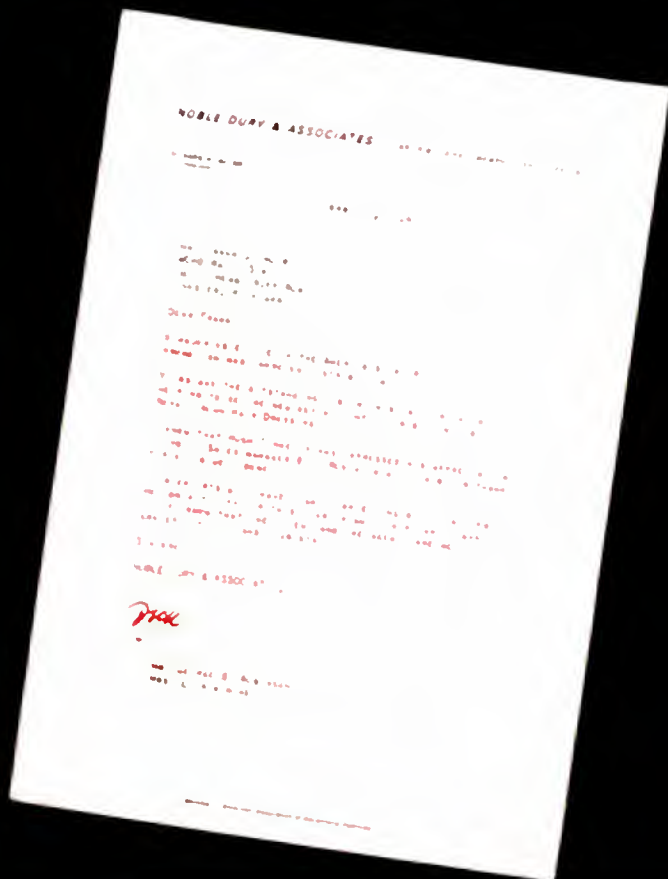
American Women in Radio & Television midwestern area conference, Marriott Motor Hotel, Philadelphia, Pa. (9-11).

Radio Advertising Bureau fall management conferences, Hotel Moraine, Chicago, Ill. (12-13); Northland Inn, Detroit, Mich. (15-16).

Indiana Broadcasters Assn. meeting, Marott Hotel, Indianapolis, Ind. (15-16).



"Job Well Done....."



WCHB gives advertisers effective penetration in this 655,000 Negro market because . . .

- **WCHB is the only station serving Detroit with 100% Negro programming.**
- **WCHB is Negro owned and operated which makes it project a believable and up-to-date image of today's Negro to its modern and sensitive audience.**
- **WCHB's news department presents comprehensive and in depth news coverage of national and local events as they happen and how the impact affects Negroes in general and specifically WCHB airs an average of 250 newscasts monthly, including Saturday and Sunday.**
- **WCHB has an irrevocable racial link with its listeners who express their pride in an efficiently run, nationally recognized Negro business.**
- **WCHB merchandising is designed after consultation with each advertiser to gain actual sales increases for the product involved.**

National Representatives:
BOB DORE
 ASSOCIATES NEW YORK • CHICAGO
DORA-CLAYTON
 AGENCY ATLANTA
BILL CREED
 ASSOCIATES BOSTON
SAVALLI/GATES, INC.
 LOS ANGELES-SAN FRANCISCO

...The Personality Twins...

WCHB ^{AM}/_{FM} **WCHD**

SOUL RADIO

FM COMPANION TO WCHB

Inkster, Michigan—Detroit 1, Michigan



WAAF is the No.1 Radio Station in Chicago's Negro Market*

SRDS FACTS:

In the 25 radio stations in the Chicago market within the one million-plus Negro community, **WAAF is Number-One!**

- ✓ in the two most lucrative age categories, 25-34 and 18-24
- ✓ among the college educated
- ✓ in the top three of five occupational levels studied
- ✓ among both full and part-time employed
- ✓ among households and individuals with incomes of \$10,000 or more
- ✓ among cigarette smokers
- ✓ among cosmetics users
- ✓ among bacon and wine consumers
- ✓ among coffee consumers both regular and instant
- ✓ among canned dog food consumers

... AND THAT'S ONLY A START



Consumer/Audience Profile Study of the Negro Radio Market in Chicago by SRDS Data, Inc. Free copies available on request. Phone or write WAAF Gen. Mgr. Thomas L. Davis, 221 N. LaSalle St., Chicago, Ill., 60601, or WAAF's representative in 14 major cities.

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RADIO CHICAGO
WAAF 950
K.C.

The J. Walter Thompson Co. and the Chicago Tribune purchased from SRDS Data, Inc., a subsidiary of Standard Rate and Data Service, its annually conducted syndicated consumer audience profile study of the 8-county Chicago consolidated area. The formal report of the survey and findings submitted by SRDS includes a special note which reads: "WAAF was the only ethnic-oriented station which had sufficient penetration in our sample among both, White and Non-White, to maintain a sufficient audience size to hold up under cross-tabulation among Negroes only."*