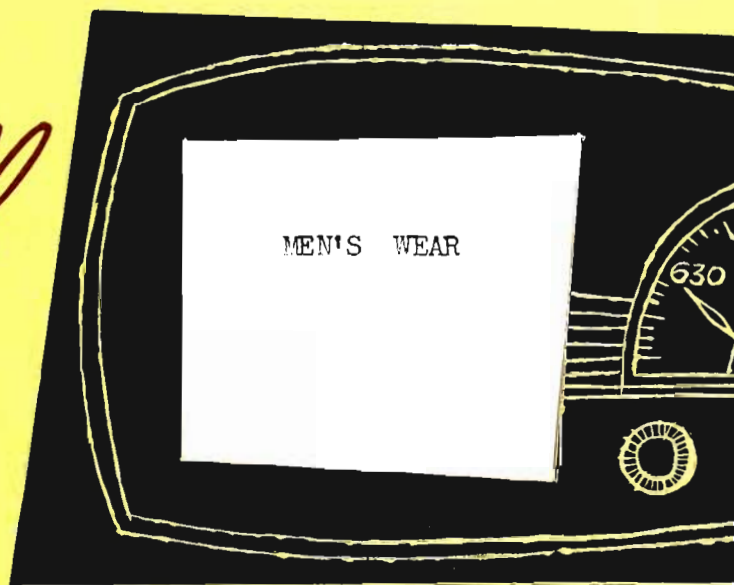


WMAL radio

Can Sell



ABC in the Nation's Capital • 4461 Conn. Ave., N.W. Kellogg 7-1100

AN EVENING STAR STATION

WMAJ radio

It's a startling fact...

...that while newspaper advertising gives good value, it falls far short of reaching all your potential customers.

you need RADIO to sell...

MEN'S WEAR

THE EVENING STAR • ABC STATION IN WASHINGTON, D. C.

AM 630kc / FM 107.3mg

Let's look at newspaper circulation in the city zone and retail trading zone of Washington, D.C..*

	Circulation	Penetration
Newspaper A	326,000	66.1%
Newspaper B	234,450	47.5%
Newspaper C	152,700	31.0%

So, you see that even the largest-selling Washington newspaper fully misses 34% of your potential customers.

* Source: Audit Bureau of Circulations' Publishers' Statements for 6 months ending September 30, 1954.

How many newspaper readers actually
see your advertising?

Well, the American Newspaper Publishers Association conducts continuing readership surveys to answer just such questions. The following figures are based on surveys conducted by this organization in 138 newspapers throughout the country.

<u>Lineage</u>	<u>Men</u>	<u>Women</u>
70 -149 lines	2%	1%
150 -299 lines	5%	3%
300 -499 lines	10%	5%
500 -999 lines	15%	13%
1,000 -1,999 lines	24%	23%
2,000 - and over	30%	27%

Although there are no such figures available for Washington newspapers, we feel that these national averages may be applied to local newspaper advertising.

These figures indicate that even a full-page ad in Washington's largest-selling newspaper comes no where near reaching the entire market.

What about radio circulation...

There are 727,000 radio homes in the WMAL-radio listening area. That's a penetration of 96%.*

Two-thirds of all radio homes have two or more radios. One-third have three or more radios.**

* SRDS, Consumer Markets, 1955

** A.C. Nielsen Station Index Reports

There are more than 600,000 automobiles registered in the WMAL-radio listening area.*

Approximately 74% of all automobiles in a city the size of Washington are radio-equipped.**

* SRDS, Consumer Markets, 1955

** The Pulse, Inc..

These facts are not meant to prove newspaper advertising ineffective. On the contrary, newspaper advertising gives good value to clients.

We do maintain, however, that nowadays one advertising medium is not enough to cover the market for an advertiser. In order to reach the entire market, you must combine two or more media.

Newspaper and radio advertising combine to completely cover the market...at a price well within the budget of a local retailer.

Here's proof of it...

The advertising Research Bureau, Inc. conducted 50 surveys in 45 stores in 25 cities and towns throughout the country.

In these surveys, a retailer spent equal amounts of money on radio and in newspapers. Both media advertised the same merchandise. Customers were interviewed in the stores to determine just which medium had reached them.

Here are the results...

ARBI MEN'S WEAR SURVEYS

Store Traffic

Radio	39.1%
Newspaper	18.4%
Both*	7.9%

Sales Dollars

Radio	32.5%
Newspaper	18.9%
Both*	7.5%

* see next page

That radio out-produced newspaper
is NOT important.

What is important in these tests is
the fact that radio and newspaper
advertising reach two entirely differ-
ent types of people. Notice how few
were reached by both radio and news-
paper.

It was discovered that some people
can best be sold by black and white
advertising. Others are never sold
by newspaper, but only by radio's
aural selling methods.

Other tests prove it...

WMAL·radio

Intensive customer interviewing in similar tests conducted by Sears, Roebuck & Company; Macy's; Block & Kuhl; and other retailers bring out this same fact. Some people can best be sold by newspaper, others by radio. Together, the two media can account for approximately 60% of an advertiser's sales.

Now, here's how WMAL-radio
can sell men's wear for you...

THE EVENING STAR • ABC STATION IN WASHINGTON, D. C.

AM 630kc / FM 107.3mg

WMAL radio

THE EVENING STAR • ABC STATION IN WASHINGTON, D. C.

AM 630kc / FM 107.3mg

21 announcements...

Under WMAL-radio's new 21-spot saturation plan, you can buy 21 one-minute announcements on the station for a cost of \$248.50.

WMAL radio

Other packages, tailor-made to suit
your particular needs can be worked out
by a WMAL-radio sales representative.
And you can be assured that any package
you buy will make use of the station's
roster of hard-selling personalities.

These are your WMAL-
radio salesmen.....

THE EVENING STAR • ABC STATION IN WASHINGTON, D. C.

AM 630kc / FM 107.3mg

JIM GIBBONS

hits the businessman in the early-morning
both with his family and on the way to work.

JERRY & JIMMA

reach the housewives in great numbers with
gift suggestions for husband and father.

MILTON W. FORD

reaches men on the job and in great numbers
on their way home from work.

FELIX GRANT

reaches the businessman when he is most
receptive in the early-evening with his
family.

BILL MALONE

hits a large audience of loyal sports fans
in the mid-evening.

WMAU radio

THE EVENING STAR • ABC STATION IN WASHINGTON, D. C.

AM 630kc / FM 107.3mg

WMAL - radio

THE EVENING STAR • ABC STATION IN WASHINGTON, D. C.

AM 630kc / FM 107.3mg

If you'd like additional information on WMAL-radio personalities, package plans, costs, audience figures, etc., get in touch with a WMAL-radio sales representative. He'll be glad to show you how WMAL-radio can work for you.

a **M L** radio personality



ABC IN THE NATION'S CAPITAL • 4461 CONNECTICUT AVE., WASHINGTON 8, D. C. • KELLOGG 7-1100

MILTON Q. FORD

Milton Q. Ford has been entertaining and selling Washington radio listeners in the same mid-afternoon and early-evening time segments since 1947. His on-the-air companion during all this time has been a loquacious parrot named Richard, whose voice and vocabulary have become familiar to thousands of Washingtonians. The zany pair achieved such fame that they were written into a nationally syndicated comic strip.

Ford's on-the-air shenanigans soon spread his fame even further. In 1950 he was selected as one of the nation's most talented newcomers by Billboard, and not too long after that, he began commuting to New York for three shows a week over WOR and another over WJZ. He presently stars in his own Sunday night WABC program in New York.

One feature Ford includes in his program here on the Evening Star station is his own "Top Ten" survey. Each day, the disc jockey calls record stores and juke box operators to determine the ten most popular records in town. Then he plays them with his findings on his afternoon program. Listeners know they are bound to hear their favorites on "The Milton Q. Ford Show".

COST PER M

Ford's tremendous popularity makes it possible for him to offer advertisers an extremely low cost-per-thousand-homes-reached figure. Most of the time, it is below 60¢ per thousand.

SALES RESULTS

Ford gets results. The local Philco distributor has used him exclusively on radio since 1948. Hendrix Steak House bought time on Ford's programs when the restaurant first opened in 1949. He did such an effective job for them that they are still building clientele on his program. A local Oldsmobile dealer sold 18 cars in one day as a direct result of Ford's sales delivery.

S 4.55




The Jos. M. Zamoiski Co.

2122 24th PLACE, N.E.
WASHINGTON 18, D.C.

WHOLESALE DISTRIBUTORS

March 1, 1955



Mr. Milton Q. Ford
WMAL Broadcasting Station
4461 Connecticut Avenue, N. W.
Washington, D. C.

Dear Milt:

As an old friend and a consistent sponsor, I thought it about time I dropped you a line to let you know just how appreciative I am of the wonderful job you have been doing for me in advertising Philco products on your show.

Being a wholesale distributor and not dealing directly with the public, it is sometimes very difficult to measure the exact results of any given advertising campaign. It has been my pleasure, however, to receive call after call from our many Philco dealers throughout the Washington, Virginia and Maryland area, complimenting me on our choice of the Milton Q. Ford Show in promoting Philco merchandise. These dealers definitely feel the immediate impact of your powerful selling messages.

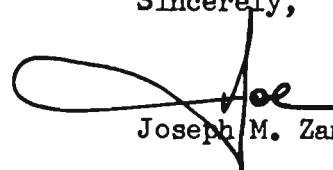
Frequently I receive telephone calls from them that another prospective buyer just came in to their store and said "Milton Q. Ford told me to come in to see the new Philco." This, in my way of thinking, is ringing the cash register.

As you will remember, I have been purchasing time on your show since the first day you went on the air with WMAL and I know my dealers, as well as my own organization, join with me in saying that we hope to be with you for many years to come.

Thanks from all of us for a job well done.

Best personal regards.

Sincerely,



Joseph M. Zamoiski

JMZ:hd

a **M L** radio personality



ABC IN THE NATION'S CAPITAL • 4461 CONNECTICUT AVE., WASHINGTON 8, D. C. • KELLOGG 7-1100

FELIX GRANT

A Washington radio personality since 1947, Felix Grant has been steadily building a large audience of mid-evening listeners on The Evening Star station. He has a way listeners like. Completely familiar with every phase of popular music, he frequently interviews composers, musicians, vocalists, recording engineers, etc.. And his unassuming manner of revealing little-known facts about things and people musical has been a great factor in building his reputation and his popularity. When a listener wants an expert opinion, he turns to Felix Grant.

Listeners like the music on Grant's show, too. Felix was the first Washington disc jockey to recognize the value of album music. Both he and his listeners realize that only the finest popular music is ever pressed into an album, and since most listeners don't buy albums, they dial Felix Grant to hear these "popular classics".

Ratings

His individual technique of presentation has resulted in big ratings for Felix Grant. Listenership is constantly on the increase. Felix Grant, at night, pulls as many listeners as other daytime Washington disc jockeys. In many cases, he pulls more.

Low Cost Per M

Because of his consistent high ratings and the low nighttime rates, Felix Grant is available to advertisers at an extremely low cost-per-thousand-homes figure. Most of the time, this figure is below 60¢. And it has been known to dip as low as 51¢.

Sales Success

Though his cost is low, Felix Grant Still gets results for his advertisers. He successfully sold for one sponsor for more than six years. Other Felix Grant accounts include Budweiser Beer, North American Airlines, Peoples Drugs, 666 Cold Remedy, Amitone, and Inhiston.

S 4.55

a **M L** radio personality



ABC IN THE NATION'S CAPITAL • 4461 CONNECTICUT AVE., WASHINGTON 8. D. C. • KELLOGG 7-1100

FELIX GRANT

PROGRAM: FELIX GRANT SHOW

TIME: 8:00 pm to 8:30 pm Monday

8:00 pm to 9:00 pm Tuesday through Friday

FORMAT: Felix is completely familiar with every phase of music. He is not the usual run of D.J. - as a matter of fact he prefers that the term not be applied to him. Rather, Felix is a musical host - to the point that the finer points of his music always receive the polite attention that a guest in his and your home deserve. Through his fine background of knowledge of the music business, Felix can bring to his listener a show that features music above all - with just enough appropriate commentary to fill in the gaps of the record fan's basic musical knowledge.

Felix was the first Washington disc jockey to recognize the value and distinctiveness of album music. Both Felix and his listeners realize that only the finest popular music is ever pressed into an album and since a lot of listeners don't buy albums they naturally turn to Felix to supply that good music.

PERSONALITY: A Washington radio and television personality since 1947, Grant has built a large and loyal audience of fans through his radio and TV programs. He came to WMAL in 1953 and began a Sunday afternoon musical program. The success of this show led to his assignment as an across the board evening music host. Felix's commercial accounts include and have included Budweiser Beer, Trans American Airlines, Peoples Drug Stores, 666 Cold Remedy, Amitone and Inhistone. Felix's Sunday afternoon program is one of the most popular Sunday afternoon shows in town and has enjoyed continuing commercial success.

ADJACENCY: Events of the Day

Bill Malone Show (Monday - Voice of Firestone)

COST: Participations \$12.00 flat

program information from

WMAJ

AM 630kc FM 107.3mg

THE EVENING STAR • ABC STATION IN WASHINGTON, D. C.

AVAILABILITY: "The Felix Grant Show"

DAY AND TIME: Wednesday through Friday - 8:00-8:55 pm
Saturday - 8:30 - 10:00 pm

PRECEDED BY: Wednesday through Friday - "Les Griffith News"
Saturday - "The Red Skelton Show"

FOLLOWED BY: Wednesday through Friday - news
Saturday - Bill Mayhugh

DESCRIPTION: The Felix Grant Show features music--that is top records of the day plus popular classics of the past decade. Grant uses many from his personal library containing thousands of these popular classics.

Aside from playing music, Grant makes full use of his extensive knowledge of popular music. He chats with people who call in, answering their queries about recording artists, special arrangements, methods of recording, etc.. And many times, he presents new and unusual recordings for the first time. Grant was first on the Washington air in Washington with the music from "Pajama Game" and the new "Bing" album to name just a few.

FELIX GRANT: Born and educated in New York City, Felix Grant has been a disc jockey in Washington for the past seven years. His vast experience plus his conscientious attitude have resulted in his thorough knowledge of the popular music and recording field.

He spends much of his own time programming the Felix Grant Show, making use of trade publications, new record releases, and now and then, bridge music to create a special effect. This tireless preparation on Grant's part insures an attractive, and thoroughly complete popular music show.

During Grant's seven years in Washington radio, he has successfully sold for a great many sponsors. But what is more important is the fact that he has kept these sponsors over a great period of time. He held on sponsor for six years.

COST: \$15.00 for on spot or ten spots for \$100.00. These prices are fully commissionable

a **M L** radio personality



ABC IN THE NATION'S CAPITAL • 4461 CONNECTICUT AVE., WASHINGTON 8, D. C. • KELLOGG 7-1100

JIM GIBBONS

Few Washington radio and television personalities can hold claim to a following as large or as loyal as that of disc jockey, emcee, and sportscaster Jim Gibbons. Washingtonians have been exposed to Jim's pleasant on-the-air manner since 1944 when he first took to the air with his early-morning "Town Clock" program here on the Evening Star Station.

Jim's captivating radio personality makes him a welcomed visitor in Washington homes during the breakfast hour, and an excellent companion to Washingtonians while they drive to work. Waking up to Gibbons is an established, unbreakable habit with Washington radio listeners. Jim keeps his listeners happy in the early-morning with just-right music, news bulletins, weather reports, time checks, sports news, and community notes.

Aside from his early-morning disc jockey stint on WMAL-radio, Jim airs a much-listened-to evening program for local sports fans. These sports fans are Gibbons fans, too. Since 1947, Jim has been broadcasting the Washington Redskins football games on national radio and television networks. He's been heard as the official University of Maryland football sportscaster here in Washington since the 1952 season.

Gibbons Advertisers

So successful has Jim Gibbons been as a salesman that availabilities are rare. His file literally bulge with "thank you" letters from pleased sponsors, many of whom have been with him for years. The total time accrued by his ten longest-term sponsors is 52 years. The oldest joined him in 1947.

Spot Rotation

In Washington, D.C., working hours of government employees are staggered to avoid early-morning traffic jams, and this practice accounts for an exceptionally heavy audience turnover for Gibbons. Since spots are rotated by half-hour time segments, and across-the-board advertiser reaches six times the number of people he would normally reach at a stationary spot.

5 4.55

LAW OFFICES

KRIEGER & JORGENSEN

SUITE 514 WYATT BUILDING

777 FOURTEENTH STREET, N.W.

WASHINGTON 5, D. C.

SYMOUR KRIEGER
NORMAN E. JORGENSEN

TELEPHONE
EXECUTIVE 3 1635

March 9, 1953

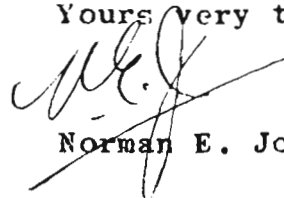
Hill & Sanders, Inc.
1114 Vermont Avenue, N.W.
Washington, D. C.

Dear Sirs:

I recently purchased one of your Anglia British built Ford cars. I have now driven this car for one week and I am pleased with its performance. When a customer is pleased with a product and the way it was sold to him, I believe the seller would be interested to know (a) that he was pleased with his purchase and (b) that he was pleased with the manner in which the car was sold to him and the service he received. Your Mr. Richardson handled this sale for your organization and processed it in a very businesslike and pleasing manner. I thought also you might be interested in knowing how I became interested in your particular product.

I have a clock radio that we use as an alarm clock at our house. This radio is consistently tuned to 630 kilocycles, the WMAL Evening Star station. The man who urges me to get to work on time is Jim Gibbons. His presentation for Hill & Sanders aroused my interest in your Anglia automobile. Pursuant to that interest, I then investigated the car and found it was everything he claimed it to be. Since I assume Hill & Sanders use radio to obtain results, I thought you would be interested in this matter.

Yours very truly,



Norman E. Jorgensen

cc: Jim Gibbons
Radio Station WMAL



EASTERN AIR LINES

INCORPORATED

MEMBER OF THE NATIONAL SAFETY COUNCIL

NATIONAL AIRPORT
HANGAR No. 1
WASHINGTON, D. C.

November 2, 1953

Mr. James L. Gibbons
WMAL Broadcasting Company
4461 Connecticut Avenue, N. W.
Washington, D. C.

Dear Jim:

Back on June 3, 1946, Eastern Air Lines signed onto the "Town Clock" show as a participant. At that time I doubt that we realized the important selling job this program was to perform for us. The fact that we have renewed our contract every 13 weeks since the original was signed speaks more eloquently than words for our confidence in you and your program as a means of getting our sales messages across to our customers in this area.

We of Eastern Air Lines' Family in Washington think of you not as the announcer who delivers our commercials but as a working member of the Eastern Air Lines sales team. Your easy, informal presentation of our sales story has made thousands of friends for us among your listeners.

Since 1953 represents our having reached a milestone in the history of Eastern Air Lines, our Silver Anniversary year, we look back to our past associations and discover that you have been a part of our organization for almost a third of our existence.

We look forward to many more years of association with you and WMAL.

Cordially,

Edwin H. Peterson
Assistant to the Traffic & Sales Manager

EHP:fs



THERE'S NO SUBSTITUTE FOR EASTERN'S EXPERIENCE

J. GORDON MANCHESTER

July 14, 1953

Mr. Jim Gibbons
WMAI
Washington, D. C.

Dear Jim:

I listen to a lot of featured radio and television personalities butcher our clients' copy with well meant, but weird, illogical ad libs. It makes our creative bones ache, our clients mad, and our budgets ebb ... and it amuses, confuses and amazes the listening public into complete buying apathy.

Therefore, you have no idea the pleasant feeling of well being and contentment you have lulled me into each morning during the past several weeks as I have gleefully fastened my car radio dial at 630 KC, and enjoyed the logical practical method in which you transform a staid Safeway commercial into an appealing, effective, enjoyable "Gibbon's ad-libbed" selling message of good taste, persuasion and dignity.

You, sir, are one of the outstanding radio and television personalities of our time. I compliment you on your understanding, effectiveness and magnificent ability.

Sincerely,



P.S. I really mean it ... even if it does sound like a page from Thesaurus.

BRIGGS AND CO.

454 ELEVENTH STREET, S. W.
WASHINGTON 4, D. C.

DISTRICT 7487

November 3, 1953

Mr. Jim Gibbons
WMAL - WMAL TV
4461 Connecticut Avenue
Washington, D. C.

Dear Jim:

We owe you a vote of thanks.

The latest sales figures for the Washington Market again show Briggs the leader in the sale of hams, sausage, bacon and hot dogs. I sincerely feel our first place position can, in a large measure, be attributed to your excellent salesmanship in behalf of Briggs products on your radio and television shows on WMAL.

Before writing you this note, I looked in our records to see how long we had been advertising on your radio and television shows. I was amazed to learn we began on your "Town Clock" radio program in 1944, almost 10 years ago. Compared to this date, we might be called relative newcomers to your TV show -- only since 1949!

Thanks again, Jim, for your continuous cooperation and valuable Briggs salesmanship.

Cordially,


Raymond C. Briggs



6501 Brookville Road, N. W.

CHEVY CHASE, MARYLAND

(WASHINGTON, D. C.)

Phone Wisconsin 8820

Operated by the Jack Davises

July 13, 1953

Mr. Kenneth H. Berkeley
Vice President and General Manager
Station WMAL
Washington, D. C.

Dear Mr. Berkeley:

It was with great pleasure that recently we renewed our contract for morning participation on Jim Gibbons' "Town Clock" program. I would like also to convey to you and Mr. Gibbons our most heartfelt appreciation for the persevering cooperation he has given us. It has brought a wonderful response for nearly seven years.

You can readily see... that today's business conditions necessitate extreme caution in expenditures where benefits cannot be tabulated, and this is another reason we are so happy to be among Mr. Gibbons' family of complacent clients. Our actual experience has proved to us that he is gifted, not only with a pleasing and facile manner which wins him listeners, but that he has that indefinable spark which establishes contact with his listeners, and will cause them to take heed to his well-chosen words, also causing them to say to us while dining here, "Say, that Jim Gibbons really likes your place ... or say "where's Jack Davis? Jim Gibbons said to say hello to him!. Or else just "We thought you'd like to know; "we've come because we've been hearing Jim Gibbons talk about your place so much..."

We have experimented extensively in various advertising methods...the nature of our business places us in an exceptionally favorable position to determine just what and how much good our advertising is doing us. We have found that mere mass audiences do not mean a thing. Mr. Gibbons has a group of listeners that we definitely category as selective buyers. Then too, you can have a mass audience of selective buyers, and have a man who lacks the warmth and personal pull to reach out and make an individual consumer go out and buy what he tells them to. We have had experience of this sort. This soon taught us that the man who handles the program is the most important factor in this type of advertising. To our mind, Jim Gibbons is exactly right for his job. He has true "folksiness" and is gifted with a happy combination of sophistication and naivete which makes his appeal universal. While he is a positive and hard-hitting salesman, he is completely devoid of high-pressure tactics.

We are grateful for the cooperation we have received from him personally and from your office, and we look forward to a long and happy association with Mr. Gibbons and Station WMAL.

Yours sincerely
Jack Davis
Jack Davis

JD:ced



McKee Pontiac

1828 L STREET N. W. WASHINGTON 6. D. C. STERLING 7100

SALES AND SERVICE

August 18, 1953

Mr. Jim Gibbons
WMAL WMAL-TV
4461 Connecticut Avenue
Washington 8, D. C.

Dear Jim:

It was with a great deal of pleasure this morning that I signed for the renewal of our advertising on your "Town Clock" program. I don't know whether you know it or not, but this marks the 7th year that you have been telling folks in the Metropolitan Washington Area about McKee.

I feel that your constant efforts have made many friends and customers for us, and I personally look forward to our pleasant association for a long time to come.

Incidentally, Jim, you might be pleased to know that your program is the only one that has been continuous for the past seven years. We are advertising quite extensively now and hope to do so for some time. In the past, we have -- as conditions dictated -- cut our advertising to a minimum. Yours has been the one exception.

Sincerely yours,

Richard G. McKee
Vice President

a **M L** radio personality



ABC IN THE NATION'S CAPITAL • 4461 CONNECTICUT AVE., WASHINGTON 8, D. C. • KELLOGG 7-1100

LYNN HART

Lynn Hart is more than a women's commentator. She is a graduate home economist, and her duties on The Evening Star station include preparing and airing her own across-the-board program, testing and endorsing station food accounts, providing food copy tips for other WMAL-radio talent, and guesting on other WMAL-radio programs with food and cooking tips for listeners.

Miss Hart is an expert, her reputation backed up by a college degree and years of experience in the field. Her background includes department store merchandising, appliance demonstrating, and on-the-air selling. In 1952, Miss Hart came to WMAL-radio to prepare copy for a women's program, and to answer mail queries on cooking and household problems from listeners.

Now, on her own women's program, she continues to answer listeners' questions. Saving the most interesting to be solved on her program, she answers most questions by mail. The program, itself, accents food and cooking with secondary emphasis placed on interior decorating, kitchen safety, house-cleaning shortcuts, etc.. Many individual features are packed into a single program, lending variety for high listener appeal, and humorous comments are often interjected by the male announcer who chats with Lynn throughout.

SALES TECHNIQUE

Miss Hart personally endorses each of her sponsor's products, and so Lynn Hart advertisers are guaranteed exclusivity. A client's commercial message is integrated into the program format, and he receives brand mentions whenever recipes, menus, etc. are discussed.

The list of advertisers endorsed and sold by this home economist includes Tintex, Dotties Cookies, Zippy Liquid Starch, and Gill's Coffee.

S 4.55

La M L radio personality



ABC IN THE NATION'S CAPITAL • 4461 CONNECTICUT AVE., WASHINGTON 8, D. C. • KELLOGG 7-1100

BILL MALONE

Since Bill Malone came to The Evening Star Station in 1950, he has more than proved his ability to perform with distinction any radio or television assignment handed him. Since that time, Bill has been sports-caster, Master of Ceremonies, commercial announcer, newsmen, and disc jockey. His extreme versatility and show business know-how, coupled with his long list of assignments, have won him a large following in virtually every segment of the Washington listening audience.

Sportswise, Bill has been paired with WMAL-radio's Jim Gibbons as commercial announcer and color man on the WMAL-radio and television network coverage of the Washington Redskins football games. His other sports duties include a show on WMAL-TV, as well as free-lance sports assignments on other Washington radio and television stations.

Bill's a newsmen, too. In 1952 Peoples Drugs in Washington signed him to do three early-morning newscasts within WMAL-radio's "Town Clock" program. Peoples have renewed time and time again, and Malone is still their early-morning newscaster.

Late-night radio listeners now dial Malone's disc show which combines popular music, celebrity interviews, news headlines, and sports results in a format which has been proven successful with early-morning audiences.

COMMERCIAL HISTORY

Malone's exceptional commercial talent has been recognized and used by national as well as local agencies. The Biow Company, Benton & Boles, Young & Rubicam, Ted Bates, The Joseph Katz Company, and B.B.D. & O. are but a few.

Two accounts in particular are Malone fans. General Electric uses him exclusively in the Washington area, and Gunther Beer has used Bill Malone continuously since 1952. On his own program, in transcribed spots, and filmed commercials, Malone has effectively sold for Carter Products, The American Oil Company, Grape Nuts Flakes, North American Airlines, Gunther Beer, General Electric, and Swansdown Mixes among others. For Swansdown, he commuted weekly to New York in order to appear as commercial announcer over a national television network.

S 4.55

Radio and Television

One-Armed Paper Hanger Had Nothing on Malone

By Laurence Laurent

ONE BRIGHT autumn Saturday afternoon, Fordham University football player Bill Malone found himself tossed through the air by another football player.

"I landed hard," Bill recalls, "and when I looked up my eye caught the flags waving from the radio booth. I thought: 'Boy, that's the place to be at a football game.'"

It wasn't long afterward that Malone went to work at WFUV, the Fordham radio station. Even before he received a degree in business administration, Bill had landed a job with the NBC outlet in Louisville, Ky. The job was the result of the business administration training: Malone selected 500 large stations and sent off letters of application to all 500.

After six months at WAVE, Malone came to WMAL and was hired by chief announcer Hal Stepler. Malone has been broadening his activities ever since.

He's a diskockey at WMAL Monday through Friday, 10 p. m. to midnight. Each weekday morning, he is the newscaster at 7, 8 and 9 a. m. on the Jim Gibbons radio show on WMAL.

Bill records much of that 10 p. m. to midnight records show. That's why you can hear him on radio and see him on TV at the same time. He has a five-minute sports program on WMAL-TV at 11:10 p. m. On Sundays, at 12:30 p. m., Malone conducts a "New Homes Preview" on WTTG.

YOU WILL ALSO find Malone extolling the qualities of Gunther Beer on Monday night between rounds of box-

ing televised on WTTG. He has more to say for Gunther on Thursday night between episodes of "My Favorite Story" on WTOP-TV. (If Malone ever lands a show on WNBW, he'll have made a clean sweep of all four Washington channels.)

During football season, Malone steps up his activities. He works with Gibbons on the broadcasts of the University of Maryland games and on simulcasts of Washington Redskins games.

He still hasn't changed his mind about football, though. "That broadcasting booth," he says, "is the place to work at a football game."



Laurent

program information from

WMAL
RADIO

AM 630kc FM 107.3m

5000 Watts

ABC IN THE NATION'S CAPITAL • 4481 CONNECTICUT AVENUE, WASHINGTON 8, D. C.

TELEPHONE KELLOGG 7-1100

PROGRAM: FINER MUSIC ON WMAL-FM

TIME: SEVEN NIGHTS PER WEEK - 6 PM to 12 Midnight

FORMAT: Finer Music on WMAL-FM represents a new programming policy instigated by the Evening Star Broadcasting Company. The service went on the air January 1, 1957, and already response has indicated the Washington market is interested in this service - enthusiastically. "What a restful and wholly delightful experience to listen to!" "Nice evening programming on WMAL-FM - keep it up!" "Congratulations on your program of fine music in the evenings." These are a few of the many notes of appreciation that the mails have brought to WMAL-FM from listeners who gladly express their delight with the finer music on WMAL-FM.

The format of virtually uninterrupted finer music is showcased in segments of light solo and orchestral selections; piano and violin concertos, ballet music, light symphonies; off-beat musical selections, contemporary compositions; and operas, complete symphonies and overtures. Scheduling of music is planned to conform with the expected night-time habits and interest of the FM listener.

Special features are also incorporated into the music format. A full six hour memorial program was scheduled soon after the death of Arturo Toscanini in which music was exclusively that which the Maestro conducted.

RATES: The following introductory rates are now in effect:

One Hour -- \$20.00
Half Hour -- 12.00
Quarter Hour -- 8.00
Time Signals -- 3.00 each

Participations of one-minute or twenty-seconds are available between the hours of 6:00 pm and 7:30 pm, at \$3.00 each. After 7:30 pm, only quarter-hour, half-hour and hour segments will be sold.

Rate protection on these introductory rates will be in effect until, January 1, 1958.

program information from

WMAL

AM 630kc FM 107.3m

THE EVENING STAR • ABC STATION IN WASHINGTON, D. C.

AVAILABILITY: "The Felix Grant Show"

DAY AND TIME: Wednesday through Friday - 8:00-8:55 pm
Saturday - 8:30 - 10:00 pm

PRECEDED BY: Wednesday through Friday - "Les Griffith News"
Saturday - "The Red Skelton Show"

FOLLOWED BY: Wednesday through Friday - news
Saturday - Bill Mayhugh

DESCRIPTION: The Felix Grant Show features music--that is top records of the day plus popular classics of the past decade. Grant uses many from his personal library containing thousands of these popular classics.

Aside from playing music, Grant makes full use of his extensive knowledge of popular music. He chats with people who call in, answering their queries about recording artists, special arrangements, methods of recording, etc.. And many times, he presents new and unusual recordings for the first time. Grant was first on the Washington air in Washington with the music from "Pajama Game" and the new "Bing" album to name just a few.

FELIX GRANT: Born and educated in New York City, Felix Grant has been a disc jockey in Washington for the past seven years. His vast experience plus his conscientious attitude have resulted in his thorough knowledge of the popular music and recording field.

He spends much of his own time programming the Felix Grant Show, making use of trade publications, new record releases, and now and then, bridge music to create a special effect. This tireless preparation on Grant's part insures an attractive, and thoroughly complete popular music show.

During Grant's seven years in Washington radio, he has successfully sold for a great many sponsors. But what is more important is the fact that he has kept these sponsors over a great period of time. He held on sponsor for six years.

COST: \$15.00 for on spot or ten spots for \$100.00. These prices are fully commissionable

program information from

**WMAL
RADIO**

AM 630kc FM 107.3mg

5000 Watts

ABC IN THE NATION'S CAPITAL • 4461 CONNECTICUT AVENUE, WASHINGTON 8, D. C.

TELEPHONE KELLOGG 7-1100

PROGRAM: BOB PICKETT (AT THE PURPLE TREE COCKTAIL LOUNGE)

TIME: 9:00 to 10:00 pm, Monday through Friday

FORMAT: A glamour-filled 60 minutes originating from the smart Purple Tree Cocktail Lounge of the Manger-Hamilton Hotel in downtown Washington. Bob introduces latest record hits and visiting celebrities to his mid-evening audience. This program is live and made even livelier with Bob's selection of music and interesting interviews with the celebrities that join him at his table in the Purple Tree. Usually the guests are greats from the entertainment world who are currently making a local appearance. In many cases, the voices of those featured on Bob's recordings complement the show with their chatty visits with Bob. Such personalities as Julius LaRosa, Ella Fitzgerald, Sara Vaughn and even Mae West make appearances on the show. Needless to say - the audience gets a big kick out of sharing a table with these entertainment stars and getting an inside glimpse of their private lives.

PERSONALITY: Bob Pickett is a young fellow who, in one year at WMAL, has established himself as a fast rising radio and tv star in Washington. He joined the staff of WMAL in May of 1956, and since has handled a wide variety of assignments. Last football season he was color man on University of Maryland football broadcasts; he has been heard regularly as a sports reporter; special events also are his forte, from straight news to handling the opening of the Washington Flower Show. As a disc jockey he is winning new admiration for versatility of performance on both radio and tv.

SSALESMANSHIP: Bob's regular accounts on both WMAL RADIO and TV include Sunbeam Bread, Masson Wines, Drug Mart, the Evening Star, RCIA and other advertisers, both local and national who wish to see and hear their product represented by a young man who intelligently and enthusiastically sells for them.

ADJACENCY: FELIX GRANT SHOW --- JOHN W. VANDERCOOK NEWS (ABC)

COST: Participation announcements - \$12.00 flat.

program information from

WMAL

AM 630kc FM 107.3

THE EVENING STAR • ABC STATION IN WASHINGTON, D. C.

4.54 N

AVAILABILITY: BRYSON RASH NEWS

CLASSIFICATION: Five Minute Local News Shows

BROADCAST TIMES: Monday through Friday
 11:00 am
 12:00 noon
 2:00 pm
 3:00 pm
 4:00 pm

Here are five prime positions in WMAL's potent pyramid of news shows which identify the Evening Star station as the fastest and most factual source of news on the news-conscious Washington scene. From the city desk of the Star, the wires of United Press, and from his own news beats, ABC's White House Correspondent, Bryson Rash, takes the news, puts it into capsule form, and gives it to WMAL listeners as only a Washington news veteran of 13 years can.

BRYSON RASH: Since 1941, crack newsman Bryson Rash has been covering the Washington scene for the ABC radio and television networks and for WMAL and WMAL-TV. As White House Correspondent, he has worked for 13 U.S. presidents, covering major news conferences at home and overseas, cross-country election campaigns, and presidential conventions. In addition to his coast-to-coast newscasts on ABC-TV, Rash has been featured locally on WMAL-TV since 1948.

AUDIENCE: All five of these daily newscasts by Rash are spotted in good WMAL listening periods. With the highest-rated strip (11:00 am) an advertiser would reach a total of 118,650 families per week. (Source: Pulse, Jan-Feb., 1954; Pulse Out-of-Home Survey, Winter, 1954.)

COST PER M: Low cost-per-thousand is another characteristic common to all five newscasts. For instance, on a per-commercial basis, an advertiser would pay 46¢ per thousand for the 118,650 families he would reach on the 11:00 am strip.

COST PER STRIP: On a 13-week contract:

11:00 am	\$163.50 per week	2:00 pm	\$163.50 per week
12:00 noon	\$163.50 per week	3:00 pm	\$163.50 per week
		4:00 pm	\$163.50 per week

program information from

WMAL
RADIO

AM 630kc FM 107.3m

5000 Watts

TELEPHONE KELLOGG 7-1100

ABC IN THE NATION'S CAPITAL • 4461 CONNECTICUT AVENUE, WASHINGTON 8, D. C.

PROGRAM: TRAVEL

TIME: 1:00 PM to 5:00 PM - SUNDAY

FORMAT: When the out-of-home audience is at one of its peaks that's when TRAVEL is there to pleasantly join them as a friendly companion. Here is a radio show that personifies the servicability of radio. TRAVEL presents music, news, weather information, sports and travel tips in the best, most informative and friendly manner possible. The formula for the show's success is basically that the accent is heavy on music - light breezy music - with just enough talk - talk that serves a purpose...information that the listener wants to hear - as a driver, outdoors and even at home perhaps preparing to go out for the day or weekend.

TALENT: TRAVEL is hosted by WMAL RADIO staff announcer, Bill Johnson, who serves as a coordinator of the program. He does not dominate the show - but rather serves as a pleasant, informative host.

ADJAGENCY: Pan American Party
Hour of Decision (Billy Graham)

COST: Available for unit or participation sponsorship - Card Rate

program information from

WMAL

AM 630kc FM 107.3mg

An Evening Star Station

ABC IN THE NATION'S CAPITAL • 4461 CONNECTICUT AVENUE, WASHINGTON 8, D. C. • TELEPHONE KELLOGG 7-1100

NETWORK QUALITY AT LOCAL PRICES

You Get It With WMAL-radio's

RED SKELTON SHOW

Format

It's the "old" Red Skelton -- zany, hilarious, and wonderfully warm -- in the medium for which he is best suited, the medium in which he achieved fame---radio. The program combines music and comedy skits into a powerfully attractive variety format with Skelton featured in many of his hilarious comedy roles: the Mean Middle Kid, Clem Kadiddlehopper, "Willie Lumpsump, and many others.

Audience Acceptance

This highly attractive program had firmly established itself with the Washington listening audience after its first broadcast. And within four months the program had increased its ratings 16%. Broadcast in the mid-evening hours across the board on WMAL-radio, the program pulls ratings that beat many daytime ratings.

This is not at all unusual. In Pittsburgh, in Boston, in New York, and in 14 other cities around the country, "The Red Skelton Show" has been first against all competition.

Merchandising

"The Red Skelton Show" lends itself to high-powered merchandising. Window streamers, counter cards, direct mail pieces, and much more--all utilizing the Red Skelton face and name --are available to help build sales and dealer relations.