



Markets Grow Fast, too Norfolk Metropolitan Sales Area Population Increases 60% Since 1940

When you consider your markets for fall advertising the Norfolk, Portsmouth, Newport News Metropolitan Sales Area is a must for any list. WTAR, WTAR-TV, or both will bring your message to every home in the area.

Population is up 60% since 1940*, making this the fastest growing market in the top 30 of the U. S. In fact, it is now 29th in the Nation in population. In Norfolk-Portsmouth total retail sales are up 8.2%, food sales up 4.5%, furniture, household, radio sales up 19.2%, automotive sales up 44.2%. In Newport News, total sales are up 14.1%, food sales up 5.5%, furniture, household, radio sales up 20.0%, automotive sales up 66.1%.**

Check any Hooper and you'll see that WTAR is the preferred station in Norfolk, Portsmouth, and Newport News. In fact, WTAR delivers more listeners per dollar than any other station or combination.

Ask your Petry man for availabilities to cash in on this growing market.



NBC Affiliate
5,000 watts Day & Night

Nationally Represented by
EDWARD PETRY & CO., Inc.

*"The 162 Cream Markets"—J. Walter Thompson, Co.

**Sales Management, September 1, 1951

AUTO-LITE

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consisted of dramas written by the script experimenter, Arch Oboler, in which Colman co-starred with Hollywood female lovelies, like Greer Garson, Irene Dunne, Janet Blair, and Ginger Rogers. A neat gimmick included a two-way conversation which Colman held with some GI overseas. The soldier's parents and relatives were tipped off well in advance, and the honey recorded interview on the air stimulated high human interest.

In 1945, with World War II drawing to a close, Auto-Lite dropped *Everything for the Boys*, and picked up another big-name program. This one was the CBS *Dick Haymes Show*, featuring the singing bull-moose baritone, Four Hits and a Miss, Gordon Jenkins' Orchestra, and a stable of guest Hollywood stars. Except for a brief sponsorship of the CBS comedy program, *Lawyer Tucker*, in 1947, Auto-Lite continued to bankroll the *Dick Haymes Show* faithfully, until it cancelled out in 1948.

It was then that Auto-Lite saw potentialities in the radio chiller. In July 1948, the company began its long romance with radio *Suspense*, and in March 1949, still enamored with the marvels of crime fiction, it started sponsoring TV *Suspense*.

The reason for Auto-Lite's devotion to the air spine-tinglers is not hard to unravel. Account Executive Murray explains: "The *Suspense* shows give us high popularity at an extremely low cost-per-thousand homes. Their ratings have been quite satisfactory. Both are usually among the top 15. Radio *Suspense*, which we shifted from the CBS Thursday mystery line-up to Mondays at 8 p.m. before *Arthur Godfrey's Talent Scouts* got us a 14 or 15 rating, and sometimes a 19 or 20. TV *Suspense*, which has the 9:30 p.m. spot on Tuesdays, nabs a 25 rating, and sometimes as high as 33. We know people listen to *Suspense*, because after one thriller, called 'The Creeper,' the payoff line was obscure. As a result, we were deluged with 2,400 phone calls from listeners anxious to know exactly what had been the punch-line."

And Account Executive Gilday adds: "The shows also provide the kind of audience we want—primarily men, who look after the family car."