

Diary
of a Stop
Non-Girl



On the run—around the house, around the job, around the town? How do you keep up with your world—and with your man's? Wherever you go, take along *WTOP Non-stop Radio News*.

Delivered by Washington's top team of newsmen—when you want it. Know what's "in" . . . what Ted Williams said today, what bright little jewel Dear Abby dropped, who's on the current concert

tour, what Davey Marlin-Jones thinks of "Hello Dolly." Besides the meat market, there's the fascinating stock market, made understandable by Bob Dalton's business news.

And the whimsical comments of Doug Llewelyn that spice your day. Keep up with your world . . . and your man's world, too.

**WTOP RADIO 150
NONSTOP NEWS**

Non-stop girls need non-stop radio news.



Friday

Dear Diary,

Whew, what a day! It was non-stop from the minute I got up. For once, Jimmy ate his breakfast! Maybe Warner Wolf had something to do with it. Jim was so interested in the sports news on WTOP Radio, he didn't even realize he was eating. I'll have to try that again tomorrow.

Good sport, Warner Wolf.



Maybe he's just what you need.

Get out of the "dull-drums."
Tune in WTOP Non-Stop News
and widen your world. Listen
for Warner Wolf's spirited
sports reports. He can tell you
the score every time you turn
him on. Or spend some time
with one of the other
fascinating men on the WTOP

news team. They'll keep you
informed about your world—
and his! Tune us in today.
An interesting man can do
wonders for a girl.

**WTOP RADIO 150
NONSTOP NEWS**

Did a quick clean-up job and headed for the League of Women's Voters meeting. While driving there, heard the WTOP report on McKinley High and their new approach to education in the inner-city. That same subject came up at the meeting. Guess everybody was listening to WTOP.

Fascinating man, Bob Dalton.



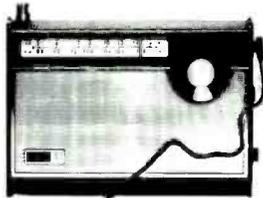
Maybe he's just what you need.

Bored with everyday chores?
Feeling a little out of it?
Get tuned in with WTOP Radio.
Listen for Bob Dalton's
business reports. Learn
about another market besides
the supermarket. Broaden
your world . . . Tune in on all

the fascinating men on the
WTOP news team. You'll be
more interesting, and *your*
man will be fascinated.

**WTOP RADIO 150
NONSTOP NEWS**

Grabbed a quick lunch with the girls and ran to the grocery store. Those prices are shattering my food budget. But from what WTOP's Bob Dalton said in his business report today, some farm prices are going down. Hope that brings some relief!



Try it! Drop a few words about Ted Williams, the way you heard them from Warner Wolf. Hint at a merger—the one Bob Dalton discussed in his business report.

Quote from the Davey Marlin-Jones review of "Hello Dolly." Pick up a pearl from Dear Abby. Come on like a non-stop girl. He'll hang on every word.

Keep up with your world and his, too. You just might be... irresistible.

**WTOP RADIO 150
NONSTOP NEWS**

**Can a girl who listens to
WTOP Radio's non-stop news today
be more provocative tonight?**



Took time before the kids came home to drop the hem on the dress I wore to the party tonight. Every woman there was on a midi kick. The party broke up about 12:30 am. But even so, we got to catch the late news on WTOP Radio. That's the great part. No matter when we want to hear the news, all we do is tune in WTOP. Only one problem, though... we started to discuss the Davey Harlin-Jones review of the play we'd seen last night... it's now 3 am! Got to say Good Night, diary. More of the same tomorrow... a non-stop day for this non-stop girl!

**Interesting man,
Doug Llewelyn.**



**Maybe he's just
what you need.**

In a rut—car to kitchen, living room to laundry? Break out! Tune In WTOP Radio's Non-stop News and widen your world. Listen for Doug Llewelyn's light-hearted insights. Or tune

in one of the other fascinating men on the WTOP news team. Keep up with your world—and his.

**WTOP RADIO 150
NONSTOP NEWS**

No wonder they're tuned in on her wave-length. She knows what's going on in her world. She can quote Frank Howard's batting average or the Dow-Jones average. Discuss tensions in Laos, or de-escalating hemlines.

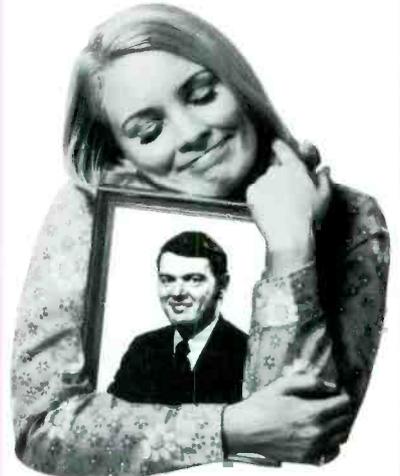
She's with it. She listens to WTOP Radio non-stop news to keep up with her world. Fascinating.

**WTOP RADIO 150
NONSTOP NEWS**

**Fascinating
Woman.**



**Captivating man,
Dave McConnell.**



**Maybe he's just
what you need.**

Summer slumps make you up light? Tied down with diapers and dishes? Cut loose with WTOP Radio Non-Stop News. Find out what's happening now in your world by tuning in on Dave McConnell. He'll tell you a thing or two every morning. ... live what the world was doing while you

were sleeping. During your busy day spend some time with one of the other intriguing men on the WTOP news team. A fascinating man is a girl's best friend.

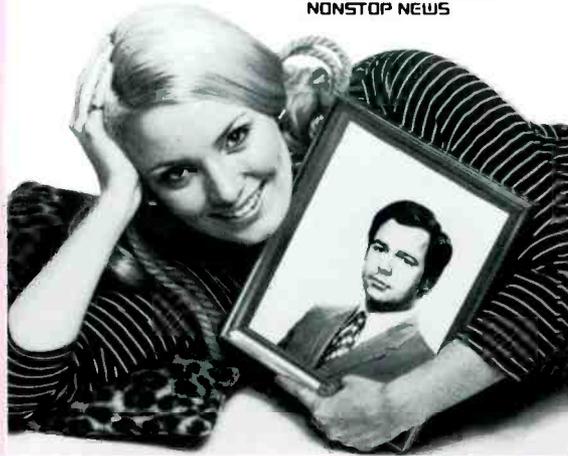
**WTOP RADIO 150
NONSTOP NEWS**

**Worldly man, Gary Nunn.
Maybe he's just what you need.**

Want to broaden your world? Tune in WTOP Radio's Non-Stop News. Let Gary Nunn keep you informed about what's happening now in Saigon or Silver Spring, in Vienna, Virginia or Vienna,

Austria. Or spend a little time with one of the other fascinating men on the WTOP Radio newsteam. You just might be more fascinating, too. Turn on WTOP.

**WTOP RADIO 150
NONSTOP NEWS**



**Provocative man,
Bob Capps.**



**Maybe he's just
what you need.**

Has your merry-go-round of kids, cleaning and cooking got you dizzy? Get off for a while. Come around to WTOP Radio Non-Stop News. Tune in on Bob Capps and broaden your world. Find out what's happening in Chicago, Calcutta, Cambodia or Chevy Chase. Or spend some time

with one of the other fascinating men on the WTOP news team. They'll keep you informed about your world—and his. Take some time to turn on WTOP and meet an interesting man.

**WTOP RADIO 150
NONSTOP NEWS**

More and more Washington women—homemakers, teachers, swinging singles, career girls, and professionals—are spending more and more time with the fascinating men on the WTOP news team. They get all the news they want—national, international, sports, weather, community and entertainment—any time they want it. If you want to reach these with-it, involved, non-stop girls, tune in WTOP Radio. The news about your product or service really gets attention on WTOP.

**Non-stop girls
love non-stop news.
The latest
listenership study
proves it!**

The following figures indicate *Monday through Friday women audience growth in an average quarter-hour between January-February, 1970 and April-May, 1970.* * Many more women are selecting non-stop news. To reach them, reach for your phone. Call WTOP Radio 150 at 244-5678 and place your broadcast order today.

Total Week _____ **+45%**

Day Time _____ 10:00 a.m. to 3:00 p.m. _____ **+80%**

Early Morning _____ 6:00 a.m. to 10:00 a.m. _____ + 6%

Early Evening _____ 3:00 p.m. to 7:00 p.m. _____ +48%

Late Evening _____ 7:00 p.m. to Midnight _____ +51%

*Total Survey Area April-May, 1970 ARB

**WTOP RADIO 150
NONSTOP NEWS**