

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

AMERICA'S ONLY

50,000 Watt

NEGRO RADIO STATION

WDIA



Is More Than Just a Radio Station . . .
It's a Powerful Advertising Force in Memphis . . .

1070 KC

Only 50,000 Watt Station in Memphis
Top Rated By All Audience Surveys for 10 Years
Represented Nationally by the Bolling Company

60% OF MEMPHIS
MARKET IS NEGRO

TWO MORE SONDERLING STATIONS!

IN CHICAGO, IT'S
WOPA

IN OAKLAND, IT'S
KDIA

Featuring Chicago's greatest Negro
air salesman . . . "Big Bill" Hill

The only full-time Negro station serving all Negro
communities in the San Francisco-Bay area.

REPRESENTED NATIONALLY BY: BERNARD HOWARD & CO., INC.

8th ANNUAL NEGRO RADIO SUPPLEMENT

Three articles, basics
and station lists make
up the 48-page issue
on growing at force

The Advertisers:
Negro radio is
p.r., ad medium

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The Stations:
They're getting
the business

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The Market:
Research has
begun to flow

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From Experience... Confidence



America's most experienced negro radio stations

CONTINENTAL BROADCASTING

(formerly Rollins Broadcasting)

WNJR, new york area • WBEE, chicago area • KATZ, st. louis • WRAP, new york

Buy the
GEORGIA NEGRO GROUP

Key Metropolitan Markets*

SAVANNAH • COLUMBUS • MACON
WSOK WCLS WIBB

**And earn a combination discount:
 5% allowed for purchase of 2 stations — 10% allowed for purchase of all 3*

40% 38% 43%

OF METRO AREA

or 74,000 of 185,000 people is the Negro market in booming Chatham County (U. S. Census Bureau). To reach this group turn to WSOK, the only Negro air-staffed, Negro-beamed station in Savannah. In less than a year of broadcasting, well over 300 accounts have chosen WSOK to sell their products. Why don't you?

1230 K. C. 250 Watts
 Full time service

OF METRO AREA

is Negro population in Columbus, nation's 9th heaviest metropolitan Negro concentration. (SPONSOR) WCLS, Columbus' only all-Negro station with all Negro personalities, has high Pulse rating of 52%, mornings and 50% afternoons, Monday through Friday. Get low cost per listener with quick response for sales, sales.

1000 Watts 1580 K. C.
 Clear Channel

OF METRO AREA

is Negro population in the Macon area and WIBB is in its 12th year of Negro programming in this thriving Southern city with 1000 watts and a good signal to reach all middle Georgia towns. WIBB originated Negro programming in Macon over ten years ago and has top-rated Negro personalities. Buy WIBB for top sales in Macon.

1000 Watts 1280 K. C.

All Stations represented by: **Dora-Clayton Agency, Inc., Southeast**
Bernard Howard and Company, Inc. Nationally



WOKS

Columbus
Georgia

National Representative
John E. Pearson Co.

**THE ONLY NEGRO
STATION SERVING
THE NATION'S 12th
LARGEST MARKET**

KNOK

DALLAS-FORT WORTH

STU HEPBURN, MGR.
REP—STARS NATIONAL
SOUTH—DORA-CLAYTON

SPONSOR

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THE HOUSE THAT NEGRO RADIO BUILT

This is WHAT. More than just a radio station, this broadcasting showcase has become a Community Center to Negro Philadelphia...another dimension of WHAT's dynamic service to one of America's largest (nearly 600,000) and fastest growing Markets.

AND FROM THIS BUILDING COMES THE STRONGEST FORCE THAT YOU CAN BUY TO SELL NEGRO PHILADELPHIA

PERSONALITIES

We have eight of the best darn air salesmen and women in Philadelphia radio. What's more, they are terrific showmen and entertainers. Top ratings prove it.

MERCHANDISING

On September 1st WHAT released its new "MERCHANDISING BY THE POINT SYSTEM." For every dollar an advertiser invests in time, he earns a budget of merchandising points that he may use to pick and choose from 14 different merchandising-promotion services. Here are just a few... Displays in 70 Food Fair Stores • Displays in 20 Best Supermarkets • Displays in 75 Independents • Products demonstrations, couponing and sampling in above stores • Outdoor full color painted wall spectaculars • Trade mailings, consumer and trade ads, new product distribution assistance, consumer surveys, store checks, and all the help our full-time Merchandising Crew can give you. New brochure available upon request.

HAVE YOU ESTABLISHED AN "EXCLUSIVE NEGRO MARKET FRANCHISE" FOR YOUR PRODUCTS? EVERY WEEK MORE AND MORE ADVERTISERS ARE DISCOVERING THE NEGRO BONANZA IN PHILADELPHIA.

RATINGS

Yes, we have them too...NUMBER ONE from 6 AM to 6 PM seven days a week, according to the 1959 May-June NEGRO PULSE.



31, PENNSYLVANIA TRinity 8-1500

Represented Nationally by John E. Pearson Company—New York • Chicago • Atlanta • Dallas • Los Angeles • San Francisco

KOKA

SHREVEPORT
5000 watts at 980

WENN

BIRMINGHAM
5000 watts at 1320



WOKJ

JACKSON
5000 watts at 1590

KOKY

LITTLE ROCK
5000 watts at 1440

Buy 2	Save 5%
Buy 3	Save 7½%
Buy 4	Save 10%

NEGRO RADIO'S CLIENTS

Starting below is a list of national and regional advertisers using Negro-appeal radio. It is quite a long list of names—350 companies and brands in all. It testifies to the effectiveness of a medium that has been looming larger and larger on the radio scene. The list covers a wide variety of product fields and indicates there are few products that can't be sold via Negro radio. The list was culled from questionnaires returned by about 220 Negro-appeal stations out of approximately 830 questionnaires sent out. Each station was asked to list its 10 most active national and regional accounts dur-

ing the past year. So the list is by no means a complete one. Significantly, the list is longer than the one published by SPONSOR in the 1958 Negro radio issue. At that time, about 180 stations sent in less than 200 names. While neither sample was strictly scientific, it is still clear that more and more advertisers are being attracted to the medium. Mentioned most often by stations (and the number of times they were mentioned) were: *Carnation, 40; Royal Crown, 30; Budweiser, 25; Coca-Cola, 24; SSS Tonic, 21; Pet Milk, 21; Artra Skin Cream, 19; Wrigley, 18; B. C. Remedy, 17; Pepsi-Cola, 16.*

ADVERTISERS ON NEGRO-APPEAL RADIO

A

A&P Food Stores
American Chemical
American Foods
American Snuff
American Tobacco Co.
Amoco
Amsco Chemical
Anahist
Annomite
Apex
Armour

Arrid
Arrow Beer
Artra Skin Tone Cream
Associated Sepian Products
Atlas Sewing Machine Co.
Aunt Jemima

B

Ballantine
Banjo Snuff
Bayer Aspirin
B. C. Headache Powder

Beech-Nut Gum
Ben-Gay
Betsy Ross Bread
Black Draught
Black & White Ointment
Blatz
Blis-to-Sol
Blue Bonnet
Blue Sonoco

The remainder of the names on this list of advertisers can be found beginning on page 10.

CLIENTS USE NEGRO RADIO AS BOTH PUBLIC RELATIONS AND AD MEDIUM

Here's a rundown of how a number of accounts influence the market

By Alfred J. Jaffe

Special Projects Editor

The job of prying open the lid of habit to let out fresh ideas is naturally accompanied by a dash of excessive enthusiasm along with the wheezing and hauling.

This has been true to some extent in the missionary job of overcoming resistance to Negro-appeal radio among the nation's advertisers. Some of the proselytizing may have left the impression that there was something different in the way Negro radio worked.

Negro radio, of course, is basically no different than any other kind of radio. Now that the medium has reached the plateau of acceptance, it has been losing its self-consciousness. The emphasis now is being put on how Negro radio is used rather than why.

This doesn't mean that Negro radio doesn't offer any extras. It does. As a matter of fact, it has to. This is because Negroes listen to general purpose radio just as whites listen to Negro-appeal radio. If there weren't a compelling reason to use Negro radio it would not have the long list of clients it can now boast about.

The extras in Negro radio come down to this:

- Negro radio is a natural audience filtering device.
- The Negro personality talks a language his audience understands and responds to.
- Merchandising often has a depth of penetration unknown in white circles because the personality is closer to the retailer and group loyalty feelings play an important role.



AUNT JEMIMA: Gospel singing contest requiring voters among listening audience to send labels of Aunt Jemima self-rising flour brought Quaker Oats 22,000 proof-of-purchase returns via WWRL, New York. Above, is scene at local auditorium where finals were held. Aunt Jemima labels were also required to get into auditorium

LEVER BROS.: Second annual Homemakers' Holiday, run by WRAP, Norfolk, brought John Riley of Lever Bros., I., Clarence Holte, BBDO Negro marketing director. Between them is Leola Dyson, women's director of the station. The Homemakers' Council is used by WRAP for client product sampling promotion activities

CREDIT OFFICE: Formal opening of Chicago Credit Office features radio interview between popular singer Eartha Kitt and WBEE personality, "King Bee." Nationally known Negro personalities of show business, sports, education, the arts, science, etc., are commonly featured by Negro-appeal stations on their programing

SCOTT'S EMULSION: A campaign on WOIC, Columbia, S. C., for Scott's Emulsion was followed up recently by station merchandising efforts on the local drug store level. At right is WOIC's program director, Jimmy Carter, who interviews druggist T. J. Everett on campaign's results. Station reports druggist's sales were up 60%.





GUNTHER BEER: A public relations campaign is being put on by Gunther on WEBB, Baltimore, and WOOK, Washington. Client has bought community calendar shows on both stations, carefully picked announcers (who do no merchandising) for dignity uses 18 5-minute shows weekly. Left, Sam Daniels does job on WEBB



WARD BAKING: Bill Powell of WAMO, Pittsburgh, makes store call in Negro grocery store to back up Ward Baking Co. campaign for Tip Top bread. Negro families consume primarily white bread. Negro population of Pittsburgh market has gone up 18%; in city of Pittsburgh the increase is 30%. Home ownership since 1940 is up 147%



7-UP: Richard Stanz of WGES, Chicago, hands out records for empty bottles of 7-Up. Stanz dubs himself the 'Crown Prince of Disk Jockeys,' is one of the more colorful of the breed. Like other d.j.'s on station, he is paid a commission (one-third) on the time sold. WGES d.j.'s do own selling to national, local accounts



PETRI WINE: 'Big Jim' Randolph, personality at KGFJ, Los Angeles, dons western regalia for in-store promotion of Golden Spur, put out by Petri Wine via Y&R. KGFJ is one of the limited number of Negro-appeal stations programing 24 hours a day to the Negro market. The station went to 100% Negro format 12 months ago

• Advertising to the Negro is a way of telling him his patronage is wanted. Strictly speaking, this is a public relations function but in the Negro market you can't divorce p.r. from straight sell.

• Public service programing provides the Negro with news about his group which he can't get in any other way except through Negro-appeal newspapers. Unlike Negro radio. Negro newspapers cannot be characterized as a mass medium.

By this time the use of Negro radio is well established in the advertising habits of many large advertisers. The carbonated beverage concerns are particularly Negro market conscious. This is not because they look at the Negro market any differently than any other market segment but because the consumption of carbonated beverages is so widespread they go all down the line (money permitting) in their media buying. And no special market is bigger than the Negro market.

Pepsi-Cola used to have a saying that anybody with a mouth and a nickel is a good customer. The price quotation is no longer apt but the spirit of the quotation remains.

Pepsi oversees its bottler advertising in Negro media with care. It has been doing so for 21 years. Its specialized markets division headquartered in New York supervises 15 Negro marketing representatives attached to regional offices.

Harvey Russell, head of this division, pointed out that his crew as a matter of policy encourages bottlers to go into Negro radio where the Negro market is sizeable. Since many markets have sizeable Negro populations this activity is not a minor one. It has been particularly successful in key metropolitan areas.

While bottlers make the final decision in the choice of Negro-appeal stations, Pepsi's marketing reps relay headquarters' policy on programing. For example, they advise bottlers to steer clear of rhythm & blues disc jockeys, particularly those of the gut-bucket school. This is because of Pepsi's long-standing campaign to upgrade its brand image. Negroes are exposed to all kinds of media and Pepsi views its barrage of advertising from various media as all one, with the idea that each medium's plugs reinforce the other.

This is easy to understand, but there is another reason, too, for this steer-clear-of-different-approaches-to-the-Negro philosophy. While the reason is common to most advertisers, few, including Pepsi, discuss it. It is, however, a fundamental tenet of knowledgeable clients and agencies that a too-tailored approach to the Negro is resented by the Negro. If he doesn't resent it, someone is likely to remind him that he should.

While Pepsi doesn't hide the fact it is after the Negroes' patronage it doesn't make a big deal about it. Trade sources say the firm steers clear of publicity that brags about its hiring of Negroes. "They don't think it's in good taste to pat themselves on the back," said a p.r. man.

Though company policy is to associate its product with high-grade programming, some bottlers buy the more raucous shows and d.j.'s. There is no imputation here of flouting company objectives. It's primarily a matter of the bottler's belief that such programming is the best available or is particularly fitted to appeal to his market.

One of the jobs of Russell's marketing reps is to make sure that when any station promotion is planned by a bottler, Negroes are included or

else covered on a separate-but-equal basis. If scholarships are given, both Negro and white must be brought in to the picture somehow. If a shindig is given in a park where Negroes cannot attend, a similar affair must be given in a Negro park, etc.

Though local advertising is the province of the bottler, direct ties with national advertising occasionally develop. When Pepsi bought all four radio networks last fall and this spring in a "Be Sociable" campaign, bottlers were asked to tie-in on both general audience and Negro-appeal stations. This effort, Russell reported, went over well.

It's been estimated Pepsi bottlers spend, on the average, about 20% of their ad budgets for radio. The Negro radio share, like the general radio share, varies tremendously, but it can be generally assumed that when a bottler uses Negro radio on a consistent basis, he allocates money on a pro rata population base.

"We advise radio for all bottlers," said Russell, speaking of the company generally, "and we specifically advise it for most. We like radio's impact and coverage."

Pepsi's arch competitor, Coca-Cola, has been active in Negro-appeal ra-

dio for a number of years. Many of its 1,100 bottlers are heavy users of the medium.

Said a Coca-Cola spokesman, "As in bottler newspaper advertising, where there is an opportunity to design copy for more specific appeal to the market through featuring Negro models, bottlers have found that stations programming specifically to the Negro market have the same special appeal to their audience.

"No single trend in programming stands out. Bottlers have sponsored special musical programs, news and sports, as well as spot participations in regular disc jockey segments."

Relations between Coke bottlers and the parent company are somewhat like the situation with Pepsi-Cola. The bottlers have considerable leeway with programming—a tribute to their knowledge of their own markets. This is subject to some extent to the guiding hand of the parent company and agency. But it is the bottler who makes the final decisions on media, scheduling and budget.

So far as strict advertising goes, however, the imperatives of national advertising and the problems of trademark misuse demand more centralized control and the copy line comes



KROGER: Some 30 brands took part in promotion put on by WCIN, Cincinnati, in Kroger outlet. Station people are l. to r., Paul Brown, engineer; 'Jockey' Jack, announcer; Kathy Curry, women's dir.; 'Bug' Scruggs, program dir.



ARTRA SKIN CREAM: Clinton Moon and Blanche Calloway, full time merchandising staff for WFEC, Miami, sample Artra skin tone cream at local druggist. Product, designed primarily for Negroes, is one of most active radio accounts



COCA-COLA & PEPSI-COLA: Teen-age hops are popular merchandising device of bottlers of both Coke and Pepsi. Above, 'Sok Hop' of WAAA, Winston-Salem, sponsored by Pepsi bottler. Below, 'Triple A' Club's teen-age committee with 'Bobcat' Roundtree, WVOL, Nashville



out of Atlanta and New York. Coca-Cola commercials may incorporate a jingle, currently the one by the McGuire sisters, or may be straight announcer copy. McCann-Erickson does not supply fact sheets. Where bottlers have special market problems, they can get copy to order.

In general it can be said that the company's hand touches practically every facet of bottler advertising. The company likes to know what kind of programing the bottler intends using. It goes over the rough share each medium gets in the bottler's ad budget. There are co-op arrangements but they vary so widely it is difficult to summarize how the cost is divided. Bottlers are encouraged to use the station's merchandising facilities and, particularly, to press for a good merchandising buy. The company sometimes feels that stations are so sure about getting continued Coke business they may not go all out in their merchandising.

Negro radio activity by the cola companies is probably equalled by the beer business and, because of the large number of regional concerns, may even be surpassed.

Here's the way one company, Burgermeister, looks at the medium.

Says Lou Nolle of BBDO, San Francisco.

"Burgermeister's approach to radio is not to regard it as one medium but as several media reaching segments of the population in specialized ways. We use Negro radio because these stations program to this important segment of the buying public in a specialized way, and we feel this adds a real value to the commercial message inserted in this programing.

"When personalities are available to us on Negro radio stations, we find them particularly valuable because of the same reasoning that 'personality selling' is of value on any other station."

The p.r. aspect of Negro radio is more important to some firms than the straight sell. Gunther Brewing, which has tried the latter, is now concentrating on its Gunther Community Calendar on WEBB, Baltimore, and WOOK, Washington. The Baltimore campaign started in January and the Washington drive in March.

Gunther buys five minute segments three times a day, six days a week. As the name indicates, the program-
(Please turn to page 43)



Sam B. Vitt, who wrote story below is a media supervisor at DCSS and has had years of experience buying Negro radio

How DCSS looks at Negro-appeal radio for B-M, Pharmaco

I think it is fair to say Doherty, Clifford, Steers & Shenfield, Inc., recognizes in full the importance of the Negro as a marketing reality. Many of D.C.S.S.' clients, for example: Bristol-Myers' Munn, Pharmaco's Fcen-A-Mint, and Grove Laboratories' Minit-Rub, have and do direct a percentage of their budget toward this market. Its size, alone, of course, must command some attention, being well over 18 million, and according to recent Census data, increasing at a somewhat faster rate than the white population because of a significantly higher birth rate, only partially counterbalanced by their also higher death rate.

But from the advertisers' viewpoint, it is probable that several other facts about the Negro market can be even more meaningful than its vast size. One, for example, might be that the Negro population's total cash income after taxes is approaching, if not already beyond, \$17.0 billion. As a comparative, this represents a purchasing power almost
(Please turn to page 46)



CARNATION: Various merchandising devices are used by Carnation milk to boost sales. Below, WDIA, Memphis, pulled 168,244 labels in five weeks as part of contest. Above, personality from KATZ, St. Louis, shows product on 'Coffee Break' program used for sampling



BUDWEISER: Roosevelt 'Roozie' Johnson, I., veteran d.j. from WERD, Atlanta, pours a glass of Budweiser for a tavern customer. WERD is one of three Negro-owned stations in the U.S.



NEGRO-APPEAL RADIO'S GETTING THE

➤ More than 800 outlets enjoy growing acceptance as Negro migration, rising standard of living and local market emphasis bring more advertiser dollars their way

There's a story going around about a Negro disk jockey, who, not too long ago, made \$1 million over three years. It seems he was working at a superhuman pace and he was eventually forced to slow down to a lousy \$150,000 annually.

Whatever the truth of the story, the moral behind it is sound. Negro radio business is really humming. During the past decade, sparked by Negro migration, rising living standards and greater advertiser emphasis on local market situations, scores of Negro-appeal stations have been launched in most sections of the country. SPONSOR's master list of Negro-appeal stations totals 832 and there are probably a large number of small market stations not included. Five years ago, SPONSOR's Buyer's Guide listed 374 Negro stations. WGES, Chicago, has estimated that the volume of Negro-appeal programming has increased roughly 50 times over during the past seven years.

Negro-appeal programming has penetrated into the smallest hamlet. About 390 of the Keystone Broadcasting System's 1,070 stations carry special Negro programming. In 13 southern states containing about two-thirds of all U.S. Negroes, KBS signals provide an umbrella (or a group of little umbrellas) for about 88% of these Negroes. While primarily small stations, about half employ Negro personnel for retail outlet contact, ac-

ording to Noel Rhys, executive vice president of Keystone.

The rise in Negro radio has seen a marked upgrading in its personnel. "Today's Negro disk jockey is often a real radio veteran, well-educated and well-spoken," says Bernard Howard, head of the rep firm of that name. "He talks the advertiser's language. What's more, he comes to the client's office to discuss matters. Ten years ago that would never have happened."

Just the nature of the promotional material testifies to the maturity of the business. And some of the new plants built to house Negro stations indicates their owners are not exactly financially strapped.

Programming has been sharpened and more owners have taken over programming control from the d.j.'s. Part of this is a reaction to the payola problem but the major reason is the growing professionalism of the industry. The coincidental rise of music-and-news stations, many of whom have gone into "Top 40" formats, has brought a semi-competitive programming element into the picture but Negro stations still remain clear-cut in their appeal.

A number of broadcasting groups have made their appearance in recent years, bringing along with them, as is usually the case with groups, higher standards of station management. Such names as McLendon Ebony (no



AS EVIDENCE that Negro-appeal stations get around, WSID, Baltimore, broadcasts an hour from beach each Sunday. This year station sponsored beauty contest. Winner gets tv set

relation to the Gordon McLendon group), the OK group, Rollins and Rounsaville have been embossed in buyers' minds through group promotion and/or group rates. The McLendon Ebony stations are probably the most tightly-run group of the lot. McLendon operates out of its Jackson, Miss., headquarters via two divisions designated a la the military services as CENTOFF (Central Office) and CENTACT (Central Accounting Office).

There are still buyers who continue to complain about an excessive volume of rock 'n' roll in Negro ra-

BUSINESS



RISING PROSPERITY of Negro-appeal radio has enabled broadcasters to invest in top-flight facilities, as photos above and below indicate. Top shows master control room of WHAT, Philadelphia, part of its new broadcast center. Bottom shows scene outside of new offices and studios for McLendon Ebony's KOKA, Shreveport, La. Crowd was pulled by refreshments, d.j.'s from other McLendon outlets



TEENS are an important audience segment. Above, 'Jumpin' George' of KSAN, San Francisco, takes bite of cotton candy at high school. George is only white disk jockey at station



POPULARITY of gospel music is high with Negro audiences. First gospel show at New York's Madison Square Garden was run by WLIB's disk jockey Joe Bostic, was promoted by the station



PUBLIC service activity is second in importance only to the station personality. Above, WCHB, Inkster-Detroit, threw weight behind drive to raise funds for bombed school in Clinton, Tenn.

dio but the general tone of prosperity in the business may mean these buyers (1) are only voicing their personal tastes or (2) are an insignificant minority. What gives these complaints momentum, however, is the feeling of many upper-class Negroes that too much rock 'n' roll and rhythm and blues programming paints a false picture of Negro tastes and interests.

What makes a Negro-appeal station different from a station broadcasting to the general audience? KGFJ, Los Angeles, which programs (Please turn to page 46)

CLOSE TIES with retail merchants is basic to Negro stations. WBOK, New Orleans, sponsors annual Xmas parade with Drayades St. merchant assn. Below, Santa arrives at fete via helicopter



THE MARKET



NEGRO MARKET DATA: STILL INADEQUATE BUT STARTING TO FLOW

▼ Better-heeled stations and groups are beginning to shell out money to get market information but some basic research is still needed in audience data

One of the laws of market research is that the more the supply the more the demand.

Though the growing volume of complaints is infuriating to the suppliers, particularly media, this law cannot be repealed. During the 20's when the amount of market research was only a small fraction of what it is today, only the avant garde insisted that more was needed. Today, the vast piles of information seems to have created a monstrous and voracious appetite for bigger and bigger studies and finer and finer breakdowns.

The Negro market is no exception to this law. Moreover, the complainants stand on firmer ground since the Negro market is not particularly well researched.

To get right down to it, there's that nagging agency reminder that Negro radio ratings are few and far between. General market ratings are not designed with large enough samples to permit breaking down the figures so as to isolate the listening hab-

its of Negroes. Even if the samples were large enough, the Negro ratings would be highly suspect since sampling is often based on telephone homes, the most economical way to sample. In many markets, particularly in the south, where the bulk of Negroes live, the percentage of Negroes without telephones is high enough to throw any telephone-based ratings out of whack. This is true whether the ratings are for the market as a whole or the Negro segment only.

WGIV, Charlotte, N. C., is currently circulating a study of telephone homes in its metropolitan area. The station employed a professor at Johnson C. Smith University to make a count of Negro residences on 288 streets. There were 12,196 residences. But the telephone book listed only 5,708 telephones on those streets—or 46%. Many markets, of course, have a higher percentage. KSAN, San Francisco, found 80% of Negro families with telephones.

In the area of general market re-



EDUCATION: Negroes are going to school longer. Top, Rev. Harrell Tillman, KYOK, Houston, d.j., presents scholarships to students. Bottom, Hal Hartley, p.r. director of KOKY, Little Rock, gives awards to two high school honor students



MIGRATION: At National Baptist Convention held recently in San Francisco and covered by KDIA, California's Governor 'Pat' Brown greets Dr. J. H. Jackson, convention president. Rate of increase of Negro population in California has been high. San Francisco and Los Angeles are among the top 10 Negro markets. Migration to West Coast has followed 'straight line' theory, that is, the Negro from South migrates to closest metro centers. Chicago gets Negroes from mid-South, New York from East Coast areas, etc.

YOUTH: The Negro population is a "young" population. More than a third of all Negroes are under 15. There are more teenagers proportionately among Negroes than among whites. These young people have begun to get a taste of better things. This will affect future buying patterns and calls for close scrutiny of Negro trends. Left, a representative of the younger generation, Barbara Crittendon, selected as Miss Ohio, is interviewed by Valena Minor Williams, women's director of WABQ, Cleveland

search, fact-gathering has been hampered by the problems of contact between white field supervisors and Negro interviewers. But the biggest problem has been the indifference, up to recently, toward the Negro market.

With the Negroes standard of living rising, more advertisers are sizing up the advantages of appealing to the Negro market through Negro media. As more ad money has flowed into the coffers of Negro stations, the more prosperous stations and groups have been putting up money for audience and market research.

The Negro motivation study which The OK Group helped pay for created a favorable impression when it was presented to most of the top New York agencies last year. The study, little of which has been released, was supervised by Dr. Henry A. Bullock, chairman of the graduate research department at Texas Southern University. It emphasizes the strong role played by women in the Negro family, an ability to buy things a white family with the same income would not spend money on and a positive attitude toward radio as an advertising medium.

Carefully researched consumer market surveys have come out of two McLendon Ebony stations, WOKJ, Jackson, Miss., and KOKY, Little. Identical in approach and methodology, the studies stressed brand preference materials but pointed up some interesting facts of a general nature. For example, in both markets more than 60% of Negro families either own their homes or are planning to buy.

One of the most extensive studies undertaken by a single Negro appeal station was the consumer market study of the San Francisco Bay area underwritten by KSAN. Among the

facts dug up were those showing that more than half the respondents listen to radio one to three hours a day (only 11% less than that), 21% listen to the radio four to six hours a day and more than 16% listen more than 16 hours a day. The popular notion that Negroes are bus travelers when they vacation or take other inter-city trips was undercut by figures showing more than half travel by auto and that while about 10% use the bus about 16% prefer the train.

While Negro stations have long depended on competitive media for market data, the tide is beginning to turn. Rounsaville's WCIN, Cincinnati, has become a prime source of market data by advertisers, agencies, brokers and district sales managers. Cincinnati is one of those towns where the central city core of Negroes has begun leaking. WCIN is keeping close tabs on new suburban locations for Negroes.

A considerable amount of research has appeared in recent years showing how Negro and white expenditures compare by product category. The studies vary in quality and much reliance is still placed on the University of Pennsylvania study released in 1956—but based on 1950 census material. Though the figures are obviously as reliable as they come, many marketers consider them old hat.

They may not be as old hat as they seemed, for there are indications that Negro spending habits have not changed as rapidly as some people think.

An article by Irwin Friend and Irving B. Kravis, the *Harvard Business Review* in 1957 compared the 1950 revue with a 1935-36 survey by the National Resource Planning Board. Said Friend-Kravis: "Except for the more rapid rise in the total of Negro income and consumption as compared with Whites, there is not much evidence that the rest of the population are closer today than they were in the mid-30's."

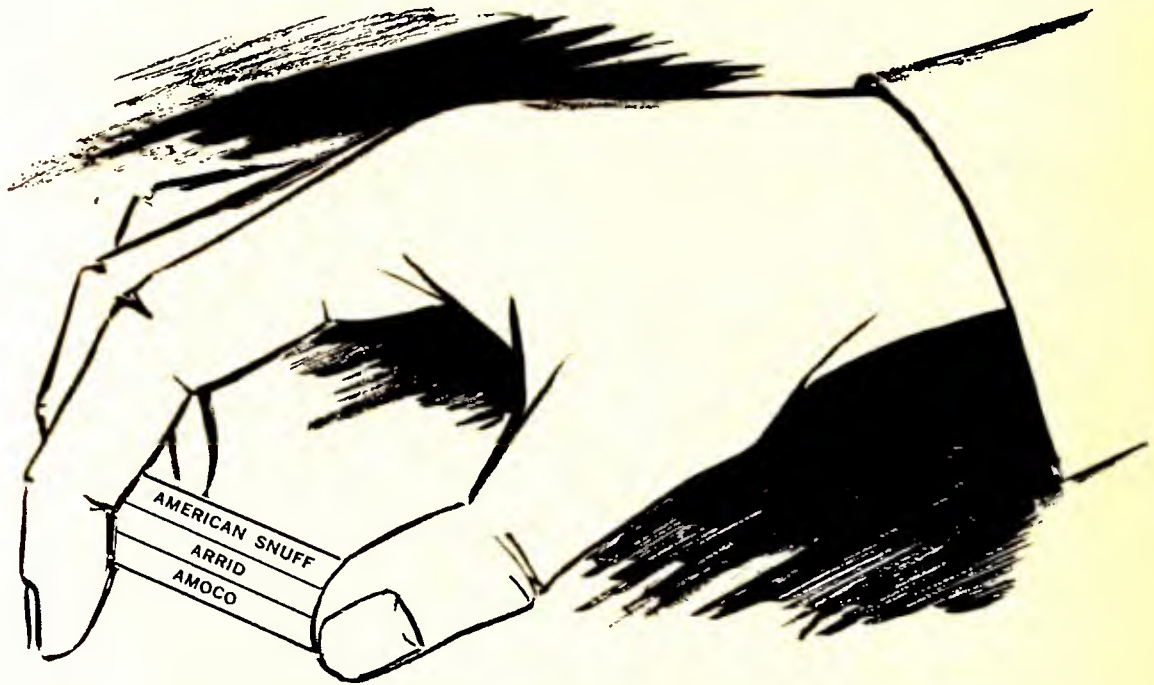
What's slowing it down? Social barriers "and latest environment influences," opined the study. It noted that the western and northern Negro come much closer in his consumption pattern to the whites than his southern brother. Question: Have the migrations of the 50's speeded up consuming trends?



HOME OWNERSHIP: Negroes are beginning to move to suburbs. Top, parade for Houston Negro Exposition and Home show, sponsored by KCOH. Bottom, one of 500 Negro sub-division homes sold through ads over WLOU, Louisville



GET THE PAT HAND



ARTRA SKIN TONE CREAM
 AMERICAN CHEMICAL CO.
 BUDWEISER
 BC REMEDY
 BLUE COAL
 BLUE BONNET MARGARINE
 BORDEN'S INSTANT COFFEE
 BROMO QUININE
 BLACK DRAUGHT
 BOSCU COFFEE
 CAMEL CIGARETTES
 CARNATION MILK
 CITIES SERVICE
 CERESOTA FLOUR
 CAROLINA RICE
 CONTINENTAL BAKING CO.
 CREOMULSION
 ESSO-FLIT
 FLEISCHMAN'S MARGARINE
 FEENAMINT
 FATHER JOHN'S MEDICINE
 GILLETTE RAZOR CO.
 HUMPHREY'S DRUG PRODUCTS
 HAWAIIAN PUNCH
 I.U.E.
 ITALIAN SWISS COLONY WINE

JOHN WANAMAKER & CO.
 PARKS PURE SAUSAGE
 PEPSI-COLA
 PEPTO MANGAN
 PABST BEER
 PLYMOUTH
 RICELAND RICE
 REM
 SALEM CIGARETTES
 SSS TONIC
 SULFUR-8
 SUN OIL COMPANY
 STANBACK
 SINCLAIR OIL
 SLOAN'S LINIMENT
 SNOW'S CLAM CHOWDER
 SCHMIDT'S BEER
 666
 SCOTT'S EMULSION
 TETLEY TEA
 TIOEWATER OIL
 UNITED FRUIT
 UNITED AUTO WORKERS
 VASELINE
 WRIGLEY'S GUM
 WARD BAKING COMPANY
 WASHINGTON FLOUR
 WINSTON CIGARETTES

SAN GIORGIO
 TASTY BAKING CO.
 KOOL-AID
 KREY PACKING CO.
 LA ROSA
 LIPTON TEA
 LUCKY STRIKE
 MUM
 NESCAFE
 NAOINOLA
 PALL MALL
 ABBOTT'S ICE CREAM
 AMERICAN STORES
 BOOTH BOTTLING
 BELL TELEPHONE
 M. A. BRUOER
 COCA-COLA
 CONTE-LUNA
 CONTADINA
 ESSLINGER BEER
 W. T. GRANT CO.
 HUBER BAKING COMPANY
 LIT BROTHERS
 ORTLIEB'S BEER
 P.S.F.S.
 PHILA. ELECTRIC CO.
 STRAWBRIDGE & CLOTHIER

NOW 5000 WATTS

IN PHILADELPHIA!

JOIN THESE CONSTANTLY WINNING BLUE CHIP ADVERTISERS WHO KNOW...


In Philadelphia it's impossible to be a top seller without the 650,000 + (1 out of 4 Philadelphians) Negro support.

Top rated by Negro Pulse since 1951, *and now* a run away first in the new Trendex Negro market survey. Only the WDAS top rated all Negro on-the-air sales staff can deliver this market—Negroes buy what Negroes recommend.

Products must be seen as well as heard to sell. WDAS offers the only full time fully staffed Negro Market and Merchandising Department in Philadelphia. Offers the most comprehensive merchandising service available, including strong point of purchase support in Food Fair, Best Markets, Phila. Assoc. of Retail Drug-gists, saturation transit advertising, jumbo mailing—newspaper advertising, and complete detail reports. Just part of the 21 point WDAS Sound & Sight Package.

NOW 5000 WATTS. Philadelphia's ONLY NEGRO POWER STATION devoted exclusively to Negro programming.

Write or call today for details on the WDAS SIGHT & SOUND PACKAGE.



**THE VOICE OF PHILADELPHIA'S
GREAT NEGRO COMMUNITY**

BELMONT AVE. AND EDGELEY ROAD, PHILADELPHIA 31, PENNA.

ALEX KLEIN
NATL. SALES MGR.

BERNARD HOWARD CO.
NEW YORK, SAN FRANCISCO, ATLANTA, CHICAGO, LOS ANGELES
NATIONAL REP.

UNITED BROADCASTING COMPANY'S

*long leadership in Negro audience broadcasting
now enables us to offer the advertiser*

AMERICA'S LARGEST NEGRO "PACKAGE" MARKET In United's 5 Key Cities!

We have devoted many years to building United Broadcasting Company outlets to domination of the Negro audience in their individual markets. Now, United Broadcasting develops a powerful idea — and a powerful new medium. The United network now delivers the largest "package" of Negro listeners in America through the top Negro stations in five

key-city markets. A United one order "package" schedule will deliver your message to more Negro listeners at a lower cost per thousand than any other radio buy. One order and one price delivers the largest Negro "Package" market in the nation. Buy United—the fastest way to reach the nation's most important Negro buying power.

1,600,000 LISTENERS

at the lowest cost per thousand of any Negro radio audience

WOOK

(Washington, D. C.)

WJMO

(Metropolitan
Cleveland, Ohio)

WSID

(Baltimore, Md.)

WANT

(Richmond, Va.)

WYOU

(Newport News-
Norfolk, Va.)

UNITED BROADCASTING COMPANY

8th and Eye Streets, N.W., Washington, D. C. • REpublic 7-8000 • 420 Madison Avenue, New York, N. Y.

REPRESENTATIVES: New York: Bob Wittig, 420 Madison Ave., N. Y., N. Y. PLazo 5-9145

Chicago: Devney, Inc. • Atlanta: Dora-Clayton Agency, Inc.

NEGRO RADIO BASICS

Facts about how much and where Negro listens to the radio

A. PERCENTAGE OF NEGROES LISTENING TO RADIO WEEKLY

	% LISTENING IN A WEEK	% LISTENING 4 OR MORE DAYS
8-Market Average	95.4	75.3
Southern Market Average	96.0	82.5
Northern Market Average	94.9	68.1

B. WHERE NEGRO LISTENING TAKES PLACE

	8-MARKETS		SOUTHERN MARKETS		NORTHERN MARKETS	
	Midweek	Week-end	Midweek	Week-end	Midweek	Week-end
Living Rooms	46.6%	40.5%	48.5%	47.3%	44.5%	32.4%
Bedrooms	45.6	45.6	55.8	50.9	34.8	39.2
Kitchens	22.1	26.4	11.9	11.0	32.9	43.6
Automobiles	4.5	6.3	3.0	3.5	6.1	9.4

C. NEGRO LISTENING DURING AVERAGE WEEKDAY AND DAY-PART

	Morning	Afternoon	Evening	All Day
8-MARKET AVERAGES				
Weekday	58.0%	45.5%	12.3%	79.7%
Week-end Day	48.8	41.8	37.1	75.6
SOUTHERN MARKET AVERAGES				
Weekday	60.8	49.3	51.3	82.0
Week-end Day	52.5	48.0	46.8	79.5
NORTHERN MARKET AVERAGES				
Weekday	55.3	41.8	33.3	77.5
Week-end Day	45.0	35.5	27.5	71.7

RAB is the source of this Pulse study of Negro listening done during 1-7 February 1957. The eight markets include: South—Birmingham, Dallas, Memphis, New Orleans; North—Boston, Detroit, Pittsburgh, Baltimore. Chart at top shows, left, percent Negroes listening once or more during the week; right, percent listening on at least four days during the week. Middle chart measures percent who listen during average weekday in the place indicated. Vertical columns add up to more than 100% because some listened in more than one place. Bottom chart shows what percent of Negroes listen during the average weekday (right-hand column) and during the morning, afternoon or evening. Note Southern Negro uses radio more than northern.

Negro homes-using-radio data show percentage figures up into the 30's

NEGRO RADIO BASICS

NEGRO RADIO LISTENING AUDIENCE FOR DAYTIME HOURS

CITIES	6AM-7AM	7AM-8AM	8AM-9AM	9AM-10AM	10AM-11AM	11AM-12Nn	12Nn-1PM	1PM-2PM	2PM-3PM	3PM-4PM	4PM-5PM	5PM-6PM
<i>Atlanta</i> Nov.-Dec. 1953 (M-F)	13.9	30.2	34.1	31.9	28.1	25.3	26.4	26.0	26.7	28.2	28.2	27.0
<i>Birmingham</i> Mar. 1959 (M-F)	NA	29.7	29.8	28.9	26.6	24.9	25.6	25.3	25.3	26.3	26.8	28.3
<i>Charlotte, N. C.</i> Mar. 1959 (M-F)	17.6	29.9	31.0	27.1	28.2	27.7	24.6	24.8	26.3	28.3	27.4	27.2
<i>Cincinnati</i> Mar.-Apr. 1959 (M-F)	12.3	25.6	30.0	27.9	26.8	25.1	25.4	25.2	25.0	25.1	26.8	27.2
<i>Detroit</i> Sept. 1958 (M-F)	14.2	26.2	30.4	28.8	26.3	25.0	24.9	26.0	27.4	28.6	28.4	26.3
<i>Los Angeles</i> Apr. 1959 (M-F)	NA	NA	NA	29.6	30.0	28.1	27.2	26.8	26.1	26.9	29.0	30.3
<i>Louisville</i> Apr. 1959 (M-F)	12.6	23.8	25.4	25.5	24.0	25.0	25.2	24.7	25.4	25.1	25.2	25.4
<i>Macon, Ga.</i> July-Aug. 1958 (M-S)	22.4	29.6	29.1	27.3	27.0	23.8	27.5	27.4	26.8	24.9	30.3	30.6
<i>Miami*</i> Mar. 1959 (M-F)	17.0	31.0	33.9	31.4	30.9	28.5	29.4	28.3	28.2	28.8	28.4	27.8
<i>Nashville</i> Apr. 1959 (M-F)	20.0	27.1	29.9	28.1	28.2	24.1	25.0	25.5	24.5	25.2	24.0	22.9
<i>New Orleans</i> Mar.-Apr. 1959 (M-F)	10.4	23.0	29.0	27.8	28.8	28.1	27.8	28.0	26.2	27.8	28.4	27.1
<i>New York**</i> Oct. 1958 (M-S)	14.9	28.5	32.3	32.8	31.7	30.4	29.2	27.5	NA	NA	25.5	27.8
<i>Philadelphia</i> May-June 1959 (M-S)	15.3	33.3	36.8	30.7	29.1	27.9	25.5	26.3	27.6	27.9	30.5	30.2
<i>San Francisco</i> July 1959 (M-F)	15.5	30.8	33.1	32.1	30.8	29.2	29.0	27.8	26.6	26.8	28.0	28.7
<i>Tampa-St. Petersburg</i> June 1959 (M-F)	14.8	25.6	28.2	28.5	28.4	27.1	25.6	24.8	23.8	25.0	26.1	26.9

Source: Pulse, in- and out-of-home listening during average quarter hour. *Miami starts from 6:30 a.m. **New York 7 county area. NA: Not available.

Keystone

NEGRO NETWORK

REACHES

52%

**OF THE TOTAL
U. S. NEGRO POPULATION**

Chicago
111 W. Washington
Stote 2-8900

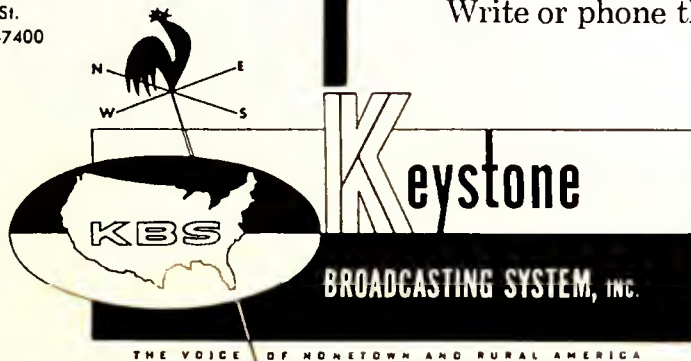
New York
527 Modison Ave.
Eldorado 5-3720

Detroit
Penobscot Building
WOodward 2-4505

Los Angeles
3142 Wilshire Blvd.
Dunkirk 3-2910

San Francisco
57 Post St.
Sutter 1-7400

You can *reach* this great American market totalling 17½ million people and you can *cover* this entire market or any part of it using Keystone Broadcasting System's special radio network. KBS will build you a network tailored specifically to your marketing needs. In the South for example, Keystone's coverage of the Negro market is a whopping 85% of all the Negro population. We'll be happy to send you our station list and a representative will gladly call and discuss your problem and your product aimed at this very profitable segment of the American market. Write or phone the following offices:



NEGRO RADIO BASICS

Facts and trends concerning Negro-appeal stations

STATIONS WITH MERCHANDISING SERVICES

	Yes	No
No. of stations	150	39

CHANGE IN NEGRO PROGRAM HOURS 1958-59

	Same	Increase	Decrease
No. of stations	152	60	8

VOLUME OF NEGRO BUSINESS 1958-1959

	Up	Down	Same
No. of stations	158	7	41

FACT SHEETS OVER E.T.'S

% SPONSORS USING FACT SHEETS	25% or less				26-50%				51-75%				76-100%			
No. of stations reporting	80				36				9				47			

NUMBER OF YEARS OF NEGRO PROGRAMING

No. of years	1-2 Yrs.	3-5 Yrs.	6-10 Yrs.	11-19 Yrs.	20 and over
No. of stations	18	47	76	69	17

STATION SHARE DEVOTED TO NEGRO APPEAL PROGRAMING

% hrs. on air of Negro-appeal shows	1958 (168 stations)		1959 (220 stations)	
	No.	%	No.	%
100%	36	21	54	25
50-99%	20	12	14	6
Less than 50%	112	67	152	69

The charts above were made up from answers to questionnaires sent to more than 800 Negro-appeal stations for sponsor's 1959 Negro radio issue. About 220 sent answers. The chart concerning "Fact sheets over e.t.'s" shows the number of stations which reported percent of their Negro-directed advertisers who sent in fact sheets instead of recorded announcements. For example, 80 stations reported that 25% or less of their Negro-directed advertisers use fact sheets. With the exception of this chart, the raw material for the figures here can be found in Negro station profiles in this issue.

Small towns in south are well covered by Negro-appeal radio

KEYSTONE BROADCASTING SYSTEM COVERAGE OF THE NEGRO POPULATION IN 13 SELECTED SOUTHERN STATES WITH TWO-THIRDS OF ALL NEGROES

State	Total Negro population ¹ (000)	Negro population as a % of total population in state ²	Total Negro population covered by KBS ³	% of total Negro population covered by KBS
Alabama	1022.2	32.1%	950.7	93.0%
Arkansas	393.2	22.4	378.8	96.3
Florida	967.9	21.8	960.0	99.2
Georgia	1185.9	30.9	1093.6	92.2
Kentucky	209.1	6.9	122.5	58.6
Louisiana	1033.8	33.0	730.8	70.7
Maryland	505.3	16.6	395.6	78.3
Mississippi	970.9	45.4	895.2	92.2
North Carolina	1206.8	26.6	1136.1	94.1
South Carolina	924.5	38.9	859.0	92.9
Tennessee	558.9	16.1	540.2	96.7
Texas	1220.4	12.8	1125.0	92.2
Virginia	872.7	22.2	601.2	68.9
Total	11,071.6	22.9	9,788.7	88.4

Sources: ¹The percent of Negro population by county and state as defined in the 1950 Census was applied to the "Sales Management" 1/1/59 population estimates to arrive at the figure for total Negro. ²1950 Census. ³KBS coverage based upon Nielsen Coverage Service #2 and half-millivolt data.

NEGRO MARKETING BASICS

Negro urban population has risen rapidly since 1950

NEGRO POPULATION IN 30 MAJOR MARKETS

Metropolitan Markets	Total (000)	1958 Population		Percent Population Growth, 1950-58	
		Negro (000)	% Negro	White	Negro
N. Y.-N.E. New Jersey	14,330	1,400	9.8%	+ 10%	+ 38%
Chicago	6,266	827	13.2	10	41
Philadelphia	4,349	570	13.1	18	19
Los Angeles-Long Beach	6,109	390	6.4	36	78
Detroit	3,843	477	12.4	26	33
Washington, D.C.	1,915	500	26.3	26	48
Baltimore	1,577	334	21.3	16	26
St. Louis	1,965	235	12.0	18	9
San Francisco-Oakland	2,702	240	8.9	15	63
Houston	1,180	218	18.5	46	46
New Orleans	845	243	28.8	24	22
Birmingham	629	233	37.0	13	12
Atlanta	866	200	23.1	32	21
Memphis	550	200	36.4	16	11
Norfolk-Portsmouth	589	145	24.6	37	19
Cleveland	1,720	219	12.8	14	44
Dallas-Ft. Worth	1,419	177	12.5	46	44
Pittsburgh	2,408	161	6.7	8	18
Cincinnati	1,057	125	11.8	15	32
Jacksonville	418	112	26.8	38	37
Kansas City	1,009	105	10.4	24	21
Miami	800	104	13.0	62	60
Mobile	276	101	36.6	13	33
Richmond	381	107	28.1	14	23
Charleston, S. C.	198	78	39	24	15
Jackson, Miss.	168	72	43	16	13
Nashville, Tenn.	370	71	19	23	11
Savannah	187	69	37	27	19
Montgomery	163	65	40	26	7
San Antonio	620	40	19	20	21
TOTALS IN ABOVE MARKETS	58,909	7,818	13.3		
% OF U. S.	34.2				
% OF U. S. NEGRO		43.4			

Total population figures for the markets above are based on *Sales Management* data for 1958. The Negro population figures are estimates from federal (Census Bureau) and local governments.

NEGRO MARKETING BASICS

Negro population has gone up nearly 25% in eight years

CHANGE IN WHITE AND NON-WHITE POPULATION APRIL, 1950 — JULY, 1958

AGE	WHITE		NON-WHITE	
	Population July 1958 (000)	% Change 1950-1958	Population July 1958 (000)	% Change 1950-1958
All ages	154,795	+ 14.4	19,269	+ 22.0
Under 18	53,145	+ 29.7	8,142	+ 40.7
18 - 24	13,590	- 4.7	1,938	+ 6.0
25 - 44	42,006	+ 3.2	4,956	+ 5.6
45 - 64	32,043	+ 14.2	3,204	+ 20.5
65 and over	14,012	+ 23.2	1,029	+ 25.3

Source: U. S. Census Bureau

How Negroes spend their money on consumer products

ANNUAL FAMILY EXPENDITURE BY NON-WHITES FOR SELECTED PRODUCTS

FOOD, BEVERAGES, AND TOBACCO

Baby Foods	\$ 3
Beverages (Soft, Carbonated)	24
Butter, Margarine	18
Cereals	5.80
Cheese, Cheese Products	10
Coffee	16
Confections, Nuts	7.50
Desserts, Ice Cream	12
Canned & Jarred Vegetables, Fruits, Juices	29
Fresh Vegetables, Fruits, Juices	78
Frozen Vegetables, Fruits, Juices	13
Cooking, Baking, Salad Ingredients	31
Meat, Fowl, Seafood	11
Meat Sauces	2.60
Prepared Mixes	2.20
Soup	3.70
Beer, Ale	21
Wine, Liquor	26
Tobacco & Tobacco Products	113

MEDICAL AND PERSONAL CARE

Drugs & Remedies	31
Medical Equipment & Supplies	2.20
Cosmetics & Beauty Aids	9.20
Dental Supplies	4.10
Hair Preparations	4.60
Shaving Supplies & Equipment	2
Toilet & Facial Tissue	6.80
All Other Medical & Personal Care	57

HOME FURNISHINGS AND EQUIPMENT

Major Appliances	\$52
Small Appliances	13
Bedding & Linen	17
Dining Equipment	2.40
Removable Floor Coverings	7.40
Furniture	44
Household Waxes, Polishes, & Cleaners	2.90
Laundry Soaps	13
Hardware, House, & Garden Tools	6.60
All Other Home Furniture & Equipment	51

HOME OPERATION AND IMPROVEMENT

Communications	26
Home Decorations Materials	7.50
Home Heating Materials & Products, Utilities	86
Housing	454

RECREATION AND RECREATION EQUIPMENT

Games, Toys	10
Prepared Pet Foods	3.10
Photographic Equipment	3.30
Radios, TV Sets, Phonographs	34
Spectator Fees	23
Sports Goods, Equipment	3

AUTOMOTIVE

Automobiles	195
Auto Parts, Spark Plugs, Oil Filters, Batteries	5.10
Gasoline & Oil	90
Passenger Car Tires & Tubes	13

The material above comes from "Life's" Study of Consumer Expenditures, made in 1956 by the Alfred Politz research firm. All figures are dollars and refer to average expenditures for the full year of all non-whites in the U. S. The vast majority of non-whites are Negroes so the figures are fairly accurate.

YOU MISS 1,300,000 POTENTIAL BUYERS WITHOUT ROUNSAVILLE RADIO

YOU HAVE TO AIM RIGHT or you miss the buying power of more than 1,300,000 Negroes who live in the Rounsville Radio coverage area . . . consumers with \$824,000,000 to spend—*AFTER* taxes! This enormous consumer potential can influence the national sales picture of *any* product. And NEGRO RADIO, and ONLY Negro Radio, can reach them. It's a fact: Over 95% of all Negroes listen to radio! Negroes have faith in and buy the products they hear about on their radio—NEGRO RADIO. Any budget you make for these six important markets . . . any media you use . . . a proper part of your advertising dollar *must* go to Negro Radio, or you miss this market! Get the facts on Rounsville Radio—all six stations are Number-One Rated by *BOTH* Pulse and Hooper. Call Rounsville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast.

Personal Letter



Everyone in the world appreciates recognition. Certainly the people to whom we program, the American Negro, is no exception to this rule. That is why we, at Rounsville Radio, program exclusively for the Negro with Negro talent. Our continued success at Rounsville Radio is based on this knowledge and how we use it. You can make excellent use of our Know-How to sell your products. Call on us, we'll be happy to help you. We are one of the oldest and the *largest* broadcasters in our chosen field.

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U.S. NEGRO-PROGRAMMED CHAIN • FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000—New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!



ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

JOHN E. PEARSON CO.
Nat'l Rep.

DORA-CLAYTON
Southeastern Rep.

NEGRO MARKETING BASICS

How urban Negro expenditures compare with white by regions

NEGRO DOLLAR SPENDING AS PERCENT OF WHITE

	NORTH Large Cities	Large Cities	SOUTH Small Cities	WEST Large Cities
Total Consumption	76.0%	57.8%	55.8%	84.5%
1. <i>Food</i>	76.4	65.7	65.4	84.8
2. <i>Alcoholic beverages</i>	97.5	103.6	67.6	154.5
3. <i>Tobacco</i>	79.7	66.7	75.8	110.0
4. <i>Housing</i>	83.7	54.1	33.1	83.1
5. <i>Fuel, light, etc.</i>	83.9	91.9	84.4	96.0
6. <i>Household operation</i>	74.2	44.1	30.1	76.0
7. <i>Furnishings & equipment</i>	81.6	70.5	74.3	68.8
8. <i>Automobile expenses</i>	53.1	24.6	24.4	75.2
9. <i>Clothing</i>	90.9	68.4	68.2	105.2
10. <i>Other transportation</i>	108.5	85.9	69.8	109.7
11. <i>Medical care</i>	45.7	38.3	58.2	60.6
12. <i>Personal care</i>	104.6	87.4	70.0	105.9
13. <i>Recreation, etc.</i>	66.1	38.9	38.9	71.5
14. <i>Miscellaneous</i>	38.2	48.3	91.8	65.5

Source: Study of Consumer Expenditures (Philadelphia, University of Pennsylvania, 1956), based on 1950 Census material. The percentages are ratios of the dollar figures for Negroes to the corresponding dollar figures for Whites.

Negro unemployment down with rest of country

EMPLOYMENT STATUS OF CIVILIAN POPULATION

	JULY, 1959		JULY, 1958	
	White	Non-White	White	Non-White
Total	108,688	12,196	107,379	11,983
LABOR FORCE	63,510	7,828	62,706	7,767
% of Population	58.4	64.2	58.4	64.8
EMPLOYED	20,629	6,965	58,482	6,698
Agriculture	5,839	986	5,708	1,010
Non-Agriculture	54,790	5,928	52,773	5,668
UNEMPLOYED	2,880	863	4,225	1,069
% of Labor Force	4.5	11.0	6.7	13.8
NOT IN LABOR FORCE	45,178	4,369	44,673	4,216

Source: U.S. Census Bureau, U.S. civilian non-institutional population 14 years and older. Population numbers are in thousands.

NEGRO MARKETING BASICS

About 37% of Negroes are under 15 years of age

PERCENT U. S. POPULATION IN AGE GROUPS, BY SEX AND COLOR

	WHITE		NON-WHITE	
	Male	Female	Male	Female
Total Population	76,790,000	76,005,000	9,416,000	9,853,000
All ages	100.0	100.0	100.0	100.0
UNDER 5 YEARS	11.1	10.5	14.8	14.0
5 TO 9 YEARS	10.5	9.9	13.4	12.7
10 TO 14 YEARS	9.1	8.6	10.2	9.7
15 TO 19 YEARS	7.3	6.9	8.1	7.8
20 TO 24 YEARS	6.3	6.1	7.1	6.9
25 TO 29 YEARS	6.5	6.4	6.6	6.9
30 TO 34 YEARS	7.0	7.0	6.5	7.1
35 TO 39 YEARS	7.0	7.1	6.2	6.6
40 TO 44 YEARS	6.6	6.7	5.5	6.0
45 TO 49 YEARS	6.2	6.3	5.4	5.7
50 TO 54 YEARS	5.4	5.5	4.5	4.5
55 TO 59 YEARS	4.7	4.9	3.8	3.8
60 TO 64 YEARS	4.0	4.3	2.8	2.8
65 TO 69 YEARS	3.2	3.6	2.0	2.0
70 TO 74 YEARS	2.4	2.7	1.4	1.4
75 TO 79 YEARS	1.5	1.9	1.0	1.1
80 TO 84 YEARS	0.7	1.0	0.5	0.5
85 YEARS AND OVER	0.4	0.6	0.4	0.5

Source: U. S. Census Bureau, July 1958

Percent Negro and white working in job classifications

MAJOR OCCUPATIONS OF EMPLOYED PERSONS

	WHITE	NON-WHITE
PROFESSIONAL, TECHNICAL, ETC.	10.7	3.7
FARMERS, FARM MANAGERS	1.7	3.7
NON-FARM MANAGERS, OFFICIALS, PROPRIETORS	11.3	2.3
CLERICAL, ETC.	14.8	5.5
SALES	7.2	1.5
CRAFTSMEN, FOREMEN, ETC.	13.9	6.1
OPERATIVES, ETC.	17.8	20.0
PRIVATE HOUSEHOLD WORKERS	1.9	14.9
SERVICE WORKERS, EXCEPT HOUSEHOLD	7.9	17.1
FARM LABORERS & FOREMEN	4.5	10.0
LABORERS, EXCEPT FARM & MINE	5.3	15.2

Source: U. S. Census Bureau, July 1959, distribution of population 14 years and over.

NEGRO STATION PROFILES

State and City	Call Letters	Rep Regional Network	Power	Freq. or Ind.	Net. or Ind.	Group-owned	Yrs. on Air	Yrs. of Negro Program	Hrs. Per Wk. on Air	% Hours Negro Program	Change in Negro Program Hrs.	Negro Program Breakdown (in %)						Negro Adv.	Negro Pop. (000)	Avg. Negro Family Income	Rural and Farm	
												Other Music	Religious	News	Homemaker	Public Service	Other					
ALABAMA																						
Andalusia	WGTA	K85	5kw	920	I		13	13	120	14	5	75										
Auburn	WAUD	Southwestern Key Market Net.	250w	1230	N		12	12	125	25	5	80	3									
Bay Minette	WBCA	K85	1kw	1150	I	Southwest Alabama Bdcstg.	2	2	84D	.024	5											
Birmingham	WENN	John E. Pearson	5kw	1320	I	McLendon, Ebony Radio Group	1	1	91D	100	5	61										
	WEDR	Bob Dore	1kw	1220	I		10	10	D	100	5	64										
	WJLD	Forjoe	250w	1400	I	Johnston Bdcstg.	17	15	132	100	5	71	8	14	3	2						
Decatur	WAJF		250w	1490	I		6	6	125	5	5	100										
	WMSL	Jack Masla, Clark Brown; K85	250w	1400	N		25	5				100										
Dothan	WOOF	Thomas F. Clark, Bernard I. Ochs; K85	5kw	560	I		11	11	91D	10	5	20										
Flomaton	WTGB	Economy Net.	500w	990	I		4	4	D	8	5	65										
Florence	WJOI		250w	1340	N	Florence Bdcstg.	13 1/2	13	130	18	1	46										
	WOWL	Rambeau, Vance, Hopple, Bernard I. Ochs; South-eastern Key Market Net.	250w	1240	N		13	13	126	10	5	50										
Gadsden	WGAD	Walker-Rewalt, Dora-Clayton	5kw	1350	N		12	4	126		5											
Mobile	WGOK	Barney Howard Co.	1kw	900	I	O.K. Group	1	1	84D	100	5	50										
	WMOZ	Bob Dore; K85	1kw	960	I		7	7	98D	100	5	40										
Monroeville	WMFC	K85	1kw	1360	I		7 1/2	7 1/2	D	30	1	80										
Selma	WHBB	K85	250w	1490	N		25	20	119	50	1	50										
Sylacauga	WMIS	Hil F. Best; Southeastern Key Market Net.	1kw	1290	I		11	10	91D	6	5	100										
Tuscaloosa	WTUG	Nat'l Time Sales, Southeast Oakes	500w	790	I	Skyline Radio Net.	2	2	96D	100	5	35	3	35	8	5	35					
Tusculumbia	WVNA	Jack Masla, Dora-Clayton	5kw	1590	I		5	5	81D	10	1	50	10	20	10							
Thomasville	WJDB	K85	1kw	630	I		3	3	100D	8	5	50										
ARKANSAS																						
Arkadelphia	KVRC	Hil F. Best, K85	250w	1240	I		13	13	118	25	5	60	15	10								
Helena	KFFA	Hil F. Best; K85	1kw	1360	N		18	18	118	20	1	80										
Little Rock	KOKY	John E. Pearson	5kw	1440	I	McLendon, Ebony Radio Group	3	3	91	100	5	52										
Pine Bluff	KOTN	K85	250w	1490	N		25	25			5											
Warren	KWRF	K85	250w	860	I		6	6	70D	5	1	25	25	25								
Wynne	KWYN	K85, Indian, Univ. Sports Net.	250w	1400	I	E. Ark. Bdcstrs.	4	4	119	7		88										

(a) (S) Network. (D) Independent. (b) No. of yrs. station has presented Negro appeal programming. (c) D: daytime only. (d) % weekly hrs. devoted to Negro appeal programming. (e) Indicates whether hrs. of Negro programming has (I) increased, (D) decreased or remained (S) same since last year. (f) % of total business from Negro appeal advertisers. (g) (Y): stations provide merchandising support to clients at no extra charge; (N): don't provide such support. (h) Station estimate of Negro population in market in thousands. (i) Station estimate of average annual family Negro income in market. (j) % of Negroes in market living on farms, and/or rural areas, as estimated by station. *Station did not supply breakdown but programs in categories so marked.

WDIA

50,000 Watts

AMERICA'S FOREMOST
ALL NEGRO STATION
Memphis

welcomes another

SONDERLING INDEPENDENT NEGRO STATION

SAN FRANCISCO—OAKLAND

KDIA

(formerly KWBR)

The highest-powered, and ONLY Full-time Negro Program Station delivering a primary signal to each and every Negro Community in the 7 Bay Counties.

stars the **“FABULOUS FIVE”**

DON BARKSDALE

All-American and Olympic Basketball Star, the Bay Area's most popular Negro personality.

BOUNCIN' BILL

Effervescent, lovable, Rhythm and Blues expert, who has an uncanny ability to pick the music listeners prefer most.

SWINGIN' DEACON

The Bay Area's Greatest Disc Jockey, returning after an absence of 3 years to delight his audience with the antics they like so well.

JEANIE

Adorable, and gorgeous Mistress of Ceremonies of "Jeanie's Women's World."

TED BYRD

Beloved throughout the Bay Area for his inimitable manner of presenting spiritual and gospel programs.

THE GREATEST ARRAY OF NEGRO TALENT EVER PRESENTED IN THE WEST. PROGRAM ENTERTAINMENT TO CONFORM WITH 1959 DYNAMIC RADIO.

KDIA

OAKLAND
SAN FRANCISCO

guarantees

TOP NEGRO RATINGS

1st in the afternoon 1st

Perfect Coverage

Super Market Merchandising

EGMONT SONDERLING, President and General Manager — WALTER CONWAY, Manager

National Representatives

Bernard Howard & Co., New York • Chicago • Atlanta—B.N.B. Inc.-Time Sales, Los Angeles

SONDERLING STATIONS—WDIA, Memphis—WOPA, Chicago/Oak Park—KDIA, San Francisco Oakland

State and City	Call Letters	Rep Regional Network	Power	Freq. (kc)	Net or Ind. (a)	Group-owned	Yrs. on Air	Yrs. of Negro Program. (b)	Hrs. Per Wk. on Air (c)	% Hours Negro Program. (d)	Change in Negro Program. Hrs. (e)	Negro Program Breakdown (in %)						Rural and Farm (f)	
												Other Music	Religious	News	Homemaker	Public Service	Other		% Negro Adv. (f)
CALIFORNIA																			
Berkeley	KRE	W. S. Grant	250w	1400	1		36	12	132	9	1	80	20				175	\$4,500	1
Fresno	KGST	B-N-B Sales; KBS, Mutual	1kw	1600	1		10	8	92D	10	5	50	15	5	5	5	15	4,000	20
Los Angeles	KGFJ	Bernard Howard, Ayres Allen & Smith	250w	1230	1		33	13	164	100	5	65	12	6.5	13	3.5	600	6,000	
Lang Beach	KGER		5kw	1390	1	John Brown Schools	33	15	168	10	5	75	25						
Napa	KVON	John E. Pearson	500w	1440	1		11	11	120	1	5	100							
Oakland	KDIA	Bernard Howard, B-N-B	1kw	1310	1	Sonderling Stations	39	15	156	88	1	60	18	5	2	5	12	3,600	2
San Francisco	KSAN	Bob Dore	250w	1450	1		30	12	154	100	5	67	27	2	4		300	3,870	
San Gabriel	KALI	O'Connell, Crennan	5kw	1430	1	Telebcstrs.	14	12	162	35	1	90	10				475		
San Rafael	KTIM		1kw	1510	1		11	10	85	7	5	55	4	20	1	20	100	5,000	
DELAWARE																			
Wilmington	WILM	Boiling	250w	1450	N		37	7	133	10	5	85					25		
D. C.																			
Washington	WOOK	Bob Wittich, Devney	250w	1340	1	United Bdcstg.	13	13	168	100	5	60	10	10	10	20	600	4,500	1
	WUST	John E. Pearson	250w	1120	1		11	11	D	100	5	80	10	5	5		460	5,660	
FLORIDA																			
Daytona Beach	WR0D	John E. Pearson; Chicago White Sox Net	250w	1340	N		12	5	125	2 1/2	D		100				8		
Fort Lauderdale	WFTL	Jack Masla	250w	1400	1		12	9	133	10	5	70	5	10	15		60	4,000	25
Fort Pierce	WIRA	United Spot Sales	250w	1400	N		12	3	123	7 1/2	S	70	20			10	8	2,200	1
Jacksonville	WRHC	Joe Wootton Assoc.	250w	1400	1		9	9	133	50	5	50	25	10	10	5	140	4,200	2
	W0BS	Gill-Perna, Dora-Clayton	5kw	1360	1		11	11	105D	100	5	75	25				168	2,500	20
Madison	WMAF	KBS, Economy Net.	250w	1230	1		2 1/2	2 1/2	88D	.11	5	90					7	1,500	60
Miami	WFEC	Bob Dore, James S. Ayers	250w	1220	1		10	6	D	100	5	87	11		2		225	1,750	20
Miami Beach	WMBM	John Pearson, Dora-Clayton	5kw	790	1	Rounsville Radio	11	7	100	1	1	80	15	5		100	311	2,900	
Milton	WEBY		5kw	1330	1		5	5	D	15	D	75	25				4		40
Ocala	WMOP		1kw	900	1	Sunshine Stations	6	6	91D	16.5	1	50	30	10	10				85
Pensacola	WBOP	Bernard I. Ochs (SE)	500w	980	1		3	1	D	100	5	35	6	30	10	2	166	5,000	10
Quincy	WENI	Southeastern Key Market Net.	250w	1230	N	Big Bend Bdcstg.	11	11	119	20	1	90	10				20		75
Sanford	WTRR	KBS	250w	1400	1		12	11	84	10.5	5		10			90	20	10	
Stuart	WSTU	KBS	250w	1450	N		5	2	119	3	1	90	5			5	2	40	
Tallahassee	WTNT	Devney	250w	1450	N		13	13	129	10	5	80	10				26		15
GEORGIA																			
Americus	WDEC	Indie Sales, Dora-Clayton	1kw	1290	1		13	13	96D	10	5	50	40	10			12	1,275	40
Atlanta	WERD	Joe Wootton Assoc, Dora-Clayton	1kw	860	1	Radio Atlanta	10	10	90D	100	5	48	16.91	35	.07	.01	340	4,200	15

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State and City	Call Letters	Rep Regional Network	Power	Freq. (kc)	Net. or Ind. (a)	Group-owned	Yrs. on Air	Yrs. of Negro Program. (b)	Hrs. Per Wk. on Air (c)	% Hours Negro Program. (d)	Change in Negro Program. Hrs. (e)	Negro Program Breakdown (in %)						
												D. J.	Other Music	Religious	News	Homemaker	Public Service	Other
Atlanta	WAOK	Daren McGavren	5kw	1380	I	O.K. Bdcstg.	25½	5½	155½	100	S	100	Y	100	Y	274	\$1,250	30
Augusta	WAUG	Rambeau, Vance, Hoppie; Clarke Brown	1kw	1050	I	Garden City Bdcstg.	7	6	91	50	S	10	Y	50	Y	274	\$1,250	30
Cairo	WGRA	Continental Bdcstg.; KBS	1kw	790	I	Stevens Ind.	9	9	D	25	I	75	Y	10	Y	274	\$1,250	70
Columbus	WDAK	Headley-Reed, James S. Ayers	5kw	540	N		15	10	168	9	S	70						
	WOKS	John E. Pearson	250w	1340	I		½	½	140	100	S	58	Y	3	Y	210	2,100	
	WCLS	Bernard Howard, Dora-Clayton	1kw	1580	I	Georgia Negro	5	5	91D	100	S	65	Y	2	Y	250		

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KGFJ'S "Weather Girl"
MISS BRONZE CALIFORNIA

COVERAGE THAT COUNTS!

The Vital
LOS ANGELES
NEGRO MARKET
of more than
600,000
is yours on



FIRST AND ONLY

ALL-NEGRO APPEAL STATION IN SO. CALIF.

FIRST IN PULSE*

*LOS ANGELES NEGRO MARKET, APRIL, 1959

FIRST IN LOS ANGELES

NEGRO COMMUNITY ACTIVITIES

FIRST

ALL THE WAY!
24 HOURS A DAY!
DIAL 1230

6314 Sunset Blvd.

Los Angeles 28, Calif.

PHONE: HOLLYWOOD 4-0201

National Reps

New York, Chicago, Atlanta • Bernard Howard & Co.
San Francisco • Ayres, Allen & Smith

State and City	Call Letters	Rep. Regional Network	Power (kw)	Freq. (kc) or Ind.	Group-owned	Yrs. on Air	Yrs. of Negro Program.	Hrs. Per Wk. on Air	% Hours Negro Program.	Change in Negro Program.	Negro Program Breakdown (in %)							Avg. Negro Family Income (1)	Rural Farm (1)
											Other Music	Religious	News	Homemaker	Public Service	Other	% Negro Adv.		
Hawkinsville	WCEH	KBS, Georgia Cracker Net.	500w	610 I		7	7	91D	25	I	40	20	10	20	20	Y	319	\$1,400	37
LaGrange	WLAC	Indie Sales, Bernard I. Ochs; KBS	1kw 250w(N)	1240 N		19	19	146	4	S	75	15	10		7	Y	46	1,750	22
Macon	WCRY	5 Stars Natnl, Bernard I. Ochs	250w	900 I	8 Bill Neller	2	2	98D	100	S	60	30	5	5	100	Y	150		
Madison	WBML	Forjoe	250w	1240 I		19	3	168	6	D	90								
Valdosta	WYTH	KBS	1kw	1250 I		4	3	91D	6	S	70	30			10	Y	18		82
Waycross	WGOV	5 Stars Natnl	5kw	950 N		20	10	126	11	S	75	20	5	5	15	Y	110	800	70
	WACL	Thomas F. Clark	5kw	570 I		8	8	132	7.7	S	90	5	5	5		Y	45		60
	WAYX	Hal Holman, James Ayers; KBS	250w	1230 N		27	27	140	28	I	68	32			10	N	34	2,500	60
ILLINOIS																			
Bellefonte	WIBV	Indie Sales	1kw	1260 I		12	10	100	.5	D		100			.1	N	40		
Chicago	WAAF	Forjoe	1kw	950 I	Corn Belt Pubs.	37	7	84D	10	S	66.5	2.5	3	3		Y	1,000	7,000	
	WBEE	Continental Bdcstg., Specialty Market Reprs.	1kw	1570 I	Continental Bdcstg.	4	4	100D	100	S	65	20	2	8	5	100	N	1,000	3,900
	WGES		5kw	1390 I		35	14	131	61	S	60	7	5	28		N			
East St. Louis	WAMV	Gill-Perna	250w	1490 N	Hess-Hawkins	24	20	125	25	S	65	25	5	5	5	N	275		
LaGrange	WTAQ	Gill-Perna	500w	1300 I		8 1/2	8 1/2	133	11	I		90	2	8	10	Y	1,000		
Rockford	WRQK	H-R; White Sox Baseball	1kw	1440 N		35	3	126	10	S	98	2				Y	25	6,100	1
INDIANA																			
Gary	WGRY	Grant Webb	500w	1370 I		9	9	84D	28	S	72	22	6	6	38		120		12
	WVCA	John E. Pearson	1kw	1270 I		10	10	126	15	S	90	10			12	Y	60	3,200	
Hammond	WJOB		250w	1230 I		39	20	136	18	S	80	15	5	5	5	Y	98	3,600	15
Indianapolis	WGEE	Continental Bdcstg., Specialty Market Reprs.	5kw	1590 I	Rollins Bdcstg.	3	3	84D	37	S	70	30			20	Y	95	4,000	
Michigan City	WIMS		1kw	1420 I		12	12	114	5	S	*	*			3				14
IOWA																			
Waterloo	KXEL	Bolling Co.	50kw	1540 N	Cy N. Bahakel	17	10	131-161	3	I	67	33			3	Y	25	4,500	1
KANSAS																			
Kansas City	KCKN		250w	1340 I	Cy Blumenthal		1	130	23	I	100			2	Y	200			
KENTUCKY																			
Louisville	WLou	John E. Pearson, Doris Clayton	5kw	1350 I	Rounsaville Radio	11	8	98D	100	S	86	10	2	2		173	2,300		2
Pineville	WMLF	Kentucky Radio Sales, Continental	250w	1230 I		2 1/2	2 1/2	84	10	S	75	5	20		10	Y	6 1/2	2,600	15
LOUISIANA																			
Baton Rouge	WXOK	Bernard Howard	1kw	1260 I	O. K. Group	7	7	91D	100	S	45	2	45	1	99	Y	178	6,000	5
Eunice	KEUN		250w	1490 N		7	7	117	38	S	64	20	10	6	8	Y	40		18
Ferriday	KFNY		1kw	1600 I		3	3	98D	40	I	50	30	10	10	50	Y	75	3,000	50
Lake Charles	KAOK	Bernard Howard, Stanley Ray	250w	1400 I	O. K. Group	12	7	126	.18	S	90	10			20	Y	65	4,000	2

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State and City	Call Letters	Rep Regional Network	Power	Freq. (kc)	Net. Ind. (a)	Group-owned	Yrs. on Air	Yrs. of Negro Program. (b)	Hrs. Per Wk. on Air (c)	% Hours on Negro Program. (d)	Change in Negro Program. Hrs. (e)	Negro Program Breakdown (in %)						Avg. Negro Family Income (1)	Negro Pop. (000) (h)	% Negro Adv. (i)	Merch. (g)	Rural and Farm (j)										
												Other Music	Religious	News	Homemaker	Public Service	Other															
Monroe	KLIC	KBS	250w	1230	I		9	9	139	16	5		50	Y																		
Natchitoches	KNOC	KBS	250w	1450	I		12	10	118	14	5	60	6	30	2	2										32	\$2,200	40				
New Orleans	WBOK	Bernard Howard	1kw	800	I	O. K. Group	B	B	D	100	5	100	100	Y													3,900					
	WYLD	John E. Pearson, Dora-Clayton	1kw	940	I	Rounsaville Radio	9	9	133	100	1	60		23	2	1	14										379	2,000	15			
	WNOE	Avery-Knodel	Skw-50Kw	1060	I		37	37	168	100	5	80		10	10		10										300		35			
Opelousas	KSLO	Sears & Ayer; KBS	250w	1230	N		12	12	123	12	5	70		25	5												N					
Ruston	KRNS	KBS	250w	1490	I		12	12	112	5	5	60		30	5	5											22	3,350	40			
Shreveport	KOKA	John E. Pearson	Skw	980	I	McLendon Ebony Radio Group	5	5	84	100	5	35		40	12	13											108	4,000	14			
	KANB	R. Wittig, Dora-Clayton, Devney, Harlan Oakes	1kw	1300	I		1	1	96	100	5	45		39	5	3	B										370	3,700	39			
MARYLAND																																
Baltimore	WTHI	Select, McGavren, Clark Brown	250w	1230	I		18 1/2	18 1/2	168	12	5	B6		14													10	Y	350	4,200		
	WEBB	Bernard Howard	5kw	1360	I		4 1/2	4 1/2	D	100	5	40		14	10	16	20										100	Y	370			
	WSID	Bob Wittig, Dora-Clayton, Devney	1kw	1010	I	United Bdcstg.	12	10 1/2	D	100	5	70		15	10	5											100	Y	340	3,500		
Detroit	WJLB	Bernard Howard, John E. Pearson	250w	1400	I	Booth Bdcstg.	33	21	168	55	1	65		30		5											55	Y	610	4,500	2	
Inkster	WCHB	Bob Dore, Dora-Clayton	1kw	1440	I	Bell Bdcstg.	3	3	D	100	5	60		15	10	5	10										100	Y	65B	5,800	2	
Muskegon	WMUS		1kw	1090	N	Greater Muskegon Bdcstrs.	12	2	D	14	1	50		30		20											10	Y	35	2,500	30	
Saginaw	WSGW	John E. Pearson, Weed	1kw	790	N	Booth Bdcstg.	9	9	124	5	5																					
Saint Joseph	WSJM	Hal Holman	250w	1400	N		2 1/2	2 1/2	168	10 B	5	100															5	N	10	3,000		
MISSISSIPPI																																
Canton	WDOB	KBS	1kw	1370	I	Mad. Cty. Bdcstg.	10	10	91	D	6	100																				
Clarksdale	WROX	Everett-McKinney; KBS, Mid-South Radio Net.	250w	1450	N	Mid-South Radio Net.	19	14	130	24	1	75		15	5	5											30	Y	145	1,200	47	
Columbus	WACR	Continental Sales	1kw	1050	I		9	9	D	25	D	75		10													3	Y		1,000	20	
Corinth	WCMA	Venard, Rintoul, McConnell; KBS	250w	1230	I	Dixie Net.	14	14	127	3	5	75		25													20	Y	4	15	15	
Greenville	WGYM	Devney, Grennen, O'Connell, Melville	1kw	1260	I	Mid-Am. Bdcstg.	10	10	78	3.2	D	75		25																		
Grenada	WNAG	C. K. Beaver; KBS	250w	1400	N		11	11	124	4	D	40		60													3	N		2,600	31	
Jackson	WOKJ	John E. Pearson	Skw	1590	I	McLendon Ebony Radio Group	5	5	90	100	5	55		35	5	5											100	Y	250	2,100	20	
Meridian	WQIC	Forje	5kw	1390	I		2	2	90	100	5	40		30	8	B	10	2									100	Y	153	2,100	B	
Picayune	WRJW	KBS, Southeastern Key Market Net.	Skw	1320	I		10	10	D	3	I			80	15	5											25		250	2,100	B	
Starkville	WSSO	KBS	250w	1230	I		11	11	118	12	5	50		50													40	Y	200	75		
Tupelo	WEIA	Everett-McKinney, C. K. Beaver; KBS, Mid-South Net.	1kw	580	N	Columbus Bdcstg.	14 1/2	14 1/2	126	15	5	50		50														Y	BB	70		
West Point	WROB	Everett-McKinney; KBS, Mid-South Net.	250w	1450	N		12	12		20	5	50		30													20	Y	220	2,700	50	

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												Other Music	Religious	News	Homemaker	Public Service						Other						
MISSOURI																												
Fulton	KFAL	John E. Pearson	1kw	900	I		9	3	2.3	S																		
St. Louis	KWK		Skw	1380	I		18	2	140	42	I	76																
	KATZ	Continental Bdcstg., Specialty Market Reprs.	Skw	1600	I	Continental Bdcstg.	5	5	137	100	I	63	B	22	2	S												
	KXLW	Bernard Howard	1kw	1320	I		12	11	106D	100	S	72		22	3													
NEVADA																												
Las Vegas	KLAS	Daren McGavren	250w	1230	N		11	8	126	2	S	99																
NEW JERSEY																												
Newark	WHBI		2 1/2 kw	1280			57	30	16B	100	S			73														
	WNJR	Continental Bdcstg., Socialty Market Reprs.	Skw	1430	I	Continental Bdcstg.	11	6	146	100	S	50		20	10	20												
NEW MEXICO																												
Hobbs	KWEW	Branham; KBS, Southwest Net.	Skw	1480	N		21	21	11B	9	S	50																
NEW YORK																												
Buffalo	WINE	Bernard Howard	1kw	1080	I	John W. Kluge	11	10	BSD	30	I	100																
New York	WEVD		5kw	1330	I	Debs Memorial Radio Fund	35	2	92	25	S	100																
	WLIB	Forjoe	1kw	1190	I		17	11	100D	93	I	40	11	30	7	3	2											
NORTH CAROLINA																												
Belmont	WCGC	KBS	1kw	1270	N	Central Bdcstg.	5	5	136	2	S	40																
Burlington	WBBB	Thomas F. Clarke; KBS	Skw	920	N		18	6	77D	11.5	S	89																
Canton	WWIT	Hil F. Best; Southeastern Key Market Net., Tobacco Radio Net., Tobacco Sports Net.	1kw	970	I		5	5	98D	7.7	S	90																
Charlotte	WBT	CBS Radio Spot	50kw	1110	N	Jeff. St. Bdcstg.	37	21	135	1	S																	
	WGV	Forjoe	1kw	1600	I		12	11	84D	54	S	60	2	S	10	B	12	3										
Durham	WSRC	Bob Dore, Bernard I. Ochs	1kw	1410	I	Carolina Radio	5	5	93D	100	S	60		25														
Edenton	WCDT	KBS	1kw	1260	I		4	1	D	10	I	75		25														
Elizabeth City	WCNC	Begner & Martin; KBS	250w	1240	I		20	20	123	11	S	85		15														
Fayetteville	WFAI	Bill Bowser	250w	1230	N		10	S		60	I	*																
Goldsboro	WFMC	KBS	1kw	730	I		B	B	90D	13	I	65	10	15	2													
Greensboro	WGBC	John E. Pearson	250w	1400	N		17	10	140	10	S	100																
Hemlet	WKDX	KBS	250w	1400	I		2	2	119	19	S	95																
Henderson	WHNC	KBS, Carolina Net.	1kw	890	N		14	14	D	23	I	18	*	1	*	2												
High Point	WMFR	Burn-Smith	250w	1230	N		24	6	126	7	I	85		15														
Kinston	WELS	Begner & Martin; KBS, Tobacco Radio Net., Carolina Radio Net.	1kw	1010	I		9	9	96D	2	I	65		25	5													
Laurinburg	WEWO	Dora-Clayton	1kw	1080	I	Scotland Bdcstg.	12	12	84D	11	I	50		40	5													

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												Other Music	Religious	News	Homemaker	Public Service	Other					
Lumberton	WAGR	Rambeau, Vance, Hopple	500w	580	I		5	5	91D	7.5	5	85	11.5	3.5	—	20	Y	100	\$1,500	99		
Leaksville	WLOE	KB5	250w	1490	N		13	10	119	4	1	—	30	15	5	100	Y	12	3,200	50		
New Bern	WHIT	John E. Pearson; Tobacco Radio Net.	250w	1450	N		17 1/2	17 1/2	63 1/2	9	1	50	50	—	—	—	Y	25	—	40		
Raleigh	WRAL	H-R	250w	1240	I		21	15	126	15	5	40	10	25	25	15	Y	35	3,000	—		
Reidsville	WREX		250w	1220	I		11	8	D	15	5	70	30	—	—	20	Y	—	—	—		
Rocky Mount	WCEC	Continental Radio Sales; Tobacco Radio Net.	1kw	810	N		13	13	84D	1.5	5	60	20	20	20	2.5	Y	418	50	52		
Torboro	WCPS	Dora-Clayton	1kw	760	I				105D		1	60	38	—	—	2	Y	179	5,000	50		
Whiteville	WENC		1kw	1220	I	Whiteville Bdcstg.	13	5	77D	5	D	20	40	20	20	3	Y	10	2,800	10		
Williston	WIAM	Bob Dore; Carolina Radio Net.	1kw	900	I		8	6	84D	13	1	54	36	—	—	10	Y	—	—	40		
Wilson	WGTM	Clarke Brown	5kw	590	N		22	11	120	10	1	80	10	10	10	15	Y	360	—	33.3		
Winston-Salem	WAAA	Bob Dore, Bernard I. Octis	1kw	980	I	Laurie Assoc.	10	10	D	100	5	65	20	5	10	100	Y	275	2,600	8		
OHIO																						
Cincinnati	WCIN	John E. Pearson	5kw	1480	I	Rounsaville Radio	6	6	98D	100	5	61	25	7	7	100	Y	175	2,273	—		
Chillicothe	WBEX	Thomas F. Clark; KB5	250w	1490	N		12	12	119	.5	5	50	50	—	—	—	—	—	—	—		
Cleveland	WABQ	Bernard Howard	1kw	1540	I	Tuschman Bdcstg. Corp.	11	7		100	40	40	30	5	10	100	Y	260	3,800	—		
	WJMO	Dora-Clayton, Devney, NB5 Sales	250w	1490	I	United Bdcstg., Richard Eaton	12	7	162	90	1	50	10	15	8	2	15	Y	220	4,500	—	
Columbus	WVKO	Venard, Rintoul, McConnell	1kw	1580	I		8	8	84D	12.5	1	50	40	5	5	10	Y	72	3,250	5		
Dayton	WAVI	Bdct. Time Sales	250w	1210	I		5	5	D	8	1	—	100	—	—	2	N	75	—	1		
Gallipolis	WJEH	Seas & Ayer; KB5	1kw	990	I		9	9	87D	4	5	100	—	—	—	—	N	2	2,500	10		
Steubenville	WSTV	Avery-Knodel	250w	1340	N		20	8	131 1/2	.1	5	—	50	25	25	—	N	3	—	1		
Toledo	WTOD	Weed	1kw	1560	N	Booth Bdcstg.	13	5	84	3	5	70	30	—	—	1	Y	25	4,000	5		

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THE PIEDMONT PACKAGE—

300,000 NEGROES

in

NORTH CAROLINA'S
RICH PIEDMONT AREA

Listen daily to—

WAAA RADIO

Winston-Salem

Greensboro-High Point

WSRC RADIO

Raleigh-Durham

FOR THE PIEDMONT
PACKAGE

CALL:

BOB DORE Associates

State and City	Call Letters	Rep Regional Network	Power	Freq. (kc)	Net. or Ind. (a)	Group-owned	Yrs. on Air (b)	Yrs. of Negro Program. (c)	Hrs. Per Wk. on Air (e)	% Hours Negro Program. (d)	Change in Negro Program. Hrs. (e)	Negro Program Breakdown (in %)							Avg. Negro Family Income (f)	Negro Pop. (000) (h)	Merch. (g)	Rural and Farm (i)									
												Other Music	Religious	News	Homemaker	Public Service	Other	% Negro Adv. (j)													
OKLAHOMA																															
Guthrie	KWRW	KBS, Oklahoma 8dcstrs. Net.	100w	1490	I		4	4	112	16	\$	80	12	8	25	Y	85														
Okmulgee	KHBC	Hil F. Best, Clyde Melville, K8S	250w	1240	I	D. Reynolds Sta.	10	5	119	18	I	73	25		25	Y															
OREGON																															
Portland	KWJJ	Forjoe	10kw	1080	N		32	1/2	130 1/2	12	I	90	10		3	Y	37														
PENNSYLVANIA																															
Connessville	WCVI	Hopewell; K8S	250w	1340	I		12	12	115	.7	\$	80	10		.2	Y															
Philadelphia	WDAS	Bernard Howard	5kw	1480	I		37	11	144	95	I	60	10	12	3	15	650														
Pittsburgh	WAMO	Bernard Howard	250w	860	I		11	11	98D	100	I	65	15	10	10	100	250														
SOUTH CAROLINA																															
Anderson	WANS	Rambeau, Vance, Hopple	1kw	1280	N		9	9	135	42	I	40	40		10	41	110														
Bennettsville	WBSC	Indie Sales	10kw	1550	N	Atlantic Coast Life Insurance.	12	12	126	15	I	80	20		5	N	137														
Charleston	WPAL	Bob Dore, Dora-Clayton	1kw	730	I	Speidel 8dcstrg.	12	11	90D	80	\$	40	5	50	5	100	150														
Columbia	WOIC	Bob Dore, Dora-Clayton	5kw	1470	I	Speidel 8dcstrg.	5	5	95D	100	I	25	5	65	2	60	400														
	WCOS	Meeker; S. Car. Radio Net.	250w	1400	I		20	1	140	2 1/2	I	60	40		Y	50	2														
Dillon	WDSC	Cill-Perna, Dora-Clayton; K8S	1kw	800	N		14	10	D	10	\$	50	40	5	40	Y	50														
Greenville	WFSC	Headley-Reed	5kw	660	I		12	12	91D	13	\$	92	8		5	Y															
	WFBC	Avery-Knode; Piedmont Group	5kw	1330	N	WMRC	26	26	103	50	\$	40	30	10	10	10	175														
Laurens	WLJC	Indie Sales	1kw	860	I		12	12	70D	20		80	20		10		50														
Mullins	WJAY	K8S, Tobacco Radio Net.	1kw	1280	I		10	10	72D	20	\$	60	25	15	5	Y	17 1/2														
Rock Hill	WTYC	Harry J. Cannon; Piedmont Net., Southeastern Key Market Net.	1kw	1150	I		10	5	84	5	\$	33			67	5	20														
Sumter	WSSC	Thomas F. Clark; Economy Net.	250w	1340	N	Blue Ridge 8dcstrg.	6	6	126	30	I	100			20	Y	70														
York	WYCL	Economy Net., Southeastern Key Market Net.	250w	1580	I		3 1/2	3 1/2	D	4	I	40	5	40	5	30	16														
TENNESSEE																															
Chattanooga	WMFS	John E. Pearson	1kw	1260	I		8	8	D	100		65	5	15	3	7	55														
Clarksville	WJZM	Jack Masla; K8S	250w	1400	N		18	12	119	17	I	70	20		10	Y	16 1/2														
Columbia	WKRM	Walker-Rawalt; K8S	250w	1340	I		13	13	70	8	\$	50	50		4	N	18														
Fayetteville	WFKL	K8S	250w	1240	N		11	11	114	6	\$	70	20	5	5	N	5														
Fronklin	WAGS	K8S	1kw	950	I		6 1/2	6 1/2	90D	30	\$	50	20	10	10	15	180														
Jackson	WJAK	John E. Pearson	1kw	1460	I		5	5	90D	100	\$	75	20	2	90	Y	130														
Knoxville	WKCN	Boiling, Clarke Brown	250w	1340	I		13	3	168		\$	100			10	Y	40														

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												Other Music	Religious	News	Homemaker	Public Service	Other					
Memphis	WDIA		50kw	1070	I	Sonderling & Assoc.	12	11	140	100	S	45	30	8	4	12	1	100	Y	2	\$2,300	
	WLOK	Bernard Howard	5kw	1480	I	O. K. Group	3 1/2	3 1/2	84D	100	S	35	60	2 1/2			2 1/2	100	Y	242	3,300	
Nashville	WVOL	John E. Pearson, Dora-Clayton	1kw	1470	I	Rounsaville Radio	8	8	93D	100	S	59	31	7	3			100	Y	157	1,750	13
	WLAC	Katz	50kw	1510	N	Life & Casualty Ins.	33	12	168	20	S	100						21.5	Y	309	1,755	13
Rogersville	WRGS	Hil F. Best	1kw	1370	I		5	5	D	10	S	60	20		20			5	Y	3 1/2	3,800	2
TEXAS																						
Bay City	KIOX	Dick Weaver; K85	1kw	1270	N	8ay City Bdcstg.	12	12	122	6.5	S	60	40					10	Y	50	3,000	40
Begumont	KJET		1kw	1380	I	KP8X 8dcstg.	7	7	D	100	S	45	45	3	2	4	1	85	Y	80	4,500	
Galveston	KGBC	John E. Pearson	250w-1kw	1540	I		12	11	126	20	S	90	10					15	Y	31	5,000	0
Gonzales	KCTI	Donald Cooke; K85	250w	1450	I		11	8		1.5	S	100						1	Y			
Houston	KCOH		1kw	1430	I		11	7	100D	100	S	51	25	6		18		100	Y	270	4,000	18
	KYOK	Bernard Howard	5kw	1590	I	O. K. Group	5 1/2	5 1/2	75D	6	S	70	17	7				20	Y	335	4,000	18
Marlin	KMLW		250w	1010	I		6	6	75D	6	S	70	17	7				20	Y	55	2,000	30
Marshall	KMHIT	Melville; K85, Texas State	250w	1450	N		13	13	117	25	I	80	15	3	2			15	Y	125	2,550	30
Midland	KJBC	K85	1kw	1150	I		9	9	98D	10	S	70	10	5				10	Y			
Nacogdoches	KSFA	Bob Dore	1kw	860	I		12	12	70D	27	I	40	5	5				10	Y	30	2,800	58
Taylor	KTAE	K85	1kw	1260	I		11	10	90D	8.5	S	90	10					5	Y	6	2,850	35
Tyler	KZEY	Bernard Howard	250w	690	I		2	1	91D	100	I	70	25	5				100	Y	125		30
VIRGINIA																						
Danville	WDVA	Robert S. Keller	5kw	1250	N		12	12	131	10	I	60	20	10	10			30	Y	60	3,000	50
Farmville	WFLD		1kw	870	I		12	12	D	1	S							15	N		1,800	85
Franklin	WYSR	Thomas F. Clark; K85	1kw	1250	I		3	3	82D	.1	I	80	10					6	Y		2,700	
Gloucester	WDDY	Grant Webb	1kw	1420	I		2 1/2	2 1/2	D	12	S	80	16		4			10	Y			
Hopewell	WHAP		250w	1340	I	Hopewell 8dcstg.	10	6	117	5	S	70	10	5	2			10	Y	15	1,340	10
Lynchburg	WBRG	Thomas F. Clark; K85	1kw	1050	I		3	3	98D	21	S	60	30	10				20	Y	35	4,500	40
Martinsville	WMVA	Bob Dore; K85	1kw	1450	N		18	18	122	7.75	S	35	10	15	25	15		10	N	55	2,000	40
Norfolk	WRAP	Continental 8dcstg., Specialty Market Reps.	5kw	850	I	Continental 8dcstg.	7	7	140	100	S	60	20	10	5			100	Y	333	3,000	2
Petersburg	WSSV	Grant Webb	250w	1240	N		14	14	125	10	I	95						15	Y	45		10
Richmond	WANT		1kw	990	I	United 8dcstg.	8	8	72D	100	S	65	14	6	15			100	Y	200	4,000	45
WASHINGTON																						
Seattle	KTW	Don Pickens	1kw	1250	N		37	10	150	1	S		100									
WEST VIRGINIA																						
Beckley	WVAR		1kw	620	I	Rahall Radio	11	11	136	50	S	25	10	10	15	30	10		Y	12		40
Charleston	WHMS	Weed	250w	1490	N	Charleston Bdcstg.	21	3	132	5	S	90	10					10	Y	40		
WISCONSIN																						
Milwaukee	WMIL	Gill-Perna	1kw	1290	I		12	12	D	2	S								Y	50	4,000	

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NEGRO STATION PROGRAMING

100% Negro-appeal programing

CITY	CALL LETTERS	CITY	CALL LETTERS	CITY	CALL LETTERS
FLORIDA					
Jacksonville	WFOBS	New Orleans	WYLD	Shreveport	KANB
Miami	WFEC	Shreveport	KOKA		
Miami Beach	WMBM	MARYLAND			
Pensacola	WBOP	Baltimore	WBBB	Baltimore	WSID
GEORGIA					
Atlanta	WAOK	MICHIGAN			
Atlanta	WERD	Inkster	WCHB		
Columbus	WCLS	MISSISSIPPI			
Columbus	WOKS	Jackson	WOKJ	Meridian	WQIC
Macon	WCRY	MISSOURI			
ILLINOIS					
Chicago	WBEE	St. Louis	KATZ	St. Louis	KXLW
KENTUCKY					
Louisville	WLOU	NEW JERSEY			
LOUISIANA					
Baton Rouge	WXOK	Newark	WHBI	Newark	WNJR
New Orleans	WBOK				
New Orleans	WNOE				
ALABAMA					
Birmingham	WENN	DISTRICT OF COLUMBIA			
Birmingham	WEDR	Washington	WFOK	Washington	WUST
Birmingham	WJLD	ARKANSAS			
Mobile	WGOK	Little Rock	KOKY		
Mobile	WMOZ	CALIFORNIA			
Tuscaloosa	WTUG	Los Angeles	KGFI	San Francisco	KSAN

WMOZ

1000 watts at 960 KW Nondirectional
FIRST NEGRO STATION IN MARKET

FIRST

Top Ratings in Pulse for past five years.
First in merchandising and promotion assistance.

MOBILE, ALA.

Negro Population 248,800
Negro Retail Sales \$169,570,000

Within 0.5 mv
Contour

**IN
BIRMINGHAM
ALABAMA
WEDR**

**UNDER NEW
MANAGEMENT**

Featuring

- **AGGRESSIVE
PROMOTION**

By

- **PERSONALITIES
THAT SELL**

With

- **COMPLETE
COVERAGE**

CALL • WIRE • WRITE

**W
E
D
R**

*America's
1st EBONY Station*

1220 KC—1000 WATTS

**JIM BONFILS
General Manager**

National Representative
BOB DORE & ASSOC.
Southeast Representative
DORA-CLAYTON

CITY CALL LETTERS

NORTH CAROLINA

Durham *W SRC*
Winston-Salem *W AAA*

OHIO

Cincinnati *W CIN*
Cleveland *W ABQ*

PENNSYLVANIA

Pittsburgh *W AMO*

SOUTH CAROLINA

Columbia *W OIC*

TENNESSEE

Chattanooga *W MFS*
Jackson *W JAK*
Memphis *W DIA*
Memphis *W LOK*
Nashville *W VOL*

TEXAS

Beaumont *KJET*
Houston *KCOH*
Houston *KYOK*
Tyler *KZEY*

VIRGINIA

Norfolk *W RAP*
Richmond *W ANT*

**50-99% Negro-appeal
programing**

ALABAMA

Selma *W HBB*

CALIFORNIA

Oakland *K DIA*

FLORIDA

Jacksonville *W RHC*

GEORGIA

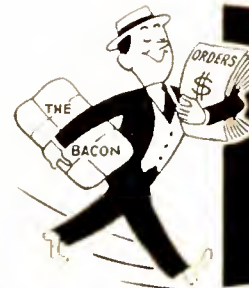
Augusta *W AUG*

ILLINOIS

Chicago *W GES*

MICHIGAN

Detroit *W JLB*



**ONLY
WJLB
IN DETROIT
DELIVERS
THE NEGRO
MARKET**

**SUSIE STROTHER
WINNER OF THE
McCALL MAGAZINE
"GOLDEN
MICROPHONE"
AWARD**

in the category "Service to Women" for giving a spiritual lift to mothers of new born babies with her program "Cradle Time."



**610,000 NEGROES
IN THE STANDARD METROPOLITAN
AREA OF DETROIT**

**THEIR ANNUAL INCOME
\$695,350,600.00***



**WJLB
DIAL 1400**

**IN ITS 33rd YEAR
REACHES THIS
MARKET WITH
88½ Hours**

**OF NEGRO PROGRAMMING WEEKLY
WITH SUCH
PERSONALITIES AS
BRISTOE BRYANT
MISS SUSIE
LARRY DEAN
ERNIE DURHAM**



FOR FULL PARTICULARS WRITE TO

NEW YORK . . .
BERNARD HOWARD
CO., INC.
MID-WEST, SOUTH
AND WEST COAST . . .
JOHN E. PEARSON CO.
OR



**WJLB
DIAL 1400**

**A BOOTH STATION
DAVID BRODERICK
TOWER
DETROIT 26, MICH.**



*ESTIMATED FROM STUDIES BY
DETROIT FREE PRESS, DETROIT NEWS,
FOOD BUSINESS AND UNIVERSITY OF MICHIGAN

CITY	CALL LETTERS
NEW YORK	
New York	WLIB
NORTH CAROLINA	
Charlotte	WGIV
Fayetteville	WFAI
OHIO	
Cleveland	WJMO
PENNSYLVANIA	
Philadelphia	WDAS

SOUTH CAROLINA	
Charleston	WPAL
Greenville	WFBC
WEST VIRGINIA	
Beckley	WVAR

Less than 50% Negro-appeal programing

ALABAMA	
Andalusia	WCTA
Auburn	WAUD



NEGRO
Community
Programming



SPANISH
PUERTO RICAN
Programming



of Whirl-Wind
sales action

WWRL

NEW YORK DE 5-1600
*10:00AM-5:30PM **5:30PM-10:00AM

CITY	CALL LETTERS
Bay Minette	WBCA
Decatur	WAJF
Decatur	WMSL
Dothan	WEOF
Flomaton	WTCB
Florence	WJOI
Florence	WOWL
Gadsden	WGAD
Monroeville	WMFC
Sylacauga	WMLS
Thomasville	WJDB
Tuscumbia	WVNA

ARKANSAS

Arkadelphia	KVRC
Helena	KFFA
Pine Bluff	KOTN
Warren	KWRF
Wynne	KWYN

CALIFORNIA

Berkeley	KRE
Fresno	KGST
Long Beach	KGER
Napa	KVON
San Gabriel	KALI
San Rafael	KTIM

DELAWARE

Wilmington	WILM
------------	------

FLORIDA

Daytona Beach	WROD
Fort Lauderdale	WFTL
Fort Pierce	WIRA
Madison	WMAF
Milton	WEBY
Ocala	WMOP
Quincy	WENH
Sanford	WTRR
Stuart	WSTU
Tallahassee	WTNT

GEORGIA

Americus	WDEC
Cairo	WGRA
Columbus	WDAK
Hawkinsville	WCEH
LaGrange	WLAG
Macon	WBML
Madison	WYTH
Valdosta	WGOV
Waycross	WCAL
Waycross	WAYX

CITY	CALL LETTERS
ILLINOIS	
Belleville	WIBV
Chicago	WAAF
East St. Louis	WAMV
LaGrange	WTAQ
Rockford	WROK

INDIANA

Gary	WGRY
Gary	WICA
Hammond	WJOB
Indianapolis	WGEE
Michigan City	WIMS

IOWA

Waterloo	KXEL
----------	------

KANSAS

Kansas City	KCKN
-------------	------

KENTUCKY

Pineville	WMLF
-----------	------

LOUISIANA

Eunice	KEUN
Ferriday	KFNY
Lake Charles	KAOK
Monroe	KLIC
Natchitoches	KNOC
Opelousas	KSLO
Ruston	KRNS

MARYLAND

Baltimore	WITH
-----------	------

MICHIGAN

Muskegon	WMUS
Saginaw	WGSW
Saint Joseph	WSJM

MISSISSIPPI

Canton	WDOB
Clarksdale	WROX
Columbus	WACR
Corinth	WCMA
Greenville	WGVM
Grenada	WNAG
Picayune	WRJW
Starkville	WSSO
Tupelo	WELO
West Point	WROB

CITY	CALL LETTERS
MISSOURI	
Fulton	KFAL
St. Louis	KFK

CITY	CALL LETTERS
NEW MEXICO	
Hobbs	KFEW

CITY	CALL LETTERS
NEW YORK	
Buffalo	WINE
New York	WFD

CITY	CALL LETTERS
NEVADA	
Las Vegas	KLAS

CITY	CALL LETTERS
NORTH CAROLINA	
Belmont	WCGC
Burlington	WBBB
Canton	WWIT
Charlotte	WBT
Edenton	WCDT
Elizabeth City	WCNC
Goldsboro	WFMC
Greensboro	WGBG
Hamlet	WKDX
Henderson	WHNC
High Point	WMFR
Kinston	WELS
Laurinburg	WEWO
Leaksville	WLOE
Lumberton	WAGR
New Bern	WHIT
Raleigh	WRAL
Reidsville	WREV
Rocky Mount	WCEC
Whiteville	WENC
Williamston	WIAM
Wilson	WGTM

CITY	CALL LETTERS
OHIO	
Chillicothe	WBEX
Columbus	WVCO
Dayton	WAVI
Gallipolis	WJEH
Steubenville	WSTV
Toledo	WTOP

CITY	CALL LETTERS
OKLAHOMA	
Guthrie	KWRW
Okmulgee	KHBG

CITY	CALL LETTERS
OREGON	
Portland	KWJJ

CITY	CALL LETTERS
PENNSYLVANIA	
Connellsville	WCVI
SOUTH CAROLINA	

CITY	CALL LETTERS
Anderson	WANS
Bennettsville	WVSC
Columbia	WCOS
Dillon	WDSC
Greenville	WESC
Laurens	WLBG
Mullins	WJAY
Rock Hill	WTYC
Sumter	WSSC
York	WYCL

CITY	CALL LETTERS
TENNESSEE	
Clarksville	WJZM
Columbus	WKRM
Fayetteville	WEKL
Franklin	WAGG
Knoxville	WKNV
Nashville	WLAG
Rogersville	WRGS

CITY	CALL LETTERS
TEXAS	
Bay City	KIOX
Galveston	KGBC
Gonzales	KCTI
Marlin	KVLW
Marshall	KVHT
Midland	KJBC
Nacogdoches	KSFA
Taylor	KTAE

CITY	CALL LETTERS
VIRGINIA	
Danville	WDVA
Farmville	WFLD
Franklin	WYSR
Gloucester	WDDY
Hopewell	WHAP
Lynchburg	WBRG
Martinsville	WMFA
Petersburg	WSSV

CITY	CALL LETTERS
WASHINGTON	
Seattle	KTFW

CITY	CALL LETTERS
WEST VIRGINIA	
Charleston	WHMS

CITY	CALL LETTERS
WISCONSIN	
Milwaukee	WML

follow the
LEADERS!

Act-on	Creomulsion
American Oil Co.	Dr. Pepper
Artra	Esso
Atkin's Chain Saw	Feen-a-mint
BC Headache Remedy	Mrs. Filberts Margarine
Beeman's BQR	Firestone
Black Draught	Flit
Black & White	Ford
Bleach & Glow	Gill's Coffee
Blis-to-sol	Gordon's Foods
Borden's Starlac	B. F. Goodrich
Budweiser Beer	Goodyear Tires
Bufferin	Gulf Oil Company
Burger Beer	Hit Parades
Camels	Hostess Wine
Canada Dry	L & M
Carling's Beer	Life Magazine
Cardui	Long Aid
Carnation Milk	Lucky Strikes
Carter's Liver Pills	Luzianne Coffee
Certo	McCormick Tea
Champale	Maine Sardines
Chooz	Maxwell House
Claussen's Bakeries	Miller High Life
Clorox Bleach	Mum
Cloverleaf Margarine	Nadinola
Coca Cola	Oasis



* see page 41

Pulse Says

1

NUMBER ONE IN BIRMINGHAM

For The Third Straight
Year
WJLD
AM - FM

Of All Stations
in Metropolitan Birming-
ham, WJLD Was Rated
First* in 135 Out of 150
Half-Hour Periods Among
The 268,000 Negroes of
Metropolitan Birmingham.

WJLD

(AM-FM)

The nation's finest Negro Radio
Station, serving the South's
largest and richest Negro mar-
ket.

BIRMINGHAM, ALABAMA

*Source Negro Pulses March 1957;
March 1958; March 1959.

NEGRO RADIO'S CLIENTS

*This list of national and regional advertisers who used Negro-appeal radio dur-
ing the past year is continued from the introduction (page 5) of this issue*

Bond Bread
Bonded Transmission Centers
Borden
Breeze Soap
Brer Rabbit Syrup
Brisk Toothpaste
Bromo Quinine
Brown & Williamson
Bubble Up
Budget-Aid
Budweiser
Buick
Bullock's Potato Chips
Burger Brewing
Burgermeister Beer
Busch Bavarian Beer

C

Cabell's Dairy Products
Calumet Baking Powder
Camels
Canada Dry
Capital Records
Cardui
Carling Beer
Carolina Model Homes
Carolina Rice
Carnation Milk
Carters Liver Pills
Certified Gas & Oil
Certo
Champagne Velvet Beer
Charlotte Hair Dressing
Chattanooga Medicine
Chesterfields
Chesebrough-Ponds
Chevrolet
Child's Food Stores
Chrysler
Clabber Girl
Clapp's Baby Foods
Clark Gas
Cloverleaf Dairies
Coca-Cola
Coldene
Colgate
Colonial Bread
Columbia Pictures
Concord Clothes
Continental Baking
Continental Bus Lines
Creomulsion
Curtis Publishing Co.
C. V. Beer

D

D-Con
Denman Tires
Dixie Beer
Dixie Crystal Sugar
Dixie Lily Flour
Dixie Mills
Dixie Peach
Don's Formula
Double Cola
Dr. Pepper
Drewry's Beer
Dulany Foods
Duquesne Beer

E

Ebony Magazine
Eel Beck Milling
Eskimo Pie
Esskay Meat
Esslinger Beer
Esso
Exquisite Form

F

Fabric Fair
Falls City Beer
Falstaff Beer
Fanta Beverage
Father John's Medicine
Feenamint & Chooz
Firestone
Florsheim Shoes
Folger's Coffee
Food Fair
Ford
Four-Way Cold Tablets
Frostie Root Beer
Full-O-Pep Food

G

Gallo Wines
Garrard Snuff
General Electric
General Tires
Gillette
Gilster's Flour
Gloss 8
Godefroy's Larieuse
Goebel's
Gold Crown Hair Dressing
Gold Medal
Gold Seal Wax

Golden State
 Mutual Life Insurance
 Goodyear
 Gordon Optical
 Gottesman Drugs
 Graber's Department Store
 Griffin Shoe Polish
 Groves Labs
 Gunther Beer
 Gwaltney's Meat Products

H
 Hadacol
 Hamm's Beer
 Happy Family
 Hardin Bread
 Hearth Club Baking Powder
 Hills Bros. Coffee
 Hit Parade
 Holsum Bread
 Home Credit Co.
 Hormel
 Hot Shot
 Hoyt Sullivan Prod.
 Hy-Beaute

I
 Ideal Bread

Indiana Bell
 Interstate Bakeries
 Ipana
 Italian Swiss Wine

J
 Jax Beer
 Jazz Oil
 Jello
 John Ruskin
 Johnnie Fair Syrup

K
 Ka-Don
 Kelvinator
 Ketchum
 Keystone Labs
 Kily Rat Killer
 King Biscuit Flour
 King Cotton Meats
 Kool-Aid
 Krey Meats
 Kroger
 Krueger

L
 L & M
 Langendorf Bread
 Laura Scudder
 Lipton Tea
 Loew's Theatres
 Lone Star Beer
 Long Aid Hair Dressing
 Look
 P. Lorillard
 Lucky Grace
 Lucky Heart Labs
 Lucky Strike
 Luzianne Coffee
 Lydia Pinkham

M
 Madera Wine
 Mahadeen Hair Tonic
 Manischewitz
 Maolo Milk Prod.
 Margo Wine
 Martha White
 Mather Furniture
 Maxwell House
 McCormick Tea
 McMillan Furniture
 Melody Hill Wine
 Mercury
 Merita Bread
 MGM Pictures
 Miami Margarine
 Miller Hi-Life
 Milnot

*** follow the LEADERS!**

Pall Malls	U. S. Rubber
Pepsi Cola	Vaseline
Pet Milk	Yager's Liniment
Ralston Purina	Yodora
Real-Kill	Spree
Rexall Drug Co.	Soltice
Roma Wine	St. Joseph Aspirin
Royal Crown Cola	Clo White
Royal Crown Hair Dressing	Riceland Rice
SSS Tonic	Karo Syrup
Sal Hepatica	Kool Aid
Sanka Coffee	Kraft
Scotts Emulsion	Lipton Tea
Schlitz Beer	Manishevitz
Sealtest	Mustrol
Seven Up	National Bo
Southern Bread	Old Golds
Stanback	Pittsburgh Paints
Sulphur 8	Super Suds
Sur-Jel	Wildroot
Tetley Tea	Sinclair
666 Tonic	Greyhound
Tru-Ade	Bromo Quinine
Tube Rose	Chesterfield's
Texas Oil Co	Doan's Pills
Winstons	Duz
Wrigley	Ex-Lax



*** see page 43**

**W
O
P
A**


is the most effective sales force in the

CHICAGO NEGRO MARKET

with Chicago's Greatest Air Salesman

1490 kc.
102.7 mc.

represented by Bernard Howard & Co., Inc.



BIG BILL HILL

Same ownership as WDIA—Memphis

Monte Cristo
Monticello Drugs
Mother Goldstein Wine
Mum
My Knight Hair Pomade

N

Nadinola
National Bohemian Beer
National Trailways
New Peruna
Nix
North Woods Coffee
Nu-Hair of California

O

OCB Wine
Odom Sausage
Oertel's Beer
Old Vienna Prod.
Oscar Mayer Meat Prod.
Overbrook Egg Nog

P

Pabst
Pall Mall
Palmer's Skin Success
Paradise Wine
Paramount Pictures
Parker House Meat
Parks Sausage
Paris Velvet Hair Dressing
Pazol
Pearl Beer
Penick & Ford
Pepsi Cola
Pep-ti-kon
Pepsodent
Pepto Mangan
Persulin
Perma Shave
Pet Milk
Peter Pan Bread
Petri Wines
Pharmaco
Philco
Post School of Nursing
Pozner's
Prince Albert
Purina

Q

Quaker Oats
Queen Bee Royal Jelly

R

RCA
R. J. Reynolds
Rath Packing Co.

Reader's Digest
Real Kill Insecticide
Reelfoot Packing Co.
Regal Beer
Regent Beer
Regimen
Rem
Rheingold
Riceland Rice
Richbrau Beer
Richfield Oil
Richmond Gas
Rise Shave
Harold Ritchie
Robin Hood
Roller Champion Flour
Roma Wines
Ronco Prod.
Royal Crown Cola
Royal Crown Hair Prod.

S

Safeway Stores
Sal Hepatica
Salem
Sam's Rib Shops
Sante Fe Wine
Scott's Emulsion
Schaeffer
Schlitz
Sealtest
Sears Roebuck
Security Life Insurance
Seven-Eleven Stores
Seven-Up
Shell
Silky Strate
Silver Satin
Silvercup Bread
Silverdust Detergent
Sinclair Oil
Skelley Gas & Oil
Skin Success
Slickhaus Meats
Sloan's Liniment
Soft Magic
Soltice
Spearman Ale
Speed Queen Washers
SSS Tonic
666
Sta-Glo Hair Prod.
Stag Beer
Stanback Co.
Stephens Mf. Co.
Sterling Beer
Sterling Salt
J. Strickland Co.

Strohs Beer
Studebaker-Packard
Sub Rosa Deoderant
Sulfur 8
Sun Crest Orange
Sunshine Mills
Super Suds
Swamp Root
Sweet Peach Snuff
Swift

T

Tareyton
Tetley Tea
Texaco Gas
Thom McAn Shoes
Thunderbird Wine
Tip Tip Bread
Ting
Tops Snuff
Town & Country Gas Co.
Trig
Tube Rose Snuff
Twenty Grand Ale

U

United Fruit Co.
Union Oil

V

Vaseline
Viceroy
Virginia Milk Prod.

W

Wagner Baking Co.
Jim Walter Corp.
Ward Baking Co.
M. White Corn Meal
White King Soap
White Owl Cigars
Wiedemann Beer
Wild Rose Irish Wine
Wildroot
Winston
Wise Potato Chips
Womento Theatres
Wonder Bread
Wrigley's Gum

Y

Yellow Cab
Yodora
Charles Young Prod.
Yukon's Best Flour

Z

Zenith

IN 1950

30%

IN 1956

63%

AND IN 1959

93%

radio time devoted to

NEGRO PROGRAMMING

WLIB

Has more Negro listeners than any other New York radio station—network or independent (PULSE)

WLIB

Only New York radio station with studios in Harlem

WLIB

First New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour on the half hour.

WLIB

The only radio station in New York with completely diversified programming—news, commentary, classical music, gospel, rhythm blues, jazz, homemaker show and public service programs.



HARLEM RADIO CENTER • 2070 SEVENTH AVE., N. Y. 27
MO 6-1800

1190 ON YOUR DIAL

THE ADVERTISERS

(Continued from page 9)

ing consists of news about events in the Negro community.

Gunther adds an extra kick to the campaign by carefully choosing announcers for their community activities. In both cases the announcers are men active in community affairs, serving on committees of various kinds and acting as m.c.'s for Negro events.

"We try to keep this thing on as high a plane as possible," said James S. King, assistant ad manager.

He pointed out that while the announcers may be considered personalities in a general sense, they are not the personality-cum-merchandising types that visit taverns to jazz up enthusiasm.

This is no cool, detached campaign, however. King is looking toward the fall for some real merchandising pitches and other activity. At present the stations are supporting their client with space ads in general newspapers.

Nor is Gunther seeking only a favorable image and letting the sales fall where they may. It expects some positive results and King says there is already some evidence in Baltimore that the programing is successful on both a sales and p.r. level. "It's too early to tell about Washington," King added.

The competition is expected to watch the Gunther approach closely. King feels that "there are apparently very few companies who feel as we do" about public service programing.

Gunther may not be as isolated as it thinks. Listen to Ramon S. Scruggs, p.r. man for Michigan Bell: "Wherever advertisers have an opportunity to tie-in or support projects or activities of particular interest to Negroes an enhancement of advertising and merchandising is quite probable." Scruggs cited two instances of advertisers doing just that—a soft drink distributor and a milk company.

Scruggs summed up the situation this way: "The greatest value of an advertiser using any special media, including radio, is that the advertising leaves no doubt that his total program is inclusive of all people. Negroes have had so much exclusion practiced against them that an ex-



On the preceding pages you read some of the leading advertisers who reach

more than

1,000,000 negroes

The recent addition of WYNN, Florence, S. C., to the Speidel group gives you an easy buy of over 1,000,000 Negro listeners! The group is a must for S. C. coverage (reaches 87% of S. C. Negroes) and offers a big bonus in other states.

WOIC, WPAL, and WYNN all program exclusively to their special audience . . . your assurance of listener loyalty that really pays off for Speidel advertisers. More, too—buy all three and get 7½% discount! Any two—5% discount.

WOIC

5000 W - 1470 K C
COLUMBIA, S. C.

WPAL

1000 W - 730 K C
CHARLESTON, S. C.

WYNN

250 W - 540 K C
FLORENCE, S. C.



GOLDEN HORN STATIONS

SPEIDEL

BROADCASTING CORPORATION

Representatives—

National—Bob Dore Associates
Southeastern—Dora-Clayton Agency

W-E-B-B's BIGGEST SERVICE -IS PUBLIC SERVICE!

MARYLAND TUBERCULOSIS ASSOCIATION
410 WEST BALTIMORE STREET, BALTIMORE, MARYLAND
300 SAINT PAUL STREET, BALTIMORE 2, MARYLAND
MAY 1958

Dear Mr. Daniels:
We have some news which we think will interest all the good persons who have come for a chest X-ray was in the neighborhood. The majority of the answers were in one word: WEBB.

Sincerely,
Walter N. Jones
Walter N. Jones, Director
Lic Information

PROVIDENT HOSPITAL AND FREE DISPENSARY
154 DIVISION STREET BALTIMORE 17, MARYLAND

Mr. Samuel Feldman
Radio Station WEBB
3113 West North Avenue
Baltimore 16, Maryland

Dear Mr. Feldman:
The recent appeal for nurses for Provident Hospital put on the air by WEBB proved to be very successful. It reached the ears of many people interested in Provident and as a result we received many calls about employment opportunities in our Nursing Department.

The community service that WEBB is providing will help to make Baltimore a better place to live, work and play. I'm sure that others feel as I do that WEBB is an important part of our community and wish the best for the organization.

Theodore D. Perkins
Theodore D. Perkins,
Administrator

Original letters on file at W-E-B-B for your inspection

pression of inclusion, either expressed or implied, is an asset."

Certainly all clients using Negro radio would append an amen to that. And having done that they would then put the theory behind them and get down into the bread-and-butter problems of squeezing the last bit of sales from the medium.

In doing this, clients often find merchandising the difference between just advertising and mounting a really effective campaign. Paul Gumbinner, radio/tv director of the Lawrence Gumbinner agency, feels Negro-appeal stations often do a better merchandising job. "Their depth of penetration is what makes them effective," he explained.

Among the Gumbinner clients using Negro-appeal radio is Manischewitz wine and Rem cough syrup. The latter recently increased its budget in the medium. Manischewitz advertises to Negroes in about a dozen top markets, with the ad money to each market controlled by the overall market budget.

The radio/tv director cited two prerequisites before an advertiser ventures into a special market: (1) enough money in the budget once the general market demands are satisfied and (2) enough penetration by the product to make the effort worth while.

The details involved in putting on a promotion in just one market are often considerable and amount to virtually an entire advertising campaign in itself. For example, the Quaker Oats Co. has been testing a variety of merchandising devices in markets where Aunt Jemima self-rising flour is distributed. Here's what happened in New York, where a particularly successful approach was carried out by WWRL and where the Clinton E. Frank agency reported a substantial sales increase.

WWRL programs about 7½ hours a day to Negro audiences and Aunt Jemima, which has been on the station for about 10 years, buys six 15-minute programs a week.

The station announced a gospel singing contest in February. More than 2,000 responses came in. The acceptable applicants were taped and played on two daily gospel shows. Listeners were encouraged to vote for their favorites on the proviso that each vote be accompanied by a label. Finals were held in an auditorium,

1360 on the dial **W-E-B-B**
BALTIMORE 16, MARYLAND

with a label the price of admission. About 3,000 attended the event, at which the station presented to the client 21,828 labels.

Gospel shows are great devices to pull labels. KXLW, St. Louis, rented the Kiel Opera house for one evening last March for a gospel show to which the price of admission was a label from Sloan's Liniment. The 3,000 who attended walked in to see a huge sign on the stage saying "Everybody welcome to the KXLW Sloan's Liniment Gospel Show."

As for pulling labels, WDIA, Memphis, a 50kw. veteran of Negro-appeal radio, recently corralled what is probably a near-record. In a five-week promotion for Carnation milk, the station attracted 168,244 labels.

Proof-of-purchase campaigns are not novel, though, if done well, they are sure-fire. One of the newer trends among Negro-directed advertisers, however, is the use of syndicated shows with nationally-known personalities. Among those currently making the rounds are the Jackie Robinson and Roy Campanella shows. Riehfield Oil recently bought the half-hour Robinson show on the West Coast, spotting it on KSAN, San Francisco, and KCFJ, Los Angeles.

Riehfield has been using the show as a springboard for spreading its brand name via banners in stores. Chief targets for placement are those places of business where patrons have to wait their turn—barber shops and the like.

Another advertiser using the Robinson show is Liebmann Breweries (Rheingold). In this case, however, though Liebmann makes a special effort to reach the Negro market, it has placed the show on WRCA, New York, which, of course, is not a Negro-appeal station (though Negroes undoubtedly listen to it).

This is not the first time Rheingold has used a Negro personality on a continuous basis.

"Our policy of using top-name personalities, regardless of their race or religion, to reach broad audiences was one of the reasons we sponsored the Nat 'King' Cole show on NBC TV some time ago," says Walter H. Liebmann III, associate ad manager of the brewing firm. "We carried the show in the east, while it was on the network, until the program was dropped by the network against our protests."

DETROIT'S 143,000 NEGRO FAMILIES

EARNING AN AVERAGE OF

\$5,800 ANNUALLY

PREFER

WCHB

BECAUSE OF:

- RACE PRIDE IN WCHB'S NEGRO OWNERSHIP
- 100% NEGRO PROGRAMMING
- LOCAL NEGRO NEWS AND AP WIRE SERVICE
- FULL COVERAGE OF ALL NEGRO PROJECTS
- TOP RADIO PERSONALITIES:

George White

The only exclusive modern jazz disc jockey in this part of the country. George White knows the music, knows the artist and is a musician himself. Ratings are high!

Joe Howard

A sure fire hit with listeners and a proven salesman, Joe Howard sparks his shows with witty chatter, good Rythm and Blues music and his own special brand of individualism.

Larry Dixon

"The velvet voice—the people's choice," Larry Dixon brings personality plus to his shows. Larry answers requests and is without a doubt the teenager's favorite in Detroit-land.

Milt Nixon

Milt's selection of gospel, spiritual recordings, special features and sincere delivery all build a large, receptive and loyal audience for his religious programs.

Trudy Haynes

Charming and personable Trudy Haynes' "Teenie Weenie Show" is the most popular kiddie show in the area. She also has a blue ribbon homemakers' program.

Bruce Brown

"Mr. Versatility," does a terrific job with his middle of the day shows featuring smooth popular music.

WCHB

KEEPS ITS LISTENERS ALL DAY LONG

WCHB
(Established 1955)

Independent Negro

Bell Broadcasting Company, 32790 Henry Ruff Rd., Inkster, Mich. (Crestwood 8-1440).

PERSONNEL

President—Dr. Haley Bell.
Vice-Pres & Sec'y—Dr. Wendell F. Cox.
General Manager—Frank M. Seymour.
Program Director—George E. White.

REPRESENTATIVES

Bob Dare Associates.
Dora-Cloyton Agency (South).

FACILITIES

1,000 w.; 1440 kc. days. Directional.
Operating schedule: 5:00 a.m. to local sunset. EST.
Transmitter: Inkster, Mich.

TIME RATES

Rates effective March 15, 1958.

Gen'l Rates	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
520 times	142.00	87.00	58.00	24.00	13.00
312 times	155.00	93.00	62.00	31.00	13.00
200 times	185.00	98.00	65.00	33.00	15.00
156 times	171.00	103.00	69.00	35.00	16.00
101 times	159.00	108.00	72.00	36.00	17.00
52 times	187.00	112.00	75.00	38.00	18.00
26 times	195.00	116.00	78.00	39.00	19.00
13 times	203.00	122.00	81.00	41.00	20.00
1 time	210.00	126.00	84.00	43.00	21.00

30 second spots 60% of frequency minute rates.

IMPACT ANNOUNCEMENT PACKAGES (Minimum 1 week schedule)

	Per week
5 one-minute announcements	75.00
10 one-minute announcements	130.00
15 one-minute announcements	180.00
20 one-minute announcements	220.00

30 second spots 75% of Impact Package Rates.
Package announcements are flat weekly rates, not combinable with other announcement schedules to earn additional discounts and are Run-of-Schedule.

SPECIAL FEATURES

Entire schedule programmed to Negro market.
News Service—AP and a full-time local Negro news department.
Time Signals and Weather Reports—rates on request.
Copy must be submitted 48 hours in advance.
Library Service—Thesaurus.

1000
WATTS

WCHB

1440
KC

National Representatives
Bob Dare Associates
Dora-Cloyton (South)

**ONLY STATION
PROGRAMMING
TO PITTSBURGH'S**

**250,000 HIGH INCOME
POPULATION NEGRO MARKET**

**WAMO
PITTSBURGH, PA.**



**SIR WALTER
RALEIGH**



**PORKY
CHEDWICK**



**BILL
POWELL**



**CHARLES
GORDON**
News Director



**WALT
JONES**
Merchandising
Manager

WAMO
PITTSBURGH 860 KC
BERNARD HOWARD
NAT'L. REP.

So far as Negro appeal radio goes, here's what Liebmann has to say about it: "We advertise Rheingold to the widest possible audience, regardless of its composition. Since we cannot get the largest market coverage without appealing to the Negro segment of the population (particularly in New York), we naturally buy Negro-appeal radio. In the New York metropolitan area, for example, we buy every station that appeals primarily to this market."

Liebmann says the brewery takes merchandising into account, but only as a secondary consideration. As to the question of whether to use e.t.'s or give the personality a fact sheet to embroider on, Liebmann notes, "We're not committed either way. We use both, depending on the particular situation."

DCSS

(Continued from page 9)
matching the value of all merchandise annually exported from the U.S.

A second incentive, possibly, is the fact that the Negro is a "younger" population: their median age being around 24 years against approximately 31 for whites. To most marketing men, as you know, anything suggesting "young" usually brings lights to their eyes and conjures up images of heavy consuming potential customers. The third point, which may be more significant to the DCSS clients mentioned above than to others, is the fact that Negroes devote a higher proportion of their budget to personal care than do white people.

To reach this market it has been our experience that one of the most desirable avenues is radio. Interestingly, the values of frequency and efficiency while important, are not the principal reasons for seeking the Negro with this medium. DCSS research has established the educational level of the nonwhite population is appreciably lower than that of whites. Additionally, it has been learned that television ownership and viewing is considerably less among Negroes than whites relative to their group size. The conclusions drawn from these facts appear to indicate that radio would have the greater potential for effectively reaching the Negro market.

In utilizing radio for DCSS clients, advantages is taken (although not

exclusively) of Negro personality programs. We believe the Negro who has established himself in his market can lend an advertiser the importance of his personality in two primary ways: 1.) he can showcase the commercial in his own style thus lending a believability and impact perhaps otherwise not obtainable, and 2.) through appearances with the trade and as a personality within the market he can lend an advertiser valuable merchandising attributes.

It is to be remembered, of course, that large and important as the Negro market is now, and increasingly becomes, it is an advertiser's marketing strategy which determines the desirability of directing advertising weight specifically toward the Negro market. For this reason a considerable number of advertisers continue to use general media with the confidence that they are nonetheless covering a share of the Negro population. While this is rightly so, it does not take a fearless forecaster to predict that as time goes by more and more advertisers will direct at least a portion of their budget especially toward the Negro market. And it is equally probable that a large share of that "portion" will likely be in radio.

THE STATIONS

(Continued from page 11)

to the Negro 24 hours a day, cites these points of departure:

- Community service directed to the Negro.
- The appearance of well-known Negro personalities for interviews.
- Editorial features stressing Negro accomplishments in education, medicine, literature, etc.
- Negro station personalities (KGFJ's are all Negro but one).
- Experienced Negro program director.

It is not enough, obviously, just to know in what direction to slant your programming. There's change in the air and many of the Negro appeal stations are beginning to realize it. Here's what WENN, Birmingham, has to say:

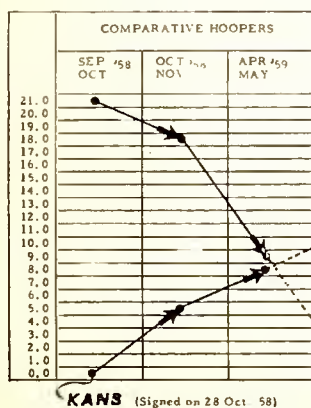
"As the Negro improves his living conditions, wages, education, he is today demanding of his businessmen, leaders and co-workers a better performance. He is demanding a better performance from the local Negro

WHY PAY TEN WHEN YOU CAN GET IT FOR FOUR?

According to the latest Hooper, we have half the Negro audience in Shreveport. Our competitor temporarily has the other half. Their one-minute, one minute rate is \$10.00. Ours is \$1.00. So, it comes down to this: "Why pay ten when you can get it for four?" The answer is, of course, you won't! Check any local merchant to pin-point which station has the BUYING half of the audience! Write us for NAMES, not CLAIMS!

THEN, TOO --- LOOK AT THE TREND!

They said it couldn't be done . . . they said we couldn't slay the Giant. Look at the dramatic evidence below of how we tumbled the "giant" from his throne! The projected line is the future . . . the part you're buying for next year!



For a detailed story of our success, please contact Bob Wittig in New York, Dora-Clayton in Atlanta, Harlan Oakes in Los Angeles or Devney, Inc., in Chicago. Or call Glenn Wilson, Manager, the originator of Negro radio in Shreveport, with over 30 years radio experience in this market.

K A N B
1,000 WATTS
SHREVEPORT, LA.
"THE GIANT KILLER"

stations and only the stations which fill these desires and needs of the modern Southern Negro are going to succeed. No longer can you play just Negro artist music and be successful. You must give all special events, give better radio station performance, give news coverage, sports coverage and discussion programs. His radio station must keep abreast of his position economically and intellectually."

On a more restricted level, there are signs that Negro stations are smoothing out their sound. Says Walter Conway, manager of KDIA, Oakland (formerly KWBR and now a Sonderling station under common ownership with WDIA, Memphis):

"While rhythm and blues and gospel music must and do remain basic to our format, KDIA feels good radio production is as attractive to our market as it is to the general market. Musical breaks, promotions, gimmicks, etc., are geared to the style and pace of the basic programs."

The continuing argument about how to improve Negro-appeal programming probably cannot be settled on a flat basis. What goes over in one market may not please another. Surveys can be held up to prove almost any point of view. A study done for WCEC, Rocky Mount, N. C., by the local high school showed a heavy preponderance of opinion in favor of rock 'n' roll—about 450 votes out of 625. Popular and religious music were poor runners-up. In San Francisco a study done for KSAN by Far West Surveys showed 17.3% preference for rock 'n' roll against 26.7% for "modern" music, 22.4% for "popular" and 18.6% for "classical." Asked what kinds of new programming they want, the KSAN sample gave religious shows top preference.

Richard Stamz, WGES, Chicago, d.j. feels that, except for New York, rhythm & blues (which includes, in his lexicon, rock 'n' roll) dominates Negro tastes all over the country. New York, he said, is a jazz town.

As mentioned elsewhere in this issue, the appearance of some well-produced syndicated shows has attracted the attention of a number of national and regional clients. Jesse Lewis, head of Jesse J. Lewis & Associates, a Negro firm specializing in sales promotion and public relations and a critic of "stereotyped" Negro

WGES

Established in 1924

There are only 10 cities in the United States with a total population greater than the Negro population of Chicagoland.

This is a big market with big buying power in a concentrated area.

The Negro population of Chicagoland area is now more than 1,000,000.

The buying power of this responsive segment is more than 3/4 billion dollars.

WGES is the only full time 5000-watt Chicago station devoting a major portion of its time to broadcasts directed to the Negro Market.

It takes WGES to reach the Chicagoland Negro Market!

The Negro personalities who broadcast your advertising message are experienced air salesmen.

Richard Stamz
6:00 AM to 7:00 AM
12:00 Noon to 1:00 PM
Monday thru Saturday

Stan Ricardo
8:30 AM to 12:00 Noon
Monday thru Saturday

Norm Spaulding
2:00 PM to 3:00 PM
11:00 PM to 12:00 Midnight
Monday thru Saturday

Al Benson
1:00 PM to 2:00 PM
3:00 PM to 6:00 PM
Monday thru Saturday

Roy Wood
9:00 AM to 9:30 PM
Monday thru Saturday

Sam Evans
9:30 PM to 11:00 PM
Monday thru Saturday

Sid McCoy
12:00 Midnight to 2:00 AM
Monday thru Saturday

WGES

First choice to sell the Chicagoland Negro Market!
5000 Watts
2708 W. Washington Blvd.
Chicago 12, Illinois

*The Oldest
Negro Station
in St. Louis*

K X L W

1320 on the dial

*Serving 285,000 Negroes
in the St. Louis area
with top personalities
for more than 13 years*

Represented nationally by
BERNARD HOWARD & CO.

Beginning September 25,

WANN

with 10,000 Watts

becomes metropolitan

**Baltimore's most powerful
Negro Program Station!**

With WANN you'll get the metropolitan Baltimore Negro market AND the rich, responsive Negro Market of the entire Chesapeake Bay area! WANN, with 10,000 watts, becomes the most powerful and largest Negro Program Station in the East!

WANN Maryland's Capital
Station
ESTABLISHED
IN 1947
1190 On Your Dial
10,000 WATTS

P.O. Box 631, Annapolis, Maryland
Telephone: COlonial 3-2500

Represented by: Walker-Rawalt, Inc.
347 Madison Ave., N. Y. 17, N. Y.

programming opines,

"With the advent of such well-conceived network package shows as 'Roy Campanella Show' and 'The Jackie Robinson Show,' it might be that the renaissance of Negro radio will take place at the packaged level."

Another syndicated show appearing on a number of stations is *Negroes on Parade*, produced by Nationwide Network. This firm, headed by E. M. Glucksman, has had considerable experience in making Negro shorts for movie houses and produced one of the first, if not the first, Negro documentary on tv.

Negroes on Parade consists of five-minute taped segments on negro news, sports and homemaking, which can be used individually or as a 15-minute show. About two dozen stations are playing show currently.

The disc jockey and his records, however, are the staple fare of Negro radio. The d.j. of today is more of a master of his trade than he was a decade ago. He is more hip to the ways of the advertising world. He has more polish and more education. He is still often a colorful performer but in the large markets, especially in the north, has muted his style. Many d.j.'s have made reputations in other fields—such as sports or show business—before making reputations on radio.

A good example is Buddy Young, pint-sized ex-pro football star, who does five hours daily on WEBB, Baltimore, during the week. A jive fan and still associated with the Baltimore Colts as assistant director of player personnel, Young has become assistant general manager of the station. He is active in the community and the subject of considerable press publicity as an upstanding citizen. Clients consider him a first-rate salesman.

Some Negro d.j.'s have been around for more than a decade. Al Benson of WGES started appealing to cats about 16 years ago. Cliff Holland recently celebrated his 14th year on WOOK, Washington. A graduate of Howard University, Holland is program director of the station.

Next in importance to this aspect of Negro programming is the public service or community relations side, says BBDO's Clarence Holte. This is a powerful element in causing the Negro to distinguish between Negro-

and general-appeal radio. In striving for Negro loyalty, the station stresses the Negro's world and things in it the Negro can be proud of. Real controversy is usually avoided, primarily because station operators don't want to frighten off advertisers—assuming they have a crusading zeal in the first place.

A number of stations make special efforts to get away from bland neutralism. Obviously, this is more likely to happen in the north and west than south. WCHB, Inkster-Detroit, collected funds for the bombed Clinton, Tenn., high school. KSAN collected 5,000 telegrams to protest violence in Little Rock.

One station, WLIB, New York, went so far as to editorialize on the subject of Negro living conditions following an incident involving police in Harlem. In a reasoned half-hour presentation given by WLIB's George W. Goodman, the editorial called for a concerted campaign by all elements of the community to "resolve the problems of Harlem." This included more and better public school facilities, an end to rotation of police captains in the area, better health and hospital services, better housing and enforcement of housing laws and an end to job discrimination.

The bulk of community service by Negro-appeal stations has to do with associating itself with community projects and affairs and lending a helping hand. Here's a list of activities during the past year or so by McLendon Ebony's WOKJ, Jackson, Miss., the group's headquarters: (1) Organized help when a devastating tornado ripped through Mississippi early in 1958, (2) sponsors a softball team, (3) gives awards to top high school students, (4) appeals for blood donors, (5) helps feed needy students, (6) established a job placement service, etc.

While services like these have an indirect effect on the advertisers who use Negro-appeal stations, it's the merchandising and promotion activities that are usually closest to the clients' heart. These activities run the gamut. They may be done with varying degrees of efficiency but there is no question about their variety.

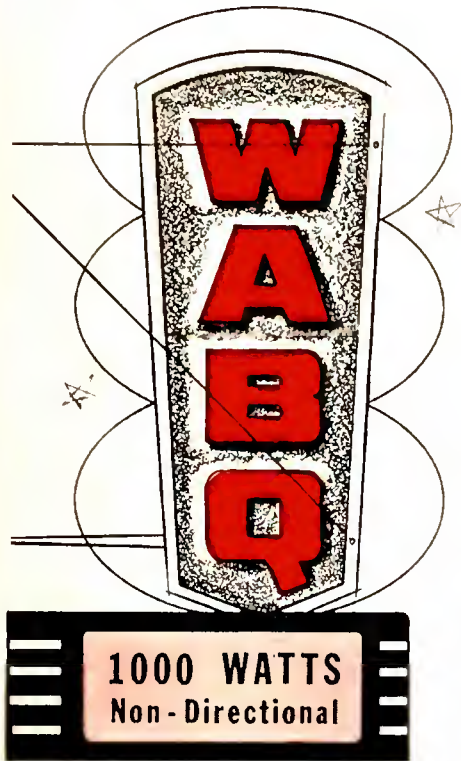
Some of the more ambitious stations, now that home ownership is increasing and Negroes are moving into the suburbs, sponsor home product expositions.

THE ONLY STATION WITH 100% NEGRO PROGRAMMING

25% of CLEVELAND is NEGRO!

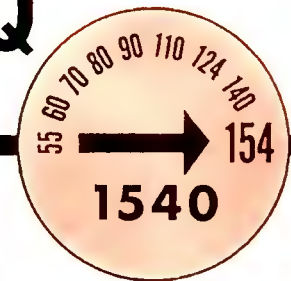
They earn \$285,511,750 Annually
or \$3,723 per family

ONLY WABQ HAS THE KNOW-HOW,
PROMOTIONAL SUPPORT AND PROGRAMMING
TO EFFICIENTLY REACH AND SERVE THEM!



- ★ More Negro Church Broadcasts
- ★ More Live Negro Programs
- ★ More Proven Sales Plans
- ★ More Merchandising Support
- ★ Lowest Cost per 1000 Listeners

**YOU NEED ONLY ONE MEDIUM TO
SELL THE VAST NEGRO MARKET IN
CLEVELAND... WABQ**



TUSCHMAN BROADCASTING CORP.

2323 CHESTER AVE. • CLEVELAND 14, OHIO • CH. 1-7555

P. G. "Pat" Tuschman
President

Eugene P. "Gene" Weil
Vice President and General Manager

REPRESENTED NATIONALLY BY BERNARD HOWARD COMPANY, INC.