

SPONSOR'S 1962-63 NEGRO MARKETS of the U.S.

and directory of Negro-appeal radio stations

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MAGAZINE

the
MEMPHIS
MARKET
has
TWO EARS

WDIA ALONE
REACHES
the
OTHER ONE!



40%

OF THE MEMPHIS
AREA IS

NEGRO

WITH AN ANNUAL
INCOME OF OVER
A BILLION DOLLARS!

**MEMPHIS'
ONLY
50,000**
WATT STATION
Represented Nationally By
THE BOLLING COMPANY

WDIA

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

TOP-RATED 12 STRAIGHT YEARS

OTHER NEGRO-PROGRAMMED SONDERLING STATIONS

IN CHICAGO **WOPA** • IN SAN FRANCISCO-OAKLAND BAY AREA **KDIA**
First* on Chicago's West Side First* in San Francisco-Oakland Bay Area
*NEGRO HOOPER 1961 *NEGRO PULSE 1962

CONTINENTAL BROADCASTING GROUP

AMERICA'S MOST EXPERIENCED NEGRO RADIO STATIONS

4 MILLION NEGROS IN THE THREE TOP MARKETS IN THE U.S.A.

NEW YORK, WNJR LOS ANGELES, KDAY CHICAGO, WBEE

AND NORFOLK, WRAP INDIANAPOLIS, WGEE

REPRESENTED NATIONALLY BY CONTINENTAL BROADCASTING

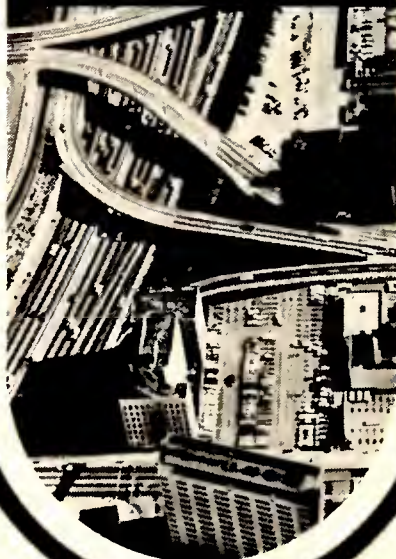
NEW YORK . . . LOS ANGELES . . . CHICAGO



**NEW
YORK
WNJR**



**LOS
ANGELES
KDAY**



**CHICAGO
WBEE**



THE GEORGIA NEGRO GROUP

Now Greater than ever!

LONGER HOURS!

DAY AND NIGHT

Radio Station WCLS is now broadcasting Negro programming day and night from new modern studio facilities with sensational nighttime clear channel reception. More availabilities and full night coverage are yours with new full-time service. . . . Now in our 8th successful year. Let experience sell for you!

**44%
NEGRO
POPULATION**

WCLS

"EXCLUSIVE—Only all Negro programmed station in Columbus, Georgia with an all Negro announcing staff."

MORE POWER!

NOW 5,000 WATTS!

WIBB now blankets Macon and the entire Middle Georgia area with exclusive Negro programming. Macon's per family income has more than doubled since 1950. Can you afford to overlook this rich market?

**46%
NEGRO
POPULATION**

WIBB

"Macon's and Middle Georgia's most powerful independent station."

(Group discount allowed for purchase of both stations 5%)

Bernard Howard & Co.—National
Dora-Clayton Agency—Southeast

SPONSOR'S 1962-63 NEGRO MARKETS of the U.S.

and directory of Negro-appeal stations

1963's Opportunity: \$27 billion spending force of Negro consumer is uncommitted; huge market is waiting to be tapped P. 7

TV Breakthrough: Advertisers and networks, plus local stations, make strong move into Negro viewing with commercials and programs; all-Negro tv station goes on air P. 10

New Tactics: Agency and client planners find a special approach pays off in marketing and advertising; reasons lie deep within social and personal attitudes of Negro P. 13

Picture Review: Pix around the USA reveal how Negro stations are building, holding and selling their audience, with unique blend of service & showmanship P. 16

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Publisher, Norman R. Glenn; executive vice president, Bernard Platt; editor, John E. McMillin; project editor, David G. Wisely; general sales manager, Willard L. Dougherty; art director, Maury Kurtz.

Brand New St. Louis Pulse Report Reveals



CONTINUES FIRST IN ST. LOUIS NEGRO RADIO

by an *overwhelming* margin!

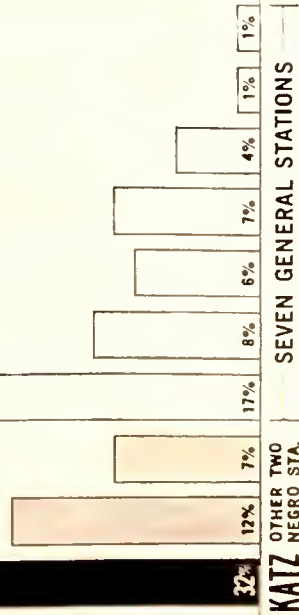
This is the latest and only authentic study of radio listening in the St. Louis area Negro market of more than 300,000 consumers. Every single minute of the day from 6:00 a.m. to midnight, KATZ leads all St. Louis radio stations in Negro listeners!

☆ Percentages are share-of-audience shown in St. Louis Metropolitan Area Negro Pulse study issued September, 1962. Charts do not include "Miscellaneous" category.

In the Morning



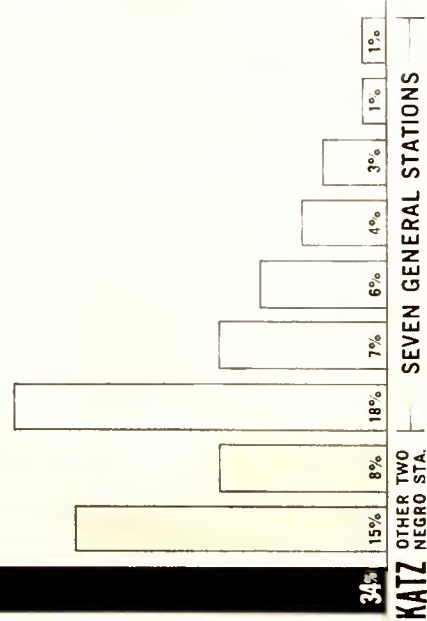
KATZ IS FIRST!



In the Afternoon



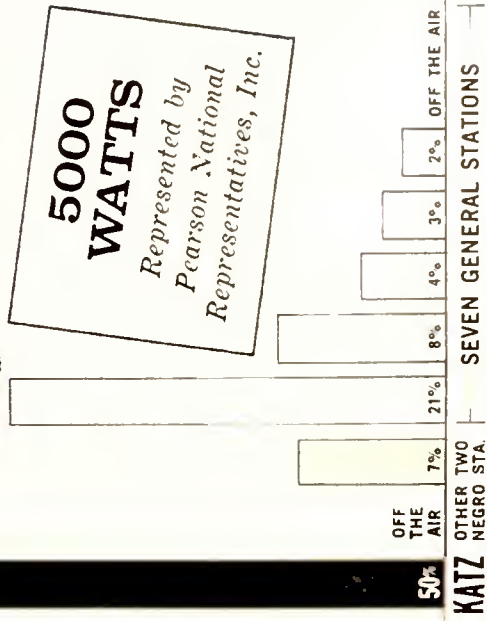
KATZ IS FIRST!



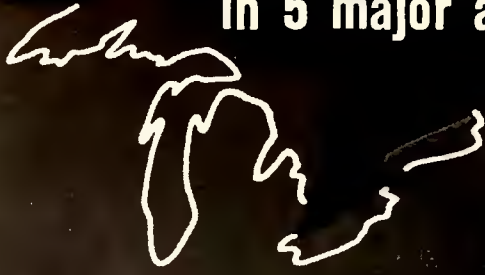
In the Evening



KATZ IS FIRST!



Rounsville Radio reaches a million-plus Negro market in 5 major areas!



WCIN-CINCINNATI

1,000 Watts, 1480 Kc.

(During 1962, going full time with 5,000 watts.)

WLOU-LOUISVILLE

5,000 Watts, 1350 Kc.

WVOL-NASHVILLE

5,000 Watts, full time; 1470 Kc.

WYLD-NEW ORLEANS

1,000 Watts, full time; 940 Kc.

(During 1962, going 10,000 Watts.)

WTMP-TAMPA - ST. PETERSBURG

5,000 Watts, 1150 Kc.

rated **first** by Pulse & Hooper...
 rated **most effective** by Sales Results!

Rounsville Radio, rated First by Pulse and Hooper, has sales results that prove that it is a dominant force in Negro buying. These Rounsville stations are programmed specifically to this million plus Negro buying market covered by 5 powerful stations. Call or write today for more facts including our merchandising plans to back your schedule.

ROUNSVILLE RADIO STATIONS
 3220 Peachtree Road, N. E. / Atlanta 5, Georgia
 Telephone: 231-3000 / Area Code 404



ASK ANY OF THE HUNDREDS OF CLIENTS ABOUT ROUNSVILLE RESULTS!

American Snuff Co.
 American Tobacco Co.
 Anheuser-Busch
 B. C. Remedy Company
 Borden Company
 Bristol-Myers
 Brown & Williamson Tobacco
 Carling Brewing Co.
 Carnation Company
 Chattanooga Medicine Co.
 Coca-Cola Company
 Colgate-Palmolive Co.
 Cook Chemical Co.
 Creomulsion Company

Falstaff Brewing Co.
 Ford Motor Company
 General Foods Corp.
 Gillette Company
 Grove Laboratories
 Gulf Oil Corporation
 Humble Oil & Refining Co.
 Interstate Bakeries
 Keystone Laboratories
 Kraft Foods
 Liggett & Myers Tobacco Co.
 P. Lorillard Company
 Mentholatum Co.
 Miller Brewing Co.

Monticello Drug Co.
 National Brewing Co.
 Nestle Co.
 Norwich Pharmacal Co.
 Pabst Brewing Co.
 Pepsi Cola
 Pet Milk Company
 Pharmaco, Inc.
 Philip Morris, Inc.
 Pillsbury Co.
 Lydia E. Pinkham
 Procter & Gamble
 Purex Corp.
 R. J. Reynolds Tobacco Co.

Royal Crown Corp.
 Jos. Schlitz Brewing Co.
 Sealtest Foods
 Seven-Up Co.
 Southern Bell Tel. & Tel. Co.
 Southern Bakeries
 S.S.S. Company
 J. Strickland Co.
 Swift & Company
 Tenneco Oil Company
 United Vintners
 U. S. Borax & Chemical Co.
 Ward Baking Co.
 Wiedemann Brewing Co.

ROBERT W. ROUNSVILLE
 Owner-President

GILL-PERNA, INC.
 National Representatives

RALPH B. JOHNSON
 Vice President and National Sales Manager



The 1963 marketing opportunity

Negro consumers' \$27 billion is an uncommitted force in hardening battle to boost national sales

"I could have become President. I needed only five per cent more votes in the Negro areas. I could have gotten them if I had campaigned harder."

That's how Richard Nixon earlier this year crystallized the lesson of history's closest presidential race. It's a meaningful lesson not only for politicians, but for marketers and advertising strategists. Reason: the Negro today is the last big uncommitted force in the battle for the consumer dollar. His \$27 billion income is new wealth; it is spent generously, but where it will gain the most value. There are 19 million of these new buyers today, and in major markets across the nation they can now force the

outright success or failure of mass marketing campaigns.

No other distinct section of the American population is so large, rich, and physically concentrated. Because of inbuilt social attitudes, no other section is so deaf to general advertising appeals—or so responsive to special invitation. And nowhere else are there special media with such complete control of their audience. Negro-appeal broadcasters, in radio-tv, and Negro-oriented print channels, demonstrably exercise great influence over their listeners and readers. From a marketing *and* an advertising viewpoint, SPONSOR editors conclude—in this 11th annual fact-book—that the Negro market constitutes the great challenge and opportunity of 1963. Among the supporting reasons for this view are:—

- Shift in population. Migration from South to North in the last 50 years has been one of the

biggest population changes in recent world history.

- Rising income. Negro family income has doubled in the last 20 years. The birth of a Negro middle class is important: its spending has not become diffuse, but concentrates new money on a few brand-leaders. At \$20 billion this year, Negro income will reach \$27 billion in 1965.

- Growth of media. Mass media (possibly excepting tv) hit far fewer Negroes than are present in the national sample. Specialized media, in contrast, have an almost completely unduplicated audience. They not only reach more Negroes in total, but also are more cost-efficient.

However, these national trends do not tell the full story. In population, for example, it's not enough to know that the Negro is 10% of overall total. In most of America's biggest cities, he represents 25% of total population.

The national average income of Negro families, though it's increased rapidly, is little more than half the white median. Yet it reaches 80% of parity in key markets such as Chicago, Detroit, Los Angeles, New York, Washington and San Francisco. (And in a few communities, reportedly including Saginaw, Mich. and Johnstown, Pa. it exceeds the white family average.)

Disposable income is higher than the white family average. Negroes generally have lower fixed costs, such as rent and insurance. They also spend more on and in their homes, and less on public entertainment.

Buying patterns are sharply different. The Negro housewife buys food and clothing for more people (4.4 members of family, against white average 3.6). Her food bill is up to 12% higher than the white family's; some of her staple purchases (milk, cream,



soap, cereals) are from 70% to 100% higher. Physical concentration is high. Of the entire non-Southern Negro population, more than three-quarters is concentrated in a dozen cities. This can mean life or death for products that are high in urban sales. (In New York, for example, Rheingold beer is tops with white consumers; no longer is with Negroes. Result: brand is well down in overall metro sales.)

The weight of the Negro dollar is felt most keenly when it's withdrawn. Philadelphia's boycott, or "selective patronage," has been a blow to several oil companies; a bakery; an ice-cream manufacturer. But when a Boston brewer adds Negro salesmen, his gross rises 19% in the first year. Humble Oil (Esso) is a leader in the Negro field (the company seeks out Negro service station operators); Carnation Milk is fighting the competition with promotion in every

media channel that reaches Negroes.

A large and growing number of national advertisers recognize the importance of the Negro market. (For a partial listing, see page 12). But even among those who appreciate its physical size, there are many who refuse to believe in the Negro as a "special market." Their argument is that income alone makes the difference between white and nonwhite consumers.

The counter-argument is simply that differences do exist. Negroes spend more than similar whites. They spend a great deal more in certain product areas. And in his search for equality, the Negro responds to quality (he buys 40% of *all* Scotch whiskey; spends 70% more on shoes.) To deny there is a special market means denying a fact of life: that the Negro is not integrated. He shows no sign of losing his identity (unlike other ethnic groups). He carries it with

him for life, in his skin color. Rightly or wrongly, he believes the white community forces his identity upon him.

John Johnson, president of Johnson Publications (*Ebony*, *Tan*, *Jet* etc.), and one of the few Negro millionaires, says "White people won't let me be just as American. They make me live—and buy—as a Negro."

Harvey Russell, vice-president of Pepsi-Cola, says "Being a Negro is a state of mind." Against comments like these (chosen deliberately from Negroes who have attained success and recognition) it's difficult to maintain that the Negro market is not a special case.

Many advertising tacticians still claim, if pressed, that general media will reach the Negro consumer. Fact is, they don't. Most national magazines have less than three percent Negro readership (see box-score, page 14). Only two cities,

(Please turn to page 46)



New affluence. Buyers are not only hep to quality but, as income grows, become selective in terms of company image. Recent poll had one-third of Negroes naming 12 or more companies they thought favorably disposed—and more that were not. In auto industry, Ford line is moving fast, partly because of publicized employment practices and also because many buyers associate Ford with Foundation philanthropies that benefit Negroes



Negro-appeal tv? Activity this year

Breakthrough in tv alerts advertisers

Spot campaigns under way; pace-setting in commercials & programs

Television will be used this year to sell the Negro market. Past few months have seen strong activity by advertisers, network planners, program packagers and local station management. What emerges is a move forward, on several levels simultaneously, into Negro-oriented tv broadcasting.

Among the more significant steps are:

- A national, network campaign by Gillette blades, with commercials embodying Negro models.
- Agency interest in pilots and completed programs, designed for Negro appeal.
- Addition of Negro newscasters to ABC's network lineup.
- A multiple-market campaign by Pharmaco cosmetics, using Negro program material and all-Negro commercials.
- Opening next month of the nation's first Negro-appeal tv station, in Washington, D. C.

These and other current projects add up to a strong trend, touching all dimensions of commercial tv. What's interesting and requires explanation is that the cards should be falling together at the start of the 1963 season.

The timing is ripe, if admen's reaction is a gauge. When news of



now it's Pepsi for those who think young
Thinking young is a state of mind. Any age can join in. Today you see it everywhere — people are more active, doing more things. Take to the life for Pepsi! Light, bracing, clean tasting Pepsi! Think young! Say "Pepsi, please!"



Dee Form by Modess

Print ads using Negro models have been outstanding success in the specialized magazines, such as *Ebony*



First tv commercial using Negro models solely is part of \$100,000 tv campaign launched by Pharmaco cosmetics. Dee Simmons, using Artra cream



Suit yourself elegantly in SILKENED

Sharkskin

A generous infusion of silk adds lustre and luxury to Eagle's reported sharkskin woaded. Hand-fashioned in new Fall weaves and shades, including Gentry Grey, La Scala Brown



EAGLE CLOTHES, INC., 1107 BROADWAY, NEW YORK 10 N.Y. And Melbourne, Australia Santiago, Chile, S.A.

Changeover from print to tv is made by male model Gene Romeo, here, and in Gillette commercial (top right)

may develop into big broadcast trend



New spots for Pharmaco came from three agencies: admen Schaefer and Hughes checked scripts beforehand



Gillette commercial opens in subway, with Negro models appearing as "a natural part of the crowd scene"



Washington station programmed for Negroes: United vp John Panagos (l) signs Lionel Hampton; White House attache Andrew Hatcher joins in



Newscaster Malvin Goode joins ABC network, covering UN sessions

**BE SURE THE NEW
SET YOU BUY
RECEIVES WOOK-TV
CHANNEL 14 UHF**



Uhf conversion is first problem for Negro-appeal Washington outlet

the Gillette production broke last month, for example, the national press—led by the New York Times—played up the story like the opening night of Green Pastures.

Publicity, though welcome, was also slightly embarrassing to Gillette. Down in Boston, the company's ad v.p., Craig Smith, tried to dampen enthusiastic curiosity with a cold douche of fact.

Gillette is *not* trying to sell Negroes, per se, Smith kept repeating. Negro models are not *featured* in the one commercial which aroused so much attention. (See picture, opposite).

The models, Joyce Jones and Gene Romeo, are in the background of a scene depicting the inside of a New York subway car. Having established the scene, the commercial then glides away into a routine-type Gillette pitch: exit Jones and Romeo.

"This is a crowded scene in a large city," Smith explains. "It's entirely natural there should be some Negroes in the crowd . . . it's the most natural thing in the world."

(Gillette has, of course, used Negro sports stars in several recent tv seasons, usually within sports coverage. And it was precisely the fact that the new commercial uses Negroes who are not personalities which attracted so much attention.)

"The company has had absolutely no adverse reactions to any of its earlier commercials," Smith told sponsor. The upcoming campaign is not aimed at Negroes. Even if it unexpectedly does produce a sales result in the Negro market, it's unlikely that Gillette will make a more direct pitch next season since "the network is not the place for a specialized approach."

There's no doubt that tv can sell this market, however—at least to Pharmaco's ad manager, Alan B. Cowley. His company is backing this belief with a \$100,000 large-scale test campaign this season.

Pharmaco markets Feen-A-Mint gum, Artra Skin Tone Cream and Sulphur 8, and this season also has several new cosmetic products. The

line is getting tv exposure in six markets: New York, Washington, D. C., Charleston, Augusta and Macon.

The vehicle is a half-hour program borrowed from a proven formula in Negro-appeal radio—gospel music. Program is one of several created by independent packagers this year, with Negro viewing in mind.

"We wanted to get into tv," Cowley reports, "and this program came to our notice at the right moment." Pharmaco already had interesting results from tv test commercials, done live on local stations in the South, and also had experimented with filmed commercials, using Negro models, and screened in Negro-patronized cinema houses.

These partial successes encouraged Cowley and ad v.p. Alan Brown to buy a program and time (1/2-hour, Sunday mornings) and create eight new tv commercials, using Negro models solely. The commercials follow normal cosmetic approach (luxury; physical appeal) and were created through three agencies: N. W. Ayer, Kastor Hilton, and Tucker Wayne (Atlanta). The responsible agency executives are Thomas C. Sweitzer, Henry Kornhauser, and Robert E. Schaefer.

Pharmaco's six-market campaign began this month, and continues for 13 weeks. If successful, they're prepared to spend a further \$500,000 to buy 16 more markets in January.

This venture in tv complements Pharmaco activity in Negro-appeal radio, of which it is one of the biggest and longest-standing clients. Radio budget is currently around \$500,000; Alan Cowley publicly states Negro-appeal radio has done a magnificent job for his company, and that none of the projected tv expenditure is coming out of radio funds.

Success of the campaign could undoubtedly lead to emulation. One of the questions which has yet to be answered is whether the gospel program will attract the younger Negro audience which, presumably, is Pharmaco's biggest cus-

Spot Checklist of Major Advertisers

American Tobacco
American Home Products
Anheuser-Busch
P. Ballantine & Sons
Brown & Williamson
Bristol-Myers
Carnation Milk
Carling Brewing
Colgate-Palmolive
Comet Rice Mills
Continental Baking
The Ford Company
Foremost Dairies
Gallo Winery
General Baking
General Electric Appliances
General Foods
Gillette
Glenbrook Laboratories
Grove Laboratories
Gulf Oil
Hormel Meats
Italian Swiss Colony Wine
Hulman & Company
Kraft Foods
Liggett & Myers
Miller Brewing
C. F. Mueller
National Toilet
Oscar Meyer Meats
Pet Milk
Park and Tilford
Pharmaco
Procter & Gamble
Lydia E. Pinkham
Quaker Oats
River Brand Rice
R. J. Reynolds
Schlitz Brewing
Sinclair Refining
S. S. S. Company
J. Strickland
Stanback Company
Ward Baking
Whitehall Pharmal

These national advertisers are among those currently using schedules on Negro-appeal radio stations. Source: Bernard Howard Co.; Daren McGavren Co.; SPONSOR questionnaires.

tomers. And the combination of Negro programing and Negro commercials cut into such completely new ground that no comparative experience is available.

(Several other companies have used Negroes in spot commercials, but on a very limited basis, and mostly with personalities. One instance in which Negro celebrities gave sales pitches on a sponsored tv show was with singers Lonnie Sattin and Barbara McNair, on Schaefer beer's Family Circle, shown only in New York.)

It's been suggested that a client might do better with a dual-approach show featuring a Negro personality a la Belafonte. But apart from the difficulty of getting a commercial message across to both races, there's the problem that few Negro entertainers of star stature are equally popular with the Negro as well as with white. (One of the exceptions is, reportedly, Nat King Cole.)

So it looks as if Negro tv will have to be cracked with programing built specifically for the market. If the show happens to pick up white viewers as well, so much the better.

Meantime, the 1963 season begins with unusual activity on the programing front, as well as tv ad commercial production. One of the notable landmarks is ABC's addition of Negro newscaster Malvin R. Goode to its network staff.

Goode is now at work with the United Nations unit, collaborating with John MacVane. His appearances are thus irregular, although he has already had network exposure several times within one week, reporting on the opening of the session in September.

Mal Goode had more than 13 years experience in news broadcasting before joining ABC. Since 1949, when he started with a 15-minute radio news program for Pittsburgh's KQV, his career has embraced both radio and tv at stations through the eastern U. S.

His morning and afternoon news with WHOD at Homestead, Pa., became one of the area's highest-

(Please turn to page 14)

Does the Negro need a special ad approach? Many advertisers believe not.

"General media reach everybody," argues a large tire manufacturer. Others see a danger: "We may alienate our white customers."

For a client who runs scared, there's no help. "Fear is an unanswerable argument," admits Jack Davis, sales v.p. at leading rep Bernard Howard. But to market consultant Parke Gibson, this is a concern only if the campaign may touch someone's way of life. "Marketing a toothpaste is not the same as inviting a Negro to come to a fashionable hotel. . . ."

The point may be subjective, but its objective fact is that general media do not reach Negroes. (See charts, page 15). And the Negro is seldom included in general media advertisements.

Both flaws have been remedied by Pepsi-Cola, in outstanding campaigns directed by special market v.p. Harvey Russell. Pepsi's print ads featuring young Negro models (page 10) are checked highest-read by Starch; Russell also insists on using media channels that speak directly to Negroes.

In a confidential report, Russell said recently: "Negro radio, in general, appeals to Negro masses and to youth. These are the big volume consumers . . . use Negro radio personalities, who are widely popular in their community." Pepsi took the point: makes radio a frontline soldier in the battle to regain its dominance of the 300 million-case Negro soft drink market.

Russell and Gibson agree that the Negro needs a special approach because (says Gibson) "Unlike other groups, the Negro remains a Negro despite his position, income and achievement. Effective advertising must be believable and realistic in terms of his experience and his comprehension."

Madison Avenue has been slow to catch on: most moves toward the Negro market have come from the client company. Only one ma-

(Please turn to page 50)

New tactic is pinpointed on special needs

New field in auto, tb&a, tobacco sales is developed by D. Parke Gibson out of knowledge of "Negro needs and desires"



Blue-chip accounts at BBD&O agency are led into expanding Negro market by Clarence Holte (center), head of ethnic marketing division. Holte believes that ads which accent quality will touch Negroes' "effort to show evidence of equality"



Ad goals for Pepsi include recapturing the huge Negro market. It can only be done, says v.p. Harvey Russell, by "special invitation" to Negroes, who are not exposed to general media and who are not included in most general ads.

BREAKTHROUGH IN TV

(Continued from page 12)

rated shows, and Goode later lent reporting strength to WTAE, Pittsburgh.

Network coverage at UN will keep Goode busy until mid-'63. When the UN session ends, ABC's use of him in general news coverage will be watched with interest. At the net, plans for other Negro air staff are under consideration. (Goode's appointment, at age 54, caused some heartburning among qualified, younger Negro newsmen who had been in the running.)

If Jim Hagerty's experience is typical, there's no shortage of Negro tv talent, in news as well as en-

tertainment. But there certainly is a scarcity of Negro-appeal tv programming. This could be an academic concern, but it's emerged as a concrete problem for Richard Eaton, who is putting the first Negro-appeal tv station on air next month.

After a profitable career in Negro radio (United Broadcasting), Eaton's group is coupling a tv outlet with its Washington flagship, WOOK. The new station, WOOK-TV, covers the fifth-largest Negro metropolitan market (411,737), and the nation's leader in percentage of Negro inhabitants (53.9).

Washington also has the richest and best-educated Negro population. But to tap the market, WOOK-TV has had to take a spot

in the uhf band. Eaton and his executive v.p., John Panagos, have thus handed themselves a double hurdle: pioneering a Negro tv station—and doing it in a band which, experience has proven, has generally been spectacularly unprofitable in the direct competition of vhf stations.

United's hope is that the lure of a Negro-oriented station will prove irresistible to Negroes; at least, to the extent of viewers shelling out anywhere between \$10 and \$55 for converters capable of translating a Channel 14 image.

How are they doing? At presstime, the Electric Institute reported that 37,000 all-channel, new sets have been sold in Washington. The nation's top manufacturer of

Media comparison shows magazines have low efficiency

	Negro Households as % of Total Circulation
MONTHLY AND HOME SERVICE	
American Home	2.2%
Better Homes	2.9
Cosmopolitan	2.6
House and Garden	2.7
National Geographic	0.4
Readers Digest	2.7
Redbook	1.9
NEGRO	
Ebony	94.9
FARM	
Farm Journal	1.5
MEN'S	
Argosy	0.9
Playboy	8.5
Popular Mechanics	2.1
Sports Afield	1.6
True	2.5
WOMEN'S	
Everywoman's Family Circle	2.3
Good Housekeeping	3.8
Ladies Home Journal	1.8
McCall's	2.5
Modern Romances	13.2
Motion Picture	5.8
Modern Screen	5.3

	Negro Households as % of Total Circulation
Parents' Magazine	3.2
Photoplay	2.8
True Confessions	10.6
True Story	10.6
Woman's Day	3.2
WEEKLY	
American Weekly	8.4
Family Weekly	5.5
Life	5.5
Look (Bi-Weekly)	3.6
Newsweek	3.0
New Yorker	2.0
Parade	9.0
Saturday Evening Post	2.0
Sports Illustrated	3.5
Sunday	5.9
This Week	5.3
Time	3.9
TV Guide	4.8
TEENAGE	
Ingenué	3.1
Seventeen	7.7
SAMPLE	
	9.4

SOURCE: Starch 1961 Consumer Magazine Report. To Be Read: 2.2% of the homes that read American Home are Negro.

converters, Blonder-Tongue, estimated a sale of 30,000 converters.

WOOK's John Panagos reported to sponsor that there'll be at least 100,000 equipped families by air-date (early November). Since the average Negro family contains four persons, WOOK will start with an audience potential of 400,000, and the half-million figure should be passed by mid-December. (EI projects all-channel set sales at 10,000 per month in Washington, to the end of the year.)

The uhf station will broadcast nights only. This affords room for about 35 national and local advertisers on the schedule, at a one-time card rate of \$60 per minute; \$30 for 10-seconds, and \$500 for a programing hour. (Less frequency

and pre-air discounts.)

Filling the ad roster probably won't be too hard, but completing the program schedule is difficult. Between 6 and 11 p.m., WOOK's viewers will get two 1/2-hour news shows, from UPI film and slide service; Negro newscasters plus a Negro weathergirl.

Following the early news, there'll be a dance party from 6:30 to 8 p.m., with featured recording artists. Also, a half-hour spiritual/gospel show, emceed by Hazel Smith (who has a sizeable following on WOOK radio.) Mahalia Jackson's program is in, plus an unspecified-content women's half-hour.

Washington viewers also will get a nightly variety show, 1/2-hour,

starring bands and local professional talent. "Jazz USA" comes once weekly (the show's from Steve Allen's Meadowlane Productions), and The Lionel Hampton Show will be a featured weekly attraction (probably Thursday or Friday.)

Hampton has also been signed as musical director of the station. He's scouting now for all the pro Negro talent he can find; intense cooperation with Howard University is also under way. The new Ampex units attached to WOOK-TV's 45 x 65 studio will be busy: a major part of the programing will have to be station-created, live-on-tape. "Certainly it's difficult," says v.p. Panagos. "But we're looking
(Please turn to page 50)

compared with strong audience of Negro-appeal radio

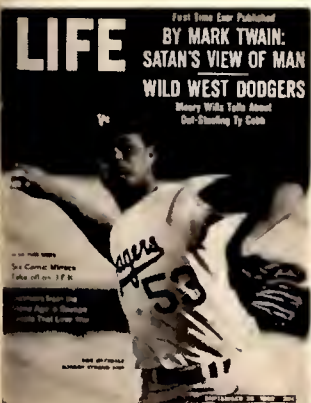
Average Weekday share of Negro Audience

Market	Negro radio % share and No. of stations	General radio % share and No. of stations
New Orleans	60.9% (2)	40.1% (8)
San Francisco/Oakland	45.0% (2)	46.0% (9)
Dallas	36.0% (2)	41.5% (4)
Columbus, Ga.	51.0% (1)	47.5% (4)
Baltimore	57.0% (2)	36.0% (7)
Miami	53.0% (1)	42.0% (9)
Baton Rouge	56.0% (1)	44.0% (6)
Chattanooga	49.0% (1)	49.0% (5)
Mobile	64.7% (2)	35.1% (5)
Memphis	61.7% (2)	33.3% (5)

Average Weekday share of Negro Audience

Market	Negro radio % share and No. of stations	General radio % share and No. of stations
Houston	64.1% (2)	34.7% (6)
Washington, D. C.	56.3% (2)	40.9% (7)
Philadelphia	55.0% (2)	38.0% (6)
Cleveland	57.0% (2)	41.0% (6)
Los Angeles	36.7% (1)	52.5% (10)
Detroit	47.3% (2)	48.6% (7)
Birmingham	53.0% (3)	39.0% (6)
St. Louis	60.0% (2)	41.0% (9)
Beaumont-Port Arthur	46.0% (1)	53.0% (7)

Bernard Howard, from most recently Pulse and Hooper metro area reports



HOLIDAY



Magazine readership is low in Negro families. But radio survey shows that strong stations can capture the market.

Picture Review

Negro Radio touches its community with news, service and showmanship



Audience-appeal: Fashion shows at WHAT (Philadelphia) drew the whole family, for merchandising "natural"; Falcon Publications get benefit of Queen contest at KDIA, San Francisco; new Buffalo station WUFO (bottom, l.) drew 18,000 people into street parade; at WYLD it's jazz, New Orleans-style.





Quality appeal overruns from programs into merchandising: Guinness stout at premium prices was successfully promoted by WVRL's "Dr. Jive" Lavong (N.Y.); turnout of 18,000 attends Miss KNOK contest (Dallas/Ft. Worth); award-winning journalist Clarence Matthews becomes first Negro news director at WLOU (Louisville, Ky.); Statlight Revue run by W D I A, Memphis, draws 8,000 people nightly, benefits charity.

Picture Review

Goodwill? It can be earned 100 different ways



Homes & homemakers: *Claudette Black's guest show drew 1000 toys in appeal at WANT, Richmond, Va.; in Pittsburgh, women's editor Marlene Moore is active in community affairs.*



Diversity: Rodeo is promoted by LA deejay Larry McCormick, at KGFJ; in Cleveland, another deejay becomes a profitable "prisoner" of Carnation Milk for WABQ; St. Louis children enjoy snowballs in summer, courtesy KXLW; first Negro wire service starts in Washington, D.C., Ben Strouse (center) enrolls W1VDC; (top right) Cleveland shoppers get full treatment from WJMO merchandising team; Detroit's WCHB raised \$1500 in one day for evicted sharecroppers, in appeal led by Haley Bell, station owner (center)



Crown Zellerbach Corporation
 343 SANSOME STREET, SAN FRANCISCO 19, CALIFORNIA
 September 22, 1958

Pollyea
Advertising



HULMAN & COMPANY
 MANUFACTURERS
CLABBER C
 BAKING
 POWDER
 TERR

KSAN
 San Francisco
 1000 watts
 FOUR TIMES
 MORE
 POWERFUL

... in the spotlight
 in The San Francisco



DODGE DIVISION
 CHRYSLER CORPORATION

DETROIT 31, MICHIGAN

October 1, 1958

Mr. J. Walter Carroll
 Senior Account Executive



2 HARRISON STREET
 SAN FRANCISCO

PET MILK COMPANY
 GENERAL OFFICES
 ARCADE BUILDING
 SAINT LOUIS 1, MISSOURI

September
 30
 1958

Mr. J. Walter Carroll
 Senior Account Executive
 KSMN Radio/TV Center
 1111 Market Street
 San Francisco 3, California

Dear Mr. Carroll:

It was a real pleasure to receive your recent letter and to learn that you are now associated with KSMN. I am sure that your wide experience in the Negro market will be very helpful to this station.

As I am sure you know, we have enjoyed an excellent relationship with KSMN for many years. We have used this station for spots and more recently, of course, for our 'Sunday Morning' radio programs. The people at KSMN have been most cooperative in advertising and promoting our products. I feel sure that we can look forward to the same cooperation now that you will be handling our account.



UNION OIL COMPANY OF CALIFORNIA

UNION OIL BUILDING

1100 ANGLETON ST. CALIFORNIA

September 26, 1958

JERRY LUBOVSKI
 MANAGER OF PUBLIC AFFAIRS

The Patterson Chain... KSAN · KICU-TV · KBIF
 EXECUTIVE OFFICES 1111 MARKET STREET, SAN FRANCISCO, CALIFORNIA

PLYMOUTH
 CHRYSLER
 DIVISION
 CORPORATION
 DETROIT 31, MICHIGAN
 September

MCCANN-ERICKSON, INC.
 115 BROADWAY NEW YORK 10038

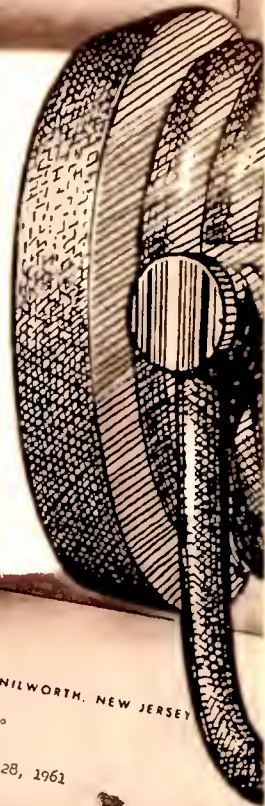
BURTON C. GRANICHER
 VICE PRESIDENT

CHRYSLER CORPORATION
 Detroit 31, Michigan
 October

Mr. J. Walter Carroll

FOOTE, CONE & BELDING
235 Montgomery Street, San Francisco 4
6 September 1961

PEPSI-COLA
COMPANY
300 PARK AVENUE NEW YORK 22, NEW YORK N.Y. 10022
HARVEY C. BRISSELL
V.P. PRESIDENT
C/O THE HARBREYS



because it's still **TOP RATED**

Bay Area Negro Market



Anheuser-Busch, Inc.
ST. LOUIS 10, MO., U.S.A.

Pharmaco, Inc. KENILWORTH, NEW JERSEY
CHESTNUT 3 5000

August 28, 1961

G. D. Patterson
Merchandising Manager

Batten, Barton, Durstine & Osborn, Inc.
EXbrook 7-1122
120 Montgomery Street, San Francisco 4, California
Advertising
September 4, 1958

Hong-Cooper & Harrington - Advertising - San Francisco - Los Angeles
1235 COLUMBIA AVE. - SAN FRANCISCO 11 - CALIFORNIA

Mr. Norwood J. Patterson
Station KSAN
1111 Market Street
San Francisco, California

Dear Norwood:
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 listening public in a specialized way, and we feel the value to the commercial message insures...

KRAFT FOODS
DIVISION OF NATIONAL DAIRY PRODUCTS CORPORATION
GENERAL OFFICES - 500 PESHIGO COURT
CHICAGO 90, ILLINOIS

KSAN a leader for over 40 years

- ★ KSAN has captured the Negro Market
- ★ 86.3% of Negro Market lives within 15 miles of KSAN
- ★ Award Winning Merchandising
- ★ Rated tops by Pulse and Conlan

1962-63 NEGRO MARKETS OF THE U.S.

DIRECTORY OF RADIO STATIONS

This directory is constructed from replies to a SPONSOR questionnaire, circulated in July and September 1962 among 250 stations which regularly schedule Negro-appeal programing. In general, stations are included only where the amount of Negro-appeal programing is either more

than eight hours weekly, or greater than 10% of total weekly hours. Population figures for States are from the 1962 Final Report of the Bureau of Census, based on the 1960 poll. Population of individual markets is 1960 non-white census, for standard metro or urban area.

ALABAMA

WHITE POPULATION 2,283,609
NEGRO POPULATION 980,271
NEGRO % 30.0

AUBURN

Number of Negroes: 1960 Census, 3,774.

WAUD 250 w. (N) 1230-1000 w. (D). 15 yrs. on air; N (ABC); 125 hrs. wkly. Negro-appeal programing: 12%; DeeJay, 9%; Other music, 1%; Religious, 2%.

Featured air personalities: ABC Personalities, George Mitchell, Bob Sanders, David Daughtry.

Station management: Elmer G. Salter, manager/sls. mgr.

BIRMINGHAM

Number of Negroes: 1960 Census, 219,829.

WENN 5 kw. 1320 kc. 12 yrs. on air; Independent; McLendon Ebony Radio Group. 98 hrs. (D); 100% Negro-appeal programing: DeeJay, 49%; Religious, 35%; News, 5%; Community Service, 10%; Homemaking, 1%.

Featured air personalities: Rev. Faush, Paul Dudley White, Lahry Daley, Weldon Clark.

Station management: Joe Lackey, manager. Rep: Bernard Howard.

WJLD 1 kw. (D)/250 w. (N). 20 yrs. on air; Independent. Johnston Broadcasting Company; 132½ hrs. wkly. 100% Negro-appeal programing: DeeJay & Community Service, 71%; Other Music, 8%; Religious, 14%; News, 3%; Homemaking, 2%; Other, 2%.

Featured air personalities: Willie McKinstry, Trumon Puckett, Shelly "the Playboy" Stewart, Johnny "Jive" McClure, Jesse Champion, Pat Williams.

Station management: Otis Dodge, manager. Rep: Bolling.

BUTLER

Number of Negroes: 1960 Census, not available.

WPRN 1 kw. 1220 kc. 3 yrs. on air. Independent. Daytime. 50% Negro-appeal programing: DeeJay, 36%; Other Music, 50%; Religious, 10%; Community Service, 2%; Homemaking, 2%.

Featured air personalities: Jim Clayton, Cliff Burch.

Station management: Paul D. Nichols, manager. Houston L. Pearce, sales manager. Rep: Keystone.

DOTHAN

Number of Negroes: 1960 Census, 8,942.

WOOF 5 kw. 560 kc. 15 yrs. on air; Independent; 95 hrs. (D); 15% Negro-appeal programing: DeeJay, 78%; Religious (gospel), 20%; News, 2%.

Featured air personalities: Negro gospel music groups: Columbus Floyd & Gospel Travelers, Silver-tone Spirituals, Harmony Five, Skylarks, Travelers, Spiritual Knights, Rising Stars, Holy Wonders.

Station management: Mrs. Agnes Dowling Simpson, manager. Mrs. Carolyn McEachin, sales manager. Rep: Thomas F. Clark; Dora-Clayton Agency; Harlan G. Oakes.

EUFAULA

Number of Negroes: 1960 Census, 3,559.

WULA 250 w. 1240 kc. 14 yrs. on air. MBS. Dixie Radio, Inc. 123 hrs. wkly. 18% Negro-appeal programing: DeeJay, 10%; Religious, 3%; News, 5%.

Featured air personalities: Johnny Lingo, Larry Williams, Lynn Wood, Martin J. Darity.

Station management: Martin J. Darity, station manager. John T. Lingo, sales manager. Rep: Keystone.

FORT PAYNE

Number of Negroes: 1960 Census, 6,728.

WZOB 1 kw. 1250 kc. Independent. 12 yrs. on air. Daytime. 6.60% Negro-appeal programing: DeeJay, 4%; Religious, 1.6%; Other live gospel, 1%.

Featured air personalities: Slim Pierce, Willard Howell, Jess Moore, Don Lloyd, Chick Childers.

Station management: Glenn M. Gravitt, owner. John B. Gravitt, sales manager. Rep: Keystone.

HUNTSVILLE

Number of Negroes: 1960 Census, 22,065.

WEUP 5 kw. (D), 1600 kc. 4 yrs. on air; Independent; 101 hrs. (D). 100% Negro-appeal programing: Music, 40%; Religious, 46%; News, 10%; Community service, 4%.

Featured air personalities: Leroy Garrett, Andrew E. Dawkins, Shelly

Pope, Daisy C. Bush, Sonrose Rutledge, Jr.

Station management: Leroy Garrett, manager. Andrew E. Dawkins, sales manager. Rep: Continental Radio Sales.

MARION

Number of Negroes: 1960 Census, 1,971.

WJAM 5 kw. 1310 kc. 11 yrs. on air; Independent; 95 hrs. (D). 15% Negro-appeal programming: Deejay, 80%; Religious, 15%; News, 2%; Community service, 3%.

Featured air personalities: Mr. Boogie Man, Jerry Lee, James Thomas & Bob Morris.

Station management: J. M. Driskill, manager. Bob Morris, sales manager. Rep: Bernard I. Ochs.

MOBILE

Number of Negroes: 1960 Census, 101,428.

WGOK 1 kw. 400 kc. 4 yrs. on air; O.K. Group; Daytime. 100% Negro-appeal programming: Deejay, 55%; Religious, 35%; News, 5%; Community service, 5%.

Featured air personalities: Miss Mandy, Big Daddy Dandy, Deacon Sam, Topsy Turvey.

Station management: Bob Grimes, manager. Lindsey Boykin, sales manager. Rep: Bernard Howard.

MONTGOMERY

Number of Negroes: 1960 Census, 64,725.

WRMA 1 kw. 950 kc. 9½ yrs. on air; Independent; Daytime; 100% Negro-appeal programming: Deejay, 40%; Religious, 20%; News, 20%; Community service, 15%; Homemaking, 5%.

Featured air personalities: Ellis Ford, Rev. Wesley, Bobby Terry, Gretchen Jenkins.

Station's management: Judd Sparling, general manager. Rep: Bernard Howard.

TUSCALOOSA

Number of Negroes: 1960 Census, 31,328.

WTUG 500 w. 790 kc. 4 yrs. on air; Independent; Skyline Network, Tri-Cities Broadcasting Co., Inc. 100 hrs. (D); 100% Negro-appeal programming: Deejay, 15%; Other music, 28%; Religious, 41%; News, 8%; Community service, 6%; Homemaking, 1%; Other, 1%.

Featured air personalities: David Allen, James Knox, Emily Barrett, Eddie Paul.

Station management: Jay Gilbert, manager. W. I. Dove, sales manager. Rep: National Time Sales.

ARKANSAS

WHITE POPULATION 1,395,703
NEGRO POPULATION 388,787
NEGRO % 21.8

LITTLE ROCK

Number of Negroes: 1960 Census, 52,203.

KOKY 5 kw 1440 kc. 6 yrs. on air;

*Yes, Virginia
there is a*

Speidelville*
U. S. A.

- * WOIC — Columbia, S. C.
- WPAL — Charleston, S. C.
- WYNN — Florence, S. C.
- WSOK — Savannah, Ga.

Speidel Broadcasting Corp.
COLUMBIA, S. C.

*** Hooper Proves
It Again...
WJLD
(The Big D)
BIRMINGHAM'S BEST
RADIO BUY**

•

**Birmingham's
Highest Rated
Negro
Programmed
Station**

•

**MORNING
AFTERNOON
NIGHT**

•

**Buy
WJLD**

Full duplication on WJLN-FM
National Representative
The Bolling Company, Inc.
*C. E. Hooper, Mon - Fri.
May thru July, 1962

DIRECTORY OF RADIO STATIONS

Independent. McLendon Ebony Radio Group; 90 hrs. (D). 100% Negro-appeal programing: DeeJay, 50%; Religious, 30%; News, 7%; Community service, 12%; Home-making, 1%.

Featured air personalities: Jocko Carter, Bro. Weaver, Jean O. Baylor.

Station management: O. M. Teate, station manager. Rep: Bernard Howard.

PINE BLUFF

Number of Negroes: 1960 Census, 17,501.

KOTN am & fm; 250 w. 1490 kc. 28 yrs. on air. Independent; 121 hrs. wkly. 50% Negro-appeal programing: DeeJay, 40%; Religious, 5%; News, 2%; Community service, 3%.

Featured air personalities: 3 "B's", Bob Robinson, Bob Madison, Buzz Bennett and Oddball, Jerry Jones.

Station management: Danny S. Jacobson, manager/sls. mgr. Rep: Hal Walton.

KPBA 1 kw. 1590 kc. 5 yrs. on air; Independent; Daytime; 18% Negro-appeal programing: DeeJay, 7%; Religious, 10%; News, 1%.

Featured air personalities: Ken Koonce, Bob Meador, Tom Payton, Ralph Laveaux.

Station's management: Howard M. Peters, manager/sls. mgr. Rep: Gene Bolles.

CALIFORNIA

WHITE POPULATION 14,455,230
NEGRO POPULATION 883,861
NEGRO % 5.6

LOS ANGELES

Number of Negroes: 1960 Census, 594,476.

KDAY 50 kw 1580 kc. 15 yrs. on air. Independent. Rollins Broadcasting. Daytime. 100% Negro-appeal programing: DeeJay, 70%;

Other music, 10%; News, 10%; Community Service, 10%.

Featured air personalities: Willie Bryant, Tommy Smalls, Lonnie Rochon, Johnny Otis, Arthur Lee Simpkins, John Roseboro.

Station management: Mel Leeds, general manager. George Gilbreth, sales manager. Rep: Continental.

*Licensed to Santa Monica.

KGFJ 1 kw. (D), 250 w. (N). 36 yrs. on air; Independent; 164 hrs. wkly. 100% Negro-appeal programing: DeeJay, 55%; Other music, 8%; Religious, 10%; News, 6.5%; Community service, 17%; Other, sports, 3.5%.

Featured air personalities: Johnny Magnus, Larry McCormick, Hunter Hancock, Herman Griffith, Rudy Harvey and Joseph Mathews.

Station management: Thelma Kirchner, general manager. Molly Low, sales manager. Rep: Bernard Howard.

KMLA (fm) 60 kw. 100.3 mc. 5 yrs. on air; Independent; 168 hrs. wkly; 7.1% Negro-appeal programing: DeeJay, 12%.

Featured air personalities: Vern Stevenson—"Just a Little Jazz"; John J. Anthony—"Comments on the News"; Chico Sesma's—"Latin Holiday."

Station's management: J. B. Kiefer, general manager. John L. Sullivan, sales manager. Rep: Fine Music Hi-Fi Broadcasters.

SAN FRANCISCO

Number of Negroes: 1960 Census, 346,694.

KDIA 1 kw. 1310 kc. 40 yrs. on air. Independent, Sonderling Stations, 158 hrs. wkly. 92% Negro-appeal programing: DeeJay, 70%; Religious, 20%; News, 6%; Community service, 4%.

Featured air personalities: "Rosko", Roland Porter, George Oxford, "Big Don", Jeanie Blevins and Wally Ray.

**STILL
GROWING
IN
CHICAGO**



WOPA

*** NO. 1**

with 300,000
Negroes on

**CHICAGO'S
WEST SIDE**

*NEGRO HOOPER 1961

WOPA • Oak Park/Chicago 1 K.W.

A featuring

CHICAGO'S NO. 1 AIR SALESMAN

BIG BILL HILL

also

PERVIS SPAAN, RICHARD STAMM

KDIA and WOPA

represented by
BERNARD HOWARD CO.

THE SONDERLING STATIONS

Specialists in Specialized Radio

WDIA • Memphis

WOPA • Oak Park/Chicago

KFOX • Long Beach/Los Angeles

OAKLAND/SAN FRANCISCO

KDIA

BY ANY YARDSTICK

ratings, coverage, advertisers,
community status —

ONE

DOMINATES the OAKLAND-
SAN FRANCISCO Negro Market

KDIA

In audience —

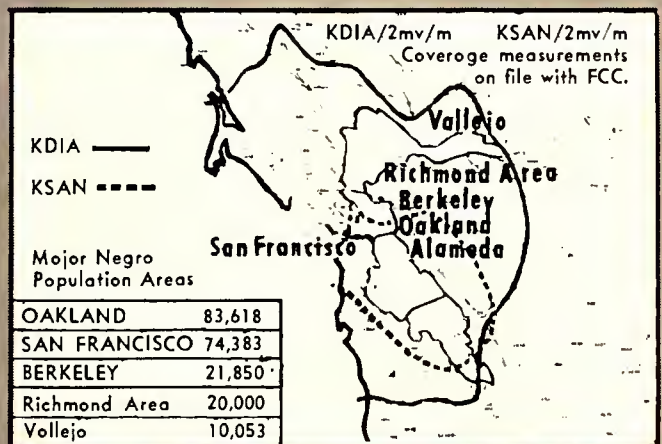
FIRST in every Negro Pulse for two years

Metro Negro Pulse, Feb.-Mar. 1962

	6-9 AM	9 AM-12 N	12 N-6 PM
KDIA	24	27	34
Station "B"	18	18	18

In coverage —

ONLY Negro market station covering entire
San Francisco-Bay Area Negro population.



KDIA is the only local Negro station offering full range
radio — wire news, International Negro Radio Service,
women's programs, jazz, etc.



OAKLAND

A SONDERLING STATION



SAN FRANCISCO

Represented by BERNARD HOWARD CO.

WOOK

is more than
radio! It is the
most effective
medium for
selling one of
America's larg-
est and richest

NEGRO MARKETS:

*The 982,000 high-income
consumers in
WASHINGTON, D.C.*

*The proof: In an 18-station market,
WOOK Radio rates among the top
two stations in total audience and is
Number One in Washington, D. C.,
between 12N and 6 PM . . . accord-
ing to Pulse, Jan-Feb. 1962.*

WOOK RADIO

5321 FIRST PLACE N.E.
WASHINGTON, D.C.
TUckerman 2-2500

A Division of United Broadcasting Co.
Represented nationally by:
NEW YORK: UBC Sales, 420 Madison Ave.
CHICAGO: UBC Sales, Wrigley Bldg.
ATLANTA: Dora-Clayton Agency, Inc.

Station management: Walter Con-
way, manager. Joseph Kapps, local
sales manager. Rep: Bernard How-
ard.

DISTRICT OF COLUMBIA

WHITE POPULATION 345,263
NEGRO POPULATION 411,737
NEGRO % 53.9

WASHINGTON

Number of Negroes: 1960 Census,
499,468.

WOOK 1 kw. 1340 kc. 16 yrs. on
air; United Broadcasting; 24 hrs.
100% Negro-appeal programing:
Deejay, 60%; Other music, 5%; Re-
ligious, 10%; News, 10%; Commu-
nity service, 10%; Other, 5%.

Featured air personalities: Cliff
Holland, Bob King, Hazel Smith,
"Tex" Gathings.

Station management: John Panag-
os, manager. E. Carlton Myers,
sales manager. Rep: United, Sande-
berg-Gates, Dora-Clayton.

WUST 250 w. 1120 kc. 15 yrs. on
air; Daytime. 100% Negro-appeal
programing: Deejay, 65%; Reli-
gious, 20%; News, 10%; Commu-
nity service, 5%.

Featured air personalities: Bill
Johnson, Al Jefferson, Co. Ed.
Brown.

Station management: Daniel Die-
ner, manager. Perry D. Walder,
sales manager. Rep: Bernard How-
ard.

FLORIDA

WHITE POPULATION 4,063,811
NEGRO POPULATION 880,186
NEGRO % 17.8

FORT PIERCE (ST. LUCIE)

Number of Negroes: 1960 Census,
11,848.

WARN-am/fm 1 kw 1330 kc. 10
yrs. on air. ABC; 126 hrs. wkly.
4.8% Negro-appeal programing.

Featured air personalities: Bill
Hudson; Al Radlein, Bill Marlin,
Mikki Martin, Howard Sharp,
Jimmy Barr.

ON THE AIR THIS FALL WOOK-TV, Channel 14 Washington, D.C.

A new concept in program-
ming—America's first Tele-
vision Station programmed
for the Negro Market.

Featuring

Such internationally person-
alities as: Mahalia Jackson
—Lionel Hampton, and
others.

A newsfilm and tape depart-
ment concentrating on
news of the Negro in the
Nation's Capital.

The finest in entertainment.
news and stimulating public
service programming to an
audience of over 100,000
homes.*

(* projected figures of the Elec-
tric Institute of Washington, D. C.

WOOK-TV

5321 FIRST PLACE N.E.
WASHINGTON, D. C.
TUckerman 2-2500

A Division of United Broadcasting Co.

Represented nationally by:

NEW YORK: UBC Sales, 420 Madison Ave.
CHICAGO: UBC Sales, Wrigley Bldg.
ATLANTA: Dora-Clayton Agency, Inc.

9

KGfJ HONOR ROLL

KGfJ CLIENTS WHO HAVE BEEN ON FROM 13 WEEKS TO 13 YEARS

- | | |
|------------------------|--------------------------|
| ALBERS PRODUCTS | KELLER FURNITURE |
| ARTRA SKIN TONE CREAM | LANGENDORF BREAD |
| ATKINSON BUS LINES | L & M CIGARETTES |
| AVALON FLORISTS | LONG-AID |
| BALDWIN CHEVROLET | LOS ANGELES TIMES |
| BIRELEY'S | LYDIA PINKHAM |
| BLACK & WHITE OINTMENT | MAGNETIC SPRINGS WATER |
| BLEACH & GLOW | MILLER HIGH LIFE BEER |
| BROADWAY MUFFLER | MOORE'S SWING CLUB |
| BUDWEISER BEER | MOROLINE |
| BURGERMEISTER BEER | MORTGAGE REFINANCE |
| CALIFORNIA CLUB | MOSLEY'S RECORD SHOP |
| CAMEL CIGARETTES | NATIONAL TRAVELER'S INS. |
| CANADA DRY | NEW HOPE BAPTIST CHURCH |
| CARNATION MILK | PEPSI-COLA |
| CHESTERFIELD - KING | PERMA STRATE |
| CLABBER GIRL | PET MILK |
| COCA-COLA | DR. RICHARDSON |
| COLUMBIA PICTURES | REED'S PLACE |
| CONNOR-JOHNSON | SAFETY SAVINGS & LOAN |
| DR. COWAN, DENTIST | STRAIN INSURANCE |
| DIXIE PEACH | SCHLITZ BEER |
| DOLPHINS OF HOLLYWOOD | SEVEN-UP |
| EMPIRE FURNITURE | SHOPPER'S MARKET |
| FAVORITE FILMS | SOUTH L.A. MORTUARY |
| FEEN-A-MINT | SSS TONIC |
| FIVE-FOUR BALLROOM | SULFUR-8 |
| FORD INSURANCE | SWINGTIME CLUB |
| FRED'S BARGAIN CENTER | TEENIES DRESS SHOP |
| GALLO WINE | UNITED ARTISTS |
| GILLETTE RAZOR COMPANY | UTTER MCKINLEY |
| HAMM'S BEER | WARNER BROS. |
| HARRISON & ROSS | WINSTON CIGARETTES |
| HENRY STEVENS GARAGE | WONDER BREAD |
| HUDSON'S SHOES | WOODS CONSTRUCTION |
| JULIEN FURNITURE | WORLD BIBLE SOCIETY |
| KAHN SEWING MACHINE | WORLD WIDE ATTRACTIONS |
| KAY FURNITURE COMPANY | ZEIDLER & ZEIDLER |

RADIOACTIVE

KGfJ

SOUTHERN CALIFORNIA'S

FIRST

ALL-NEGRO
APPEAL
STATION

FIRST IN RATINGS!

27 to 57% SHARE!

(PULSE-L.A. NEGRO MARKET • March-April 1961)

SOUTHERN CALIFORNIA'S
ONLY 24 HOUR
NEGRO APPEAL STATION

"The VOICE of the NEGRO
in SOUTHERN CALIFORNIA"
WINNER

for
THIRD
CONSECUTIVE YEAR OF
**URBAN LEAGUE
CIVIC AWARD**

Represented by:
BERNARD HOWARD & CO.
NEW YORK
CHICAGO
SAN FRANCISCO
& ATLANTA

KGfJ

WELCOME
TO NEW
ACCOUNTS

BULLDOG ALE
COUNTRY CLUB STOUT
COURTESY CHEVROLET
LINCOLN-MERCURY DEALERS
NATIONAL OATS
TIDE

KGfJ • THE SOUND OF NEGRO PROGRESS IN SOUTHERN CALIFORNIA
DIAL 1230 • 4550 MELROSE AVENUE, LOS ANGELES 29, CALIF. • NOrmandy 3-3181

DIRECTORY OF RADIO STATIONS

Station management: Charles C. Castle, manager. George F. Van Houten, sales manager. Rep: Continental Radio Sales.

JACKSONVILLE

Number of Negroes: 1960 Census, 106,378.

WOBS 5 kw. 1360 kc. 14 yrs. on air; Independent; 13½ hrs. wkly. (D); 100% Negro-appeal programming: DeeJay, 54%; Religious, 25%; News, 8%; Community service, 10%; Homemaking, 3%.

Featured air personalities: Johnny Shaw (PD.); Rev. H. L. Herold (gospel DJ); Willie Martin (morning personality).

Station's management: Al Keirse, general manager. George W. Johnston, sales manager. Rep: Gill-Perna.

WRHC 250 w. 1400 kc. 12 yrs. on air; Independent; 132 hrs. wkly. 35% Negro-appeal programming:

DeeJay, 60%; Other music, 5%; Religious, 20%; News, 5%; Community service, 5%; Homemaking, 5%.

Featured air personalities: Ken Knight, Pearly Ruth Love, Abram King, Lewis Barnes.

Station management: Harold S. Cohn, manager. Ronald H. Cohn, sales manager. Rep: Hal Walton, Bernard I. Ochs.

OCALA

Number of Negroes: 1960 Census, 4,999.

WMOP 1 kw. 900 kc. 9 years on air; Independent; Daytime; 10% Negro-appeal programming: DeeJay, 78%; Religious, 11½%; News, 2½%; Community service, 8%.

Featured air personalities: Country Jim, The Old Deacon, Rockin' Jerry McLeod.

Station management: Vernon Arnette, station manager. Wayne Bullock, sales manager.

ORLANDO

Number of Negroes: 1960 Census, 53,009.

WOKB 1 kw. 1600 kc. 3½ yrs. on air. Independent. Daytime. 100% Negro-appeal programming: DeeJay, 55%; Religious, 35%; News—Community service, 10%.

Featured air personalities: Nickie Lee, Ray Crume, Jolly Joe Norfleet, Jr.

Station's market report: 97,300: 10% on farms or in rural areas.

Station management: John B. Cook, Jr., manager. Rep: Dora-Clayton, Harlan-Oakes.

PENSACOLA

Number of Negroes: 1960 Census, 38,567.

WBOP 1 kw. 980 kc. 4 yrs. on air; E. O. Roden & Associates; 112 hrs. (D). 100% Negro-appeal programming: DeeJay, 70%; Religious, 10%; News, 16%; Community service, 1%.

Featured air personalities: Wally "The Cat" Mercer, Rev. Mickey Wills, Robert "Cooker" Morgan.

Station's management: Zane D. Roden, manager/sls. mgr. Rep: National Time Sales, Bernard I. Ochs.

QUINCY

Number of Negroes: 1960 Census, 8,780.

WCNH 1 kw. 1230 kc. 14 yrs. on air; 118 hrs. wkly. 20% Negro-appeal programming: DeeJay, 18%; Religious, 1%; News, 1%.

Featured air personalities: Bill Black, Doug Graham.

Station management: A. K. Harmon, manager. Rep: Geo. T. Hope-well.

SANFORD

Number of Negroes: 1960 Census. Not Available.

WTRR 1 kw. 1400 kc. 15 yrs. on air; 111 hrs. wkly.; Independent;

Big Buy

in JACKSONVILLE

Big Beat Radio

Top-rated

*Negro programming
for years. Easy second
place among all stations.
Hooper—Apr., May '62*

Pulse—July '62

6 AM-6 PM

WOBS

JACKSONVILLE, FLA.

Larry Picus, Gen.-Mgr.

*Represented by:
Gill-Perna, Inc., nationally
Dora-Clayton, Southeast*

6% Negro-appeal programming: Deejay, 80%; Other music, 12%; Community service, 8%.

Featured air personalities: Gil Luck (announcer), Kings of Joy (singing group).

Station's management: Myron A. Reck, general manager/sls. mgr. Rep: Hal Walton.

TAMPA

Number of Negroes: 1960 Census, 89,140.

WTMP 5 kw. 1150 kc. 11 yrs. on air. Independent. Rounsaville Radio Stations; 84 hrs. wkly. (D). 100% Negro-appeal programming: Deejay, 40%; Religious, 10%; News, 10%; Other music, 30%; Community service, 5%; Homemaking, 5%.

Featured air personalities: Goldie Thompson, Tom Hankerson, "Rockin" Rogers, Chuck Core.

Station management: Jack Everbach, manager, Ralph B. Johnson, sales manager. Rep.: Gill-Perna.

WYOU 10 kw. 1550 kc. McLendon Ebony group; 84 hrs. wkly. (D); 100% Negro-appeal programming: Deejay, 57%; Religious, 28%; News, 10%; Community service, 5%.

Featured air personalities: Johnny Bee, Brother Bill, The Bey of Tampa, Gig Gardner.

Station management: Al Brooks, station manager, Rep: Bernard Howard.

WEST PALM BEACH

Number of Negroes: 1960 Census, 52,175.

WIRK 5 kw. (D), 1 kw. (N) 1290 kc. 15 yrs. on air. Independent. 125 hrs. wkly; 11.6% Negro-appeal programming: Deejay 82.8%; Religious, 17.2%.

Featured air personalities: Bucky Johnson.

Station management: Joseph S. Field, Jr., manager. Rome Hartman, sales manager. Rep.: Masla.

GEORGIA

WHITE POPULATION 2,817,223

NEGRO POPULATION 1,122,596

NEGRO % 28.5

AMERICUS

Number of Negroes: 1960 Census, 6,678.

WDEC 1 kw. 1290 kc. 15 yrs. on air. 86 hrs. (D). 15% Negro-appeal programming: Deejay, 50%; Religious, 30%; News, 10%; Community service, 10%.

Station management: Charles C. Smith, general manager. Donald M. Powers, sales manager. Rep: Indie Sales, Dora-Clayton.

ATHENS

Number of Negroes: 1960 Census, 9,225.

WDOL 1 kw. 1470 kc. 5 yrs. on air; James S. Rivers Group; ABC; 90 hrs. (D); 17% Negro-appeal programming: Music, 70%; Religious, 10%; News, 10%; Community service, 10%.

Featured air personalities: Jerry Buffington, John Davis.

Station's management: Frank Harmon, general manager. Comer Owens, sales manager. Rep: Thomas F. Clarke.

ATLANTA

Number of Negroes: 1960 Census, 232,169.

WAOK 5 kw. 1380 kc. 8 yrs. on air; Independent; 24 hrs. daily. 100% Negro-appeal programming: Deejay, 54%; Religious, 5%; News, 5%; Community service, 4%; Homemaking, 5%; Jazz, 9%; Gospel, 18%.

Featured air personalities: Bob McKee, Janice Johnson, Preston York, Ed Cook, Burke Johnson, Harrison Smith, Zilla Mays, Paul Brown.

Station management: Stan Raymond, president. Ken Goldblatt, sales manager. Rep: Daren F. McGavren.

AUGUSTA

Number of Negroes: 1960 Census, 64,456.

WAUG 5 kw. 1050 kc. 10 yrs. on air; Independent; Daytime. 85% Negro-appeal programming: Deejay, 45%; Religious, 25%; News, 5%; Community service, 20%; Other, Sports, 5%.

Featured air personalities: Billie Jean, Mal Cook, Wayman White.

Station management: J. L. Solomon, manager/sls. mgr. Rep: Grant Webb, Clarke Brown.

WTHB 1 kw. 1550 kc. 2 yrs. on air; Independent; Daytime; 84 hrs. wkly.; 100% Negro-appeal programming: Deejay, 60%; Other music, 3%; Religious, 7%; News, 10%; Community service, 10%; Other, 10%.

Featured air personalities: Tiny Jenkins, Allyn Lee, David Samuels, June Thompson.

Station's management: Reese J. Vaughn, manager. Rep: Bernard Howard.

BAXLEY

Number of Negroes: 1960 Census, 1,313.

WHAB 5 kw. 1260 kc. 7 yrs. on air; Independent; Daytime. 10% Negro-appeal programming: Religious, 6%; Community service, 3%; Homemaking, 1%.

Featured air personalities: Elmer Snodgrass, Danny Ratliff, Edd Tomberlin.

Station management: Farnell O'Quinn, manager. Dorris Crumme, sales manager.

BLAKELY

Number of Negroes: 1960 Census, 1,371.

WBBK 1 kw. 1260 kc. 3 yrs. on air; Daytime; 30% Negro-appeal programming: Deejay 25%; News, 4%; Community service, 1%.

Featured air personalities: Sammy Barnes on "Countdown."

Station's management: Wayne R.

DIRECTORY OF RADIO STATIONS

Foster, general manager. Jimmy S. Acree, sales manager. Rep: Keystone.

BRUNSWICK

Number of Negroes: 1960 Census, 8,926.

WMOG 250 w. 1490 kc. 22 yrs. on air; 140 hrs. wkly. 8% Negro-appeal programing: DeeJay, 5%; Other music, 35%; Religious, 35%; News, 10%; Community service, 15%.

Station management: James R. Bryant, Jr., manager. George K. Wolfes, sales manager. Rep: Keystone.

BUFORD

Number of Negroes: 1960 Census, 1,013.

WDMF 1 kw. 1460 kc. 6 yrs. on air; Daytime; Independent; 25% Negro-appeal programing: DeeJay, 19%; Religious, 4%; News, 2%.

Featured air personalities: Ed Merritt.

Station's management: Robert E. Thomas, manager. Rep: Harry Cannon.

CAIRO

Number of Negroes: 1960 Census, 3,098.

WGRA 1 kw. 790 kc. 12 yrs. on air; Billy Woodall Group; Independent; Daytime; 25% Negro-appeal programing: DeeJay, 15%; Religious, 5%; News, 5%.

Featured air personalities: Greg Strang, Billy Collins.

Station's management: Lowell E. Takles, general manager/sls. mgr. Rep: Hal Walton, Harry F. Cannon.

COLUMBUS

Number of Negroes: 1960 Census, 63,858.

WCLS 1 kw. 1580 kc. 8 yrs. on air. Georgia Negro Group; 140 hrs. wkly. 100% Negro-appeal programing: DeeJay, 50%; Other music, 5%; Religious, 30%; News, 10%; Community service, 5%.

Station management: Charlie H. Parish, Jr., manager. Ken Woodfin, sales manager. Rep: Bernard Howard, Dora-Clayton.

WOKS 1 kw. 1340 kc. 3½ yrs. on air; Independent; 162 hrs. (D); 100% Negro-appeal programing: DeeJay, 58.1%; Religious, 33.2%; News, 5.0%; Community service, 1.0%; Homemaking, 1.6%; Other (educational), 1.1%.

Featured air personalities: Jerry Allen, Rev. C. L. Miller, Dr. Jive, The Deuce, W. C. Hammonds, Jack the Bellboy.

Station's management: Mary O' Shields, manager. Johnny O'Shields, sales manager. Rep: Bob Dore, Bernard I. Ochs.

MACON

Number of Negroes: 1960 Census, 55,988.

WIBB 3 kw. 1280 kc. 14 yrs. on air; Independent. Georgia Negro Group; 96 hrs. (D). 100% Negro-appeal programing: DeeJay, 59%; Other music, 2%; Religious, 15%; News, 6%; Community service, 16%; Homemaking, 1%; Other, 1%.

Featured air personalities: King Bee, John Person, Bob Williams.

Station management: Donald C. Frost, station manager. Rep: Bernard Howard, Dora-Clayton.

MADISON

Number of Negroes: 1960 Census, 1,358.

WYTH 1 kw. 1250 kc. 7 yrs. on air. Independent; Daytime, 13½ hrs. wkly. Negro programing: DeeJay, 10%; Other music, 3%; Religious, ½%.

Featured air personalities: Steve Malone, "Cornbread" Cape, "Rock-in Richard" Mayfield.

Station management: Jim Small, manager/sls. mgr.

SAVANNAH

Number of Negroes: 1960 Census, 64,183.

WSOK 1 kw. 1230 kc. 5 yrs. on air. Independent; Speidel Broadcasting Corp. 24 hrs. per day. Negro-appeal programing: DeeJay, 90%; Other music, 10%; Religious, 25%; News, 10%; Community service, 15%; Homemaking, 3%; Other, 47%.

Featured air personalities: T. J. Polite, James Wiley.

Station management: Don Ferguson, manager. Al Eisenman, sales manager. Rep: Bob Dore, Dora-Clayton.

STATESBORO

Number of Negroes: 1960 Census, 2,573.

WWNS 1 kw. (D) 250 (N) 1240 kc. 16 yrs. on air; Independent; 117 hrs. wkly.; 15% Negro-appeal programing: DeeJay, 50%; Religious, 50%.

Station's management: Donald M. Dougald, general manager/sls. mgr. Rep: George Swearingen.

SWAINSBORO

Number of Negroes: 1960 Census, 2,201.

WJAT 1 kw. 800 kc. 12 yrs. on air; Daytime; Independent; 20% Negro-appeal programing: DeeJay, 98%; Religious, 1%; News, 1%.

Station's management: John J. Bailes, general manager. H. E. Bufington, sales manager. Rep: Gene Bolles.

VALDOSTA

Number of Negroes: 1960 Census, 11,063.

WGOV 5 kw. 950 kc. 22 yrs. on

air. Mutual network, 129 hrs. wkly. 10% Negro-appeal programing: DeeJay, 6%; Religious, 3%; News, 1%.

Featured air personalities: Dick Walden, Don Hill, Bob Dunford, Bob Coker and Robert Barker.

Station management: W. H. Keller, Jr., manager. Mrs. A. B. Smith, sales manager. Rep: Bob Dore, Dora-Clayton.

WAYCROSS

Number of Negroes: 1960 Census, 7,298.

WACL 5 kw. 570 kc. 11 yrs. on air. Independent; 132 hrs. wkly. 8% Negro-appeal programing: DeeJay, 8%.

Featured air personalities: Johnny Koval.

Station management: James S. Rivers, Jr., manager. Rep: Pearson National.

ILLINOIS

WHITE POPULATION 9,010,252
NEGRO POPULATION 1,037,470
NEGRO % 10.3

CHICAGO

Number of Negroes: 1960 Census, 920,001.

WAAF 1 kw. 950 kc. 40 yrs. on air; Independent. Daytime. 90% Negro-appeal programing: DeeJay, 80%; Religious, 5%; News, 5%; Community service, 5%; Other, 5%.

Featured air personalities: Marty Faye, Vince Garritz, Daddy'o Daley, Jesse Owens.

Station management: Thomas L. Davis, manager/sls. mgr. Rep: Bolling.

WBEE 1 kw. 1570 kc. 8 yrs. on air; Independent. Rollins Broadcasting. 105 hrs. (D). 100% Negro-appeal programing: DeeJay, 60%; Other music, 25%; News, 10%; Community service, 5%.

Featured air personalities: Larry Wynn, Lon Dyson, Roy Wood, Jim Reese.

Station management: Harry Wilber, manager. Rep: Continental.

WOPA 1 kw. (D) 250 w. (N) 1490 kc. 12 yrs. on air; Sonderling Stations. 60% Negro-appeal programing: DeeJay, 80%; Religious, 15%; News, 4%; Community service, 1%.

Featured air personalities: Big Bill Hill, Pervis Spann.

Station management: Al Michel, manager. R. Ray, sales manager. Rep: Bernard Howard.

*Licensed to Oak Park.

WYNR 5 kw. 1390 kc. Independent; Gordon McLendon Group; 32 yrs. on air; 168 hrs. wkly.; 100% Negro-appeal programing: DeeJay, 75%; Religious, 5%; News, 5%; Community service, 10%; Other, editorial, 5%.

Featured air personalities: Lucky Cordell, Rodney Jones, Evyonne Daniels, Dick Kemp, Jim Randolph, John Evans, Roy Wood.

Station's management: Jay J. G. Schatz, general manager. Rep: H-R.

LA GRANGE

Number of Negroes: 1960 Census, 1,115.

WTAQ 1 kw. 1300 kc. 11 yrs. on air; Independent; 126 hrs. wkly. 5% Negro-appeal programing: DeeJay, 50%; Religious, 50%.

Featured air personalities: Ralph Faucher, Vince Essig, Win Jolly, Reverend Bud Riley, Jim Marwood.

Station management: Arthur L. Schlaman, manager. Ralph Faucher, sales manager.

INDIANA

WHITE POPULATION 4,388,554
NEGRO POPULATION 269,275
NEGRO % 5.8

GARY

Number of Negroes: 1960 Census, 69,340.

WWCA 1 kw. 1270 kc. 12 yrs. on

WAOK

Atlanta, Georgia

— **PLEASE*** —
— **PLEASE** — says

- ▶ **WAOK has top adult Negro circulation in greater Atlanta.**
- ▶ **WAOK "Liked Best" by 51.2% of adult Negro listeners.**
- ▶ **WAOK "Informs Best" by 49.8% of adult Negro listeners.**
- ▶ **And—much, much more about Atlanta's quality Negro station.**

*Send for your copy of the "Adult Negro Attitude Towards Atlanta Radio Stations" Survey.

WAOK

ATLANTA, GEORGIA

Represented by Daren F. McGavren Co., Inc.

WRMA

(O & O by WAOK)
Montgomery, Alabama

WTHB

(WAOK Management)
Augusta, Georgia



RESPONSIBLE NEGRO PROGRAMMING

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WEBB's greatest Service is Public Service!

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*in-store Demonstrations!
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*100% Negro Programming
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Samuel E. Feldman, Exec. Vice-Pres. & Gen. Mgr

*Represented by
Bernard Howard and Co., Inc.
20 East 46th St., New York 17
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DIRECTORY OF RADIO STATIONS

air; Independent; 120 hrs. wkly. Negro-appeal programing: DeeJay, 15%; Religious, 1%; Community service, 2%.

Featured air personalities: Vivian Carter & Lucky Cordell.

Station management: Dee O. Coe, manager. Joe Haas, sales manager. Rep: Gill-Perna.

INDIANAPOLIS

Number of Negroes: 1960 Census, 100,729.

WGEE 5 kw. 1590 kc. 5 yrs. on air. Rollins Broadcasting. 84 hrs. (D). 40% Negro-appeal programing: DeeJay, 70%; Religious, 10%; News, 5%; Community service, 10%.

Featured air personalities: Sid Woods.

Station management: E. Kersh Walters, manager/sls. mgr. Rep: Continental.

WHITE POPULATION 2,820,083
NEGRO POPULATION 215,949
NEGRO % 7.1

WIBB 3 kw. 1300 kc. 27 yrs. on air; Independent; 96 hrs. (D). 14% Negro-appeal programing: DeeJay, 70%; News, 20%; Community service, 5%; Homemaking, 5%.

LOUISVILLE

Number of Negroes: 1960 Census, 83,783.

WLou 5 kw. 1350 kc. 14 yrs. on air; Independent; Rounsaville Radio. 84 hrs. wkly. (D). 100% Negro-appeal programing: DeeJay, 40%; Other music, 30%; Religious, 10%; News, 10%; Community service, 5%; Homemaking, 5%.

Featured air personalities: Bill Summers (Gospel), Tobe Howard, Jerry Tucker, Rudy Runnells (Rhythm and Blues).

Station management: Edward F. Shadburne, manager. Ralph B. Johnson, sales manager. Rep: Gill-Perna.

LOUISIANA

WHITE POPULATION 2,211,715
NEGRO POPULATION 1,039,207
NEGRO % 31.9

BATON ROUGE

Number of Negroes: 1960 Census, 73,163.

WXOK 1 kw. 1260 kc. 9 yrs. on air; Independent; OK Group. 91 hrs. wkly. (D). 100% Negro-appeal programing: DeeJay, 44%; Other music, 2%; Gospel & spiritual, 44%; Religious, 1%; News, 6%; Community service, 2%; Homemaking, 1%.

Featured air personalities: Cousin Carrie, Diggie-Doo, Mr. B. & Golden Boy.

Station management: Thomas L. McGuire, manager. Lucille J. Pollock, sales manager. Rep: Bernard Howard.

LAFAYETTE

Number of Negroes: 1960 Census, 11,427.

KVOL 1 kw. 1330 kc. 27 yrs. on air; 19 hrs. wkly.; 14% Negro-appeal programing: DeeJay, 70%; News, 20%; Community service, 5%; Homemaking, 5%.

Featured air personalities: Skip Stewart, Bob Main, Rod Bernard, Rod Wagener, Barry Thompson.

Station's management: Evan H. Hughes, manager.

LAKE CHARLES

Number of Negroes: 1960 Census, 30,375.

KAOK 1 kw. 1400 kc. 13 yrs. on air; Independent; OK Group. 126 hrs. wkly. 16% Negro-appeal programing: DeeJay, 82%; Religious, 10%; News, 7%; Community service, 1%.

Featured air personalities: Bubber Lutchter.

Station management: W. L. Jackson, manager. Rep: Bernard Howard.

NEW ORLEANS

Number of Negroes: 1960 Census, 269,280.

WBOK 1 kw. 800 kc. 11 yrs. on air; Independent; OK Group; Daytime. 100% Negro-appeal programming: DeeJay, 40%; Religious, 50%; News, 5%; Community service, 2%; Homemaking, 2%; Other, 2%.

Featured air personalities: OKey Dokey, Mama Lou, Honey Boy, Hot Ziggety, Mr. Lucky.

Station management: Edward Prendergast, manager. Fred Schwartz, sales manager. Rep: Bernard Howard.

WYLD 1 kw. (D) 500 w. (N) 940 kc. 13 yrs. on air; Independent; Rounsaville Radio. 163 hrs. wkly. 100% Negro-appeal programming:

DeeJay, 58%; Religious, 29%; News, 9%; Community service, 3%; Homemaking, 1%.

Featured air personalities: Hal Atkins, Larry McKinley, Joe Walker, George Truchart, Gus Lewis, Vernon Winslow (Dr. Daddy-O).

Station management: John J. Revisore, manager. Ralph B. Johnson, sales manager. Rep: Gill-Perna.

SHREVEPORT

Number of Negroes: 1960 Census, 96,002.

KOKA 10 kw. 1550 kc. 12 yrs. on air; Independent; McLendon Ebony Group; 139 hrs. wkly. 100% Negro-appeal programming: DeeJay, 58%; Religious, 30%; Community service, 5%; Homemaking, 1%; News, 6%.

Station management: Lloyd Moppert, manager. Rep: Bernard Howard.

MARYLAND

WHITE POPULATION 2,573,919
NEGRO POPULATION 518,410
NEGRO % 16.7

ANNAPOLIS

Number of Negroes: 1960 Census, 7,422.

WANN 10 kw. 1190 kc. 16 yrs. on air; Independent; 84 hrs. (D): 100% Negro-appeal programming: DeeJay, 67%; Religious, 18%; News, 8%; Community service, 5%; Other (sports), 2%.

Featured air personalities: "Hoppy" Adams, Kitty, Ron Pinkney, Sparky Mullen, Merrill Pittman, Jack Starr.

Station's management: Morris H. Blum, manager/sls. mgr. Rep: Continental.

BALTIMORE

Number of Negroes: 1960 Census, 382,823.

FIRST in the BALTIMORE, MARYLAND NEGRO MARKET



Pulse, August 1962 Ratings

6 a.m. to 12 noon

12 noon to 6 p.m.

WSID	30	43
Station B	26	25

Highest rated Negro programming also Hooper Survey.

1000 Watt clear channel station in the heart of an expanding Negro Market (34.3% increase . . . 1950-1960)

Baltimore's pioneer Negro station . . . ever ready to aid your product sales through WSID PLUS MERCHANDISING.

WSID ONE OH! ONE ON EVERYONE'S RADIO

DIRECTORY OF RADIO STATIONS

WEBB 5 kw. 1360 kc. 7 yrs. on air; Independent; Daytime. 100% Negro-appeal programing: DeeJay, 58%; Religious, 15%; News, 5-7%; Community service, 17-20%.

Featured air personalities: Buddy Young, Eddie Morrison, Edmunds S. Dorsey (News Director).

Station management: Samuel E. Feldman, general manager. Rep: Bernard Howard.

WITH 1 kw. 1230 kc. 21½ yrs. on air; Independent; 168 hrs. wkly. 16% Negro-appeal programing: DeeJay, 83%; Religious, 11%; News, 6%.

Featured air personalities: Larry Dean.

Station management: R. C. Embry, manager. Marvin Mirvis, sales manager. Rep: Select.

WSID 1 kw. 1010 kc. 15 yrs. on air; United Broadcasting Co.; Independent; Daytime; 100% Negro-appeal programing: DeeJay, 78%; Religious, 13%; News, 7%; Community service, 2%.

Featured air personalities: Paul "Fat Daddy" Johnson, Billy Foxx, Pauline Wells Lewis.

Station's management: Helen G. Wherley, manager. James A. Doyle, sales manager. Rep: UBC Sales, Dora-Clayton.

WWIN 1 kw. 1400 kc. 11 yrs. on air; 24 hrs. daily; ABC; Negro-appeal programing: 8 p.m.-1 a.m. Monday through Saturday.

Featured air personalities: Jerry Kearns, Jack Gale, Kelson Fisher.

Station's management: H. Shelton Earp, general manager. Ken Quorin, sales manager. Rep: Pearson National.

MASSACHUSETTS

WHITE POPULATION 5,023,144
NEGRO POPULATION 111,842
NEGRO % 2.2

BOSTON

Number of Negroes: 1960 Census, 87,092.

WILD 1 kw. 1090 kc. 16 yrs. on air; Independent; 85 hrs. (D); 75% Negro-appeal programing: DeeJay, 47%; Other music, 3%; Religious, 30%; News, 10%; Community service, 5%; Homemaking, 3%; Other, 2%.

Featured air personalities: "Early Byrd," Rev. Melvin Massey, Doris Anne Allen, "Wildman" Steve, Stan "the Man" Monteiro, Skippy White.

Station's management: Nelson B. Noble, general manager. Robert Heller, sales manager. Rep: Bernard Howard.

MICHIGAN

WHITE POPULATION 7,085,865
NEGRO POPULATION 717,581
NEGRO % 9.2

DETROIT

Number of Negroes: 1960 Census, 566,988.

WCHB 1 kw. 1440 kc. 6 yrs. on air; Independent; Daytime. 100% Negro programing: DeeJay, 60%; Religious, 15%; News, 10%; Community service, 5%; Homemaking, 10%.

Featured air personalities: Bill Williams, Larry Dixon, Trudy Haynes, George White, Lebaron Taylor, Milt Nixon.

Station's management: Frank M. Seymour, manager/sls. mgr. Rep: Bob Dore, Dora Clayton.

WJLB 1 kw. 1400 kc. 36 yrs. on air; Independent; Booth Broadcasting. Full Time. 75% Negro-appeal programing: DeeJay, 50%; Religious, 25%; News, 15%; Community service, 5%; Homemaking, 5%.

Featured air personalities: "Senator" Bristoe Bryant, "Joltin" Joe Howard and "Frantic" Ernie Durham.

Station management: Thomas J. Warner, manager/sls. mgr. Rep: Bernard Howard.

MISSISSIPPI

WHITE POPULATION 1,257,546
NEGRO POPULATION 915,743
NEGRO % 42.0

BELZONI

Number of Negroes: 1960 Census, 2,528.

WELZ 1 kw. 1460 kc. 3 yrs. on air. Hook Network; 98 hrs. (D). 25% Negro-appeal programing: DeeJay, 50%; Religious, 25%; News, 15%; Community service, 10%.

Station management: Win Beaver, manager/sls. mgr. Rep: Breen & Ward.

CENTREVILLE

Number of Negroes: 1960 Census, 753.

WGLC 250 w. 1580 kc. 11 yrs. on air; Independent; 84 hrs. (D); 28.4% Negro-appeal programing: DeeJay, 12.3%; Other music, 7.05%; Religious, 7.05%; News, 1.0%; Community service, 1.0%.

Featured air personalities: "Big Ben's Jive Junction."

Station's management: Benton Bickham, manager. Leonard Giaccone, sales manager. Rep: Keystone.

CLARKSDALE

Number of Negroes: 1960 Census, 11,287.

WROX 250 w. 1450 kc. 20 yrs. on air; MBS; Mid-south Radio Network; 18 hrs. wkly.; 24.5% Negro-appeal programing: DeeJay, 80%; Religious, 15%; News, 2%; Community service, 2%; Homemaking, 1%.

Featured air personalities: Early Lee Wright.

Station's management: Thomas G. Reardon, general manager. Helen Alice Sugg, sales manager. Rep: Masla.

COLUMBUS

Number of Negroes: 1960 Census, 9,949.

WCBI 1 kw. 550 kc. 22 yrs. on air; 121½ hrs. wkly. 12% Negro-appeal programing: DeeJay, 70%; Religious, 25%; News, 1%; Community service, 4%.

Featured air personalities: Evan Lewis, Tony Cross, Pete Webb.

Station's management: Bob Evans, general manager. Ray Crummy, sales manager. Rep: Masla, C. K. Beaver.

GREENVILLE

Number of Negroes: 1960 Census, 20,420.

WESY 1 kw. 1580 kc. 4½ yrs. on air; Independent; Daytime. 100% Negro-appeal programing: DeeJay, 62.0%; Religious, 25.89%; News, 6.84%; Community service, 4.46%; Homemaking, 1.0%.

Featured air personalities: Eddie Williams, "Rockin' Eddie"; Albert Ballard, "Swinging Al"; James Frazier, "Jumpin' James"; John Lindsey, "Deacon John"; Dorothy Edwards, Homemakers Show.

Station management: Paul Artman/Miller Abraham, managers. Miller Abraham, sales manager. Rep: Bob Dore, Dora-Clayton.

WGVM 5 kw. 1260 kc. Independent; Mid-America Group; 15 yrs. on air; 100 hrs. wkly. (D); 24% Negro-appeal programing: DeeJay, 83%; Religious, 13%; Other, 4%.

Featured air personalities: Jiving Jim.

Station's management: Edward M. Guss, general manager. Jack R. Stull, sales manager. Rep: Devney.

JACKSON

Number of Negroes: 1960 Census, 74,840.

WOKJ 5 kw 1590 kc. 8 yrs. on air; Independent; McLendonEbony Radio Group; 97 hrs. (D). 100%

Negro-appeal programing: DeeJay, 46%; Religious, 39% News, 7%; Community service, 7%; Home-making, 1%.

Featured air personalities: Poppa Rock, Jobie Martin, Johnny Bee, Bruck Payne.

Station management: Al Brooks, manager. Rep: Bernard Howard.

MACON

Number of Negroes: 1960 Census, 1,123.

WMBC 250 w. 1400 kc. 15 years on air; Mid-Dixie Group; Keystone network; 111 hrs. wkly.; 15% Negro-appeal programing; DeeJay, 84%; Religious, 14%; News, 2%.

Featured air personalities: Roosevelt Webb (The Rooster).

Station management: Frederick A. Davis, general manager. Billy Brunt, sales manager. Rep: George Hopewell.

STARKVILLE

Number of Negroes: 1960 Census, 2,815.

WSSO 250 w. 1230 kc. 14 yrs. on air; Independent; 119 hrs. wkly. 12% Negro only, 40% N&Wh; DeeJay, 20% Negro only, 80% N&W; Religious, 80% Negro only, 20% N&W.

Station management: Joe Phillips, manager/sls. mgr. Rep: Keystone.

WEST POINT

Number of Negroes: 1960 Census, 3,577.

WROB 250 w. 1450 kc. 15 yrs. on air; Mutual network; 114½ hrs. wkly. 20% Negro-appeal programing: DeeJay, 50%; Religious, 30%; News, 5%; Community service, 10%.

Featured air personalities: Clyde McPherson, Lee Delcure "Pop Friday," Boyce Taylor.

Station management: John E. King, Jr., manager. Jack Dalton, sales manager. Rep: C. K. Beaver, Keystone.

MISSOURI

WHITE POPULATION 3,922,967

NEGRO POPULATION 390,853

NEGRO % 9.0

KANSAS CITY

Number of Negroes: 1960 Census, 118,339.

KPRS 1 kw. 1590 kc. 10 yrs. on air; Independent; 91 hrs. (D). 100% Negro-appeal programing: DeeJay, 48%; Religious, 14%; News, 11%; Community service, 21%; Homemaking, 6%.

Featured air personalities: Chuck Moore and Dave Butler.

Station management: Andrew R. Carter, manager. Richard E. Pitts, sales manager. Rep: Pearson National.

ST. LOUIS

Number of Negroes: 1960 Census, 297,878.

KATZ 5 kw. 1600 kc. 7 yrs. on air; Independent; 133 hrs. wkly. 100% Negro-appeal programing: DeeJay, 40%; Religious, 25%; News, 12%; Community Service, 17%; Home-making, 5%; Other Music, 1%.

Featured air personalities: Dave Dixon, Robert B. Q., Gracy, Leonard Morris, Buddy Lonesome, Wynetta Lindsey, Rick Darnell and Gabriel.

Station management: Bentley Alan Stecher, manager. Martin O. Browne, sales manager. Rep: Pearson National.

KXLW 1 kw. 1320 kc. 15 yrs. on air; Independent; Daytime. 100% Negro-appeal programing: DeeJay, 66%; Religious, 25%; News, 5.5%; Community service, 2.5%.

Featured air personalities: (The G) George Logan, Jimmy Bishop, Lou Thimes.

WUFO

**BUFFALO'S
Negro Market
increased
143% from
1950 to 1960***



Jimmy Lyons



Malcolm Erni



Joe Ricco



Eddie O'Joy



Doro Richardson

WUFO

1080 AM

BUFFALO

*Source: U.S. Census
Nat'l Rep. Bernard Howard, Inc.

DIRECTORY OF RADIO STATIONS

Station management: Richard Miller, manager. Philip O'Brien, sales manager. Rep: Bernard Howard.

NEW JERSEY

WHITE POPULATION 5,539,003
NEGRO POPULATION 514,875
NEGRO % 8.5

NEWARK

Number of Negroes: 1960 Census, 227,172.

WHBI-fm 3 kw. 105.9 mc. On air 1962; 126 hrs. wkly. 100% Negro-appeal programing: DeeJay, 34%; Religious, 33%; News, 10%; Community service, 20%; Homemaking, 3%.

Featured air personalities: Bill Stubbs, Lundy Lewis, Inez Greene, Ernestine B. Washington, William O'Neal, Lawrence Roberts, B. Benjamin Cantrell.

Station management: William A. Masi, manager/sls. mgr. Rep: Bill Masi Network.

WNJR 5 kw. 1430 kc. 15 yrs. on air; Independent; Continental Broadcasting. 100% Negro-appeal programing: DeeJay, 55%; Religious, 10%; News, 10%; Community service, 25%.

Featured air personalities: George Hudson, Herman Amis, Mark Alan, Charlie Green, Clint Miller, George "Hound Dog" Lorenz, Danny "Catman" Stiles.

Station management: Leonard Mirelsen, manager. Rep: Continental Broadcasting.

NEW MEXICO

WHITE POPULATION 875,763
NEGRO POPULATION 17,063
NEGRO % 1.8

HOBBS

Number of Negroes: 1960 Census, 2,093.

KWEW 5 kw. 1480 kc. 24 yrs. on air; 128 hrs. wkly. 16% Negro-appeal programing: DeeJay, 100%.

Featured air personalities: Jack Parry, Max Leach, Ron Beach.

Station management: Harry McAdams, manager. Phil McGee, sales manager. Rep: Grant Webb, Keystone.

NEW YORK

WHITE POPULATION 15,287,071
NEGRO POPULATION 1,417,511
NEGRO % 8.4

BUFFALO

Number of Negroes: 1960 Census, 89,237.

WUFO 1 kw. 1080 kc. 9 months on air; Independent; Dynamic Broadcasting; 105 hrs. (D). 100% Negro-appeal programing: DeeJay, 82.5%; Other music, 0.5%; Religious, 13.0%; News, 3.0%; Community service, 0.5%; Homemaking, Educational, 0.5%.

Featured air personalities: Eddie O'Jay, Jimmy Lyons, Joe Rico.

Station management: Joe Bassett, manager. Jim Corrin, sales manager. Rep: Bernard Howard.

NEW YORK

Number of Negroes: 1960 Census, 1,287,878.

WADO 5 kw. 1280 kc. 36 yrs. on air; Bartell Broadcasters; Independent; 24 hr. full-time daily; 30% Negro-appeal programing: DeeJay, 80%; Religious, 10%; News, 5%; Community service, 5%.

Featured air personalities: Joe Crane's Gospel Highway, Symphony Sid, "Jocko" Henderson.

Station's management: Sydney Kavaleer, manager. Thomas Viscardi, sales manager.

WLIB 1 kw. 1190 kc. 20 years on air; Independent; 100 hrs. wkly.



*the very
special station
in the largest
“specialized market”
in America*

It's a big headline, we know. But WLIB has a big story to tell.

The Negro Community it serves (1,600,000) is by itself, the sixth largest market in America . . . worthy of any advertiser's interest. Its food alone, is over 517-million a year. Its spendable income is in excess of 2.2-billion.

In this specialized market the very special station is WLIB. What makes it so special is that it has been first in every 7 county Pulse taken since 1955. It has been consistently first in Community Service Programming, with more time allotted for this function than all other Negro stations in the market combined. It is first in Negro News, news-in-depth and editorials, with more beeps, more personal interviews and more on-the-spot reports than any other station. And it has been far and away FIRST with national advertisers year after year.

If you want to reach this enormous “specialized market” the very special station is WLIB.

Pulse has just completed a socio-economic study of the Negro Community of Greater New York. It's the first of its kind made since 1952. We believe you'll find some fascinating facts to help you in your media planning. It's yours FREE. Just write to WLIB, 310 Lenox Ave., New York 27, N. Y.

WLIB
Harlem Radio Center
310 LENOX AVE. AT 125th ST. NEW YORK 27, NEW YORK

(D); 95% Negro-appeal programming: Deejay, 23%; Other music, 5%; Religious, 25%; News, 15%; Community service, 10%; Home-making, 7%; Jazz, 15%.

Featured air personalities: Jack Walker, Joe Bostic, Lorenzo Fuller, Evelyn Cunningham, Rocky Groce, Mercer Ellington.

Station management: Harry Novik, general manager. William Warren, sales manager. Rep.: Bernard Howard.

WWRL 5 kw (D & N) 1600 kc. 36 yrs. on air; Independent; 163 hrs. wkly. 100% Negro-appeal programming Monday-Friday: Deejay, 53%; Other music, 1%; Religious, 20%; News, 14%; Community service, 8%; Homemaking, 4%.

Featured air personalities: Hal Jackson, "Doc" Wheeler, Fred Barr, Alma John, Dr. Jive, Art Rust, Hot Rod, Leon Lewis, Herb Norman, Major Robinson, Frank "Bongo" Graham, Bill McCreary.

Station management: Edith Dick,

manager. Selvin Donneson, sales manager. Rep: Pearson National.

NORTH CAROLINA

WHITE POPULATION 3,399,285
NEGRO POPULATION 1,116,021
NEGRO % 24.5

BURLINGTON

Number of Negroes: 1960 Census, 3,265.

WBBB 5 kw. 920 kc. 21 yrs. on air; Daytime. 11½% Negro-appeal programming: Deejay, 86%; Religious, 16%.

Featured air personalities: Jim Isley.

Station management: E. Z. Jones, manager. C. Robert Ray, sales manager. Rep: Thomas Clark.

DURHAM

Number of Negroes: 1960 Census, 36,030.

WSRC 1 kw. 1410 kc. 8 yrs. on air; Independent; 100 hrs. (D). 100% Negro-appeal programming: Deejay, 70%; Other music, 5%; Religious, 10%; News, 5%; Community service, 5%; Other, 5%.

Featured air personalities: Norfley Whitted, Bro. T. Ruth, Rip Austin, James (Goat) Blount, & Will Bill Hennessee.

Station management: Jim Mayes, manager. Ray Childers, sales manager. Rep: Continental Broadcasting, Bernard I. Ochs.

ELIZABETH CITY

Number of Negroes: 1960 Census, 5,197.

WCNC 250 w. 1240 kc. 23 yrs. on air; Independent; 117 hrs. wkly. 25% Negro-appeal programming: Deejay, 89%; Religious, 5%; News, 3%; Community service, 1%; Homemaking, 1%; Other, 1%.

Featured air personalities: Joe Lamb, Jr., Jimmy Raper, Bill Wimslow, Art Simmons, Jimmy Weeks, Gordy Cole, Des Barclay.

Station management: J. L. Lamb, Jr., manager. D. S. Barclay, sales manager. Rep: Bogner & Martin.

ELIZABETHTOWN

Number of Negroes: 1960 Census, not available.

WBLA 1 kw. 1440 kc. 6 yrs. on air; Daytime; Independent; 30% Negro-appeal programming: Deejay, 50%; Religious, 25%; News, 10%; Home-making, 5%; Other, 10%.

Station's management: Chatham C. Clark, manager. Norgie Hester, sales manager. Rep: Keystone.

FOREST CITY

Number of Negroes: 1960 Census, not available.

WAGY (am/fm) 1 kw. 1320 kc. 4 yrs. on air; Independent; FM-113, AM-89 hrs. wkly. (D); 25% Negro-appeal programming: Deejay, 80%;



Put your
money where
your
market
is

WWRL

In New York, all-Negro 24 hours a day
(Mon-Fri) Music & Community News/New York City, DE 5-1600

Religious, 10%; News, 5%; Community service, 5%.

Featured air personalities: "Uncle Bud."

Station's management: Fred Blanton, manager.

GREENSBORO

Number of Negroes: 1960 Census, 51,536.

WGBG 1 kw. (D) 250 w. (N) 1400 kc. 20 yrs. on air; ABC network; 137 hrs. wkly. 11% Negro-appeal programming.

Featured air personalities: Bob Montgomery, Slim Martin, Larry Hill, James Williams.

Station management: Ralph M. Lambeth, manager. Jack Rimmer, sales manager. Rep: Bob Dore.

KINSTON

Number of Negroes: 1960 Census, 9,851.

WELS 1 kw. 1010 kc. 12 yrs. on air; 84 hrs. (D). 12% Negro-appeal programming: DeeJay, 80%; Religious, 20% music.

Featured air personalities: Andy Boy Herring.

Station management: Jack P. Hankins, manager/sls. mgr. Rep: Bogner & Martin, Whitehead Associates.

RALEIGH

Number of Negroes: 1960 Census, 44,126.

WRAL 1 kw. 1260 kc. 23 yrs. on air; Independent; Capitol Broadcasting; 133 hrs. wkly. 6% Negro-appeal programming: DeeJay, 2%; Other music, 1%; Religious, 2%; News, 1/2%; Community service, 1/2%.

Featured air personalities: J. D. Lewis (Negro); Jimmy Simpson, Tom Tucker, Merle Kelly, Skip Carpenter.

Station management: Tom Tuck-

er, manager. Jack Allers, sales manager. Rep: H-R.

ROCKY MOUNT

Number of Negroes: 1960 Census, 11,320.

WCEC 1 kw. 810 kc. 15 yrs. on air; Tobacco Network; 98 hrs. wkly. 8% Negro-appeal programming: DeeJay, 50%; Religious, 30%; Community service, 20%.

Featured air personalities: Ralph Sturtevant, Sam Bland, Bart Ritter, Joe Louis Hunter, Ray Wilkinson, Mike Warner.

Station management: Mel Warner, manager. Ray Thompson, sales manager. Rep: Pearson National.

SCOTLAND NECK

Number of Negroes: 1960 Census, 970.

WYAL 5 kw. 1280 kc. 2 1/2 yrs. on air; Independent; Daytime. 24% Negro-appeal programming: Religious, 6%; News, 2%; Community service, 1%.

Station management: Byron Thomas, manager/sls. mgr.

SHELBY

Number of Negroes: 1960 Census, 4,020.

WADA 500 w. 1390 kc. 4 yrs. on air; Independent; Daytime. 10% Negro-appeal programming: DeeJay, 90%; Religious, 10%.

Featured air personalities: Ken Vassey and G.I.

Station management: Boyce J. Hanna, manager. Harold J. Noles, sales manager. Rep: Grant Webb.

WILSON

Number of Negroes: 1960 Census, 11,301.

WGTM 5 kw 590 kc. 25 hrs. on air; Mutual network; 128 hrs. wkly. 10 1/2% Negro-appeal programming:

DeeJay, 60%; Other music, 10%; Religious, 10%; News, 5%; Community service, 15%.

Featured air personalities: Ted Hooker, "Mustard" (Frank Rice), Smiley O'Brien.

Station management: Penn T. Watson, Jr., manager. Richard Dyles, sales manager. Rep: Clark Brown.

WVOT am/fm. am: 1 kw. (D) 500 w. (N) 1420 kc. fm: 23,500 w. 106.1 mc. 14 yrs. on air; Carolina Network; 118 hrs. wkly. 20% Negro-appeal programming: DeeJay, 60%; Other music, 20%; Religious, 10%; News, 5%; Community service, 5%.

Featured air personalities: William J. Wiggs.

Station management: Harry W. Severance, manager. P. O. Barnes, sales manager. Rep: Devney.

OHIO

WHITE POPULATION 8,909,698
NEGRO POPULATION 786,097
NEGRO % 8.1

CINCINNATI

Number of Negroes: 1960 Census, 129,418.

WCIN 1 kw. 1480 kc. 8 yrs. on air; Rounsaville Radio; Independent; Daytime. 100% Negro-appeal programming: DeeJay, 40%; Religious, 25%; News, 15%; Community service, 20%.

Featured air personalities: Bill Clark, Bill Hall, Alex Martin, Rev. Swanson, Ed Wright.

Station management: Carl Glick-en, general manager/sls. mgr. Rep: Pearson National.

CLEVELAND

Number of Negroes: 1960 Census, 260,766.

WABQ 1 kw. 1540 kc. 3 yrs. on air; Independent; Daytime. 100%

FIRST* in NEGRO RADIO in CLEVELAND:

WJMO

programs

top Negro

talent . . .

backed with

consistent and

heavy

promotion to

deliver your

message to

260,000 Negroes

at Cleveland's

W J M O RADIO

Cleveland, Ohio

*Pulse, May-June, 1962.

Represented nationally by:

NEW YORK: UBC Sales, 420 Madison Ave.

CHICAGO: UBC Sales, Wrigley Bldg.

ATLANTA: Dora-Clayton Agency, Inc.

DIRECTORY OF RADIO STATIONS

Negro-appeal programing: DeeJay, 70%; Religious, 20%; News, 6%; Community service, 4%.

Featured air personalities: "Jockey" Jack Gibson, Eddie Castleberry, Valena Minor Williams, I. H. Gordon, "Chuck" Richardson.

Station management: Bert Noble, manager/sls. mgr. Rep: Bernard Howard.

WJMO 1 kw. (D) 250 w. (N) 1450 kc. 15 yrs. on air; Independent; United Broadcasting; 163 hrs. wkly. 92% Negro-appeal programing: DeeJay, 80%; Other music, 3%; Religious, 9%; News, 3%; Community service, 5%.

Featured air personalities: Jockey John Slade, Mary Holt, Wil Rudd, Al Clarke, Ken Hawkins.

Station management: C. C. Courtney, general manager. Don Bruck, sales manager. Rep: United, Dora-Clayton.

COLUMBUS

Number of Negroes: 1960 Census, 81,601.

WHKO 1 kw. 1580 kc. 14 yrs. on air; Independent; 84 hrs. (D). 7% Negro-appeal programing.

Featured air personalities: Eddie Saunders.

Station management: Bert Charles, manager. Bill Selander, sales manager. Rep: Venard, Torbet & McConnell.

OKLAHOMA

WHITE POPULATION 2,107,900
NEGRO POPULATION 153,084
NEGRO % 6.6

TULSA

Number of Negroes: 1960 Census, 38,500.

KTOW 250 w. 1340 kc. 1 yr. on air; Independent; 163 hrs. wkly.; 18% Negro-appeal programing: DeeJay 80%; Religious, 20%.

Featured air personalities: Frank Z. Berry, Daddy "G," Boom Boom, Cookie.

Station's management: Larry Eck, general manager. Bob Allen, sales manager.

PENNSYLVANIA

WHITE POPULATION 10,454,004
NEGRO POPULATION 852,750
NEGRO % 7.5

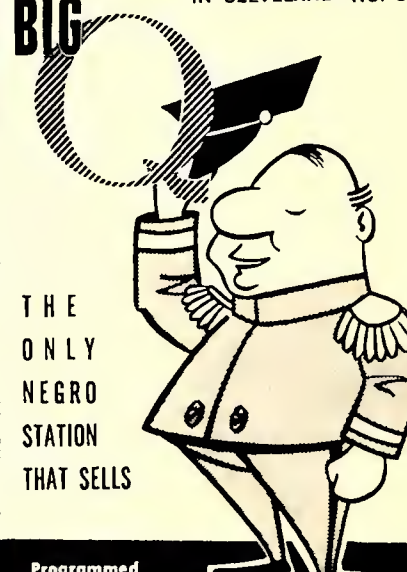
PHILADELPHIA

Number of Negroes: 1960 Census, 681,310.

WHAT 1 kw. 1340 kc. (non-directional). 37 yrs. on air. Independent; 163½ hrs. wkly. 100% Negro-appeal programing: DeeJay, 42%; other music, 0.5%; Religious, 14%; News, 12½%; Community service, 16%; Homemaking, 10%.

Featured air personalities: Hot Rod, Mary Dee, Lloyd Fatman, Bill Curtis, Buddy Dee, Randy Dix-

THE BIG IN CLEVELAND NO. 3



THE ONLY NEGRO STATION THAT SELLS

Programmed 100% for 320,000 Negro listeners

Beamed to ALL of Northeastern Ohio Important Negro population. Buy time where your dollar has more return. You sell for sure when you're heard on

WABQ

Cleveland, Ohio
Bernard Howard & Co.
National Representatives

what's happening in **PHILADELPHIA?**

CHANGE!!

Astonishing change now affecting the media strategy of many enlightened advertisers.

Look at two recent revelations from the pages of...

The Evening Bulletin

WITH SUNDAY MORNING EDITION

<p>Negro Pupil Enrollment Tops 50% Mark Here</p> <p>By PETER H. BINZEN Of The Bulletin Staff</p> <p>Negro enrollment in the Philadelphia public schools has gone over 50 per cent for the first time in history here.</p> <p>A racial survey made by the Board of Education found that 51.1 per cent of the city's pupils are Negroes.</p> <p>The survey showed that a considerable amount of de facto segregation exists in the Philadelphia public schools. De facto segregation is segregation in fact but not in law.</p> <p>AUG. 30, 1962</p>	<p>Economy League Report:</p> <p>City's White Population Is Down by 340,000</p> <p>The Pennsylvania Economy League reported yesterday that about 200,000 white persons and 75,000 nonwhites migrated to Philadelphia during the 1950s.</p> <p>In the same decade, 540,000 whites left the city, the PEL said. The 200,000 whites, who migrated to the city, offset this movement from the city so that the net decline in white population was 340,000.</p> <p>—Between 1955 and 1960, about 23,000 migrated here each year. Of these 17,000 were white and 6,000 nonwhite.</p> <p>'Person-to-Person' Plan</p> <p>—From 60 to 75 per cent of the nonwhite population migrated here.</p> <p>SEPT. 23, 1962</p>
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Indeed, this is America's third Negro market, by a wide margin — and growing at an incredible rate. Philadelphia is nearly 30% Negro . . . almost 700,000 persons — and larger than the total population of a score of "major" cities.

Where are your ad dollars in Philadelphia? Can Negro-delphia be ignored any longer? Isn't it about time you re-examined your strategy here?

A small budget siphoned off your major effort can establish a product franchise in this "make or break" market. Many are doing it with as little as \$10,000 per year invested with **WHAT** Radio . . . a station with a distinguished record of service to its community and advertisers.

Call John E. Pearson Co. for more provocative details.



WHAT Radio Center, 3930-40 Conshohocken Ave., Philadelphia 31, Pa. • TRinity 8-1500



Bill Powell



Sir Walter Raleigh



Porky Chedwick



Marlene Moore



Tony Quinn



Alexander Martin



Sunny Jim Kelsey

selling the
250,000
PITTSBURGH
Negro Market
for 14 years



WAMO AM & 72,000 WATTS FM
Nat'l Rep. Bernard Howard, Inc.

DIRECTORY OF RADIO STATIONS

on, George Lyle, Mary Mason.

Station management: William A. Banks, president/general manager. Dolly Banks, station manager. Rep: Pearson National.

WDAS 5 kw. 1480 kc. 40 yrs. on air; 165 hrs. wkly; Independent. 100% Negro-appeal programing: Deejay, 70%; Other music, 1%; Religious, 5%; News, 15%; Community service, 5%; Homemaking, 2%; Other, 2%.

Featured air personalities: George Johnson, Jr., Kae Williams, John Bandy, Georgie Woods, "Jocko," Louise Williams, Charles Geter, Chet Carmichael, Chuck James, Jim Klash, Bernice Thompson, Mitch Thomas.

Station management: Robert A. Klein, manager. William H. Vogt, general sales manager. Rep: Bernard Howard.

PITTSBURGH

Number of Negroes: 1960 Census, 163,525.

WAMO 1 kw. 860 kc. 14 yrs. on air; Independent; Dynamic Broadcasting; Daytime. 100% Negro-appeal programing: Deejay, 80%; Religious, 60%; News, 8.9%; Community service, 2%; Homemaking, 2%; Other, 1.5%.

Featured air personalities: Sir Walter, Bill Powell, Porky Chedwick, Sunny Jim Kelsey, Alexander Martin.

Station management: Leonard Walk, manager. Joe Bassett, sales manager. Rep: Bernard Howard.

SOUTH CAROLINA

WHITE POPULATION 1,551,022
NEGRO POPULATION 829,291
NEGRO % 34.8

CHARLESTON

Number of Negroes: 1960 Census, 78,933.

WPAL 1 kw. 730 kc. 15 yrs. on air; Independent; Speidel Broadcasting; 84 hrs. wkly. 100% Negro-appeal programing: Deejay, 40%; Other music, 5%; Religious, 40%; News, 5%; Community service, 10%.

Featured air personalities: Bob Nichols, Bishop David Joiner, Flo Myers, Ulysses Lark, John Wesley, Matthew Mouzon.

Station management: Bob Chrystie, manager/sls. mgr. Rep: Bob Dore, Dora-Clayton.

GREENVILLE

Number of Negroes: 1960 Census, 36,953.

WESC 10 kw 660 kc. 15 yrs. on air; Independent; 84 hrs. (D). 30% Negro-appeal programing.

Featured air personalities: Perry Woods, Don Dudley, Earle Baughman, Buddy Womick, K. C. Jones.

Station management: John Y. Davenport, manager. Wally A. Mullinax, sales manager. Rep: Bolling.

HARTSVILLE

Number of Negroes: 1960 Census, 2,586.

WHSC 1 kw. 1450 kc. 16 yrs. on air; MBS; 114½ hrs. wkly.; 34% Negro-appeal programing: Deejay, 17%; Religious, 10%; News, 5%; Community service, 2%.

Station's management: Walter Copeland, general manager.

KINGSTREE

Number of Negroes: 1960 Census, 1,578.

WDKD 5 kw. 1310 kc. 13 yrs. on air; Independent; 90 hrs. wkly. (D); 45% Negro-appeal programing: Deejay, 10%; Other music, 10%; Religious, 10%; News, 5%; Community service, 10%.

Station management: E. G. Robinson, Jr., general manager/sls. mgr.

MULLINS

Number of Negroes: 1960 Census, 2,908.

WJAY 1 kw. 1280 kc. 13 yrs. on air; Independent; 85 hrs. (D). 12% Negro-appeal programing: Deejay, 50%; Other music, Gospel, 40%; Religious, 10%.

Featured air personalities: Tommy Hughes.

Station management: James F. Ramsey, manager. Kenneth Bryant, sales manager. Rep: Tobacco Network, C. K. Beaver.

SUMTER

Number of Negroes: 1960 Census, 8,059.

WSSC 1 kw. 1340 kc. 9 yrs. on air; ABC network; 162 hrs. wkly. 16% Negro-appeal programing: Deejay, 60%; Religious, 40%.

Featured air personalities: Lovin' Daddy-Oh, Willie Bacotte "The Rocket Show."

Station management: Ed Damron, manager. Harry W. Fowler, sales manager. Rep: Thomas F. Clark.

TENNESSEE

WHITE POPULATION 2,977,753
NEGRO POPULATION 586,876
NEGRO % 16.5

CHATTANOOGA

Number of Negroes: 1960 Census, 49,810.

WNOO 1 kw. 1260 kc. 11 yrs. on air; Independent; Walton Group; Daytime. 100% Negro-appeal programing: Deejay, 63%; Religious, 12%; News, 10%; Community service, 10%; Homemaking, 2%; Other, 3%.

Featured air personalities: BJ The DJ, Dave the Rave, Sweet Daddy, Rocking Rudy.

Station management: Fred J. Webb, manager. Fred Webb, sales manager. Rep: Bob Dore, Walton.

CLARKSVILLE

Number of Negroes: 1960 Census, 5,688.

WJZM 1 kw. 1400 kc. 21 yrs. on air; MBS; 120 hrs. wkly.; 15% Negro-appeal programing: Deejay, 80%; Religious, 15%; Community service, 5%.

Featured air personalities: Gospel Harmonizers, Tommy Mapes.

Station's management: John Bailey, manager. Charles Malone, sales manager.

JACKSON

Number of Negroes: 1960 Census, 11,487.

WJAK 1 kw. 1460 kc. 8 yrs. on air; Mutual network; 96 hrs. (D). 100% Negro-appeal programing: Deejay, 47%; Other music, 2%; Religious, 14%; News, 19%; Community service, 3%; Homemaking, 3%; Farm, 12%.

Featured air personalities: Jim Dandy, Jazzbo Jay, Little Willie Poe, Brother N. C. Buntyn, Mama Nell Huntspon.

Station management: Robert G. Blow, manager. Bill Winsett, sales manager. Rep: John E. Pearson.

MEMPHIS

Number of Negroes: 1960 Census, 228,082.

WDIA 50 kw. 1070 kc. 15 yrs. on air; Sonderling Stations; 140 hrs. wkly. 100% Negro-appeal programing: Deejay, 95%; Other music 2½%; Religious, 40%; News, 1½%; Community service, 7½%; Homemaking, ½%.

Featured air personalities: Theo Wade, Nat D. Williams, Ford Nelson, A. C. Williams, Martha Jean, Robert Thomas, Honeymoon Garner, Rufus Thomas.

Station management: Bert Ferguson, manager. Archie S. Grinalde, sales manager. Rep: Bolling.

NASHVILLE

Number of Negroes: 1960 Census, 76,832.

WVOL 5 kw. 1470 kc. 11 yrs. on air; Independent; Rounsaville Radio; 131 hrs. wkly. 100% Negro-appeal programing: Religious, 25%; News, 2%; Community service, 10-20%; Homemaking, 10%.

Featured air personalities: Morgan (Happy Jack) Babb, Ed Hall, Clarence Kilcrease, Brother Emanuel Clark, Maxine Donnell.

Station management: Donald K. Clark, manager. Rep: Gill-Perna.

TEXAS

WHITE POPULATION 8,374,831
NEGRO POPULATION 1,187,125
NEGRO % 12.4

BEAUMONT

Number of Negroes: 1960 Census, 35,004.

KJET 1 kw. 1380 kc. 15 yrs. on air; Daytime; Walton Enterprises. 100% Negro-appeal programing: Deejay, 80%; Religious, 20%; News, hourly; Community service, hourly.

Featured air personalities: "Boy" Brown, Barbara Kay, King Arthur, Big Daddy, Wailin' Willie.

Station management: Frank Dusenbury, manager. Ed Henry, sales manager. Rep: Bob Dore.

CLARKSVILLE

Number of Negroes: 1960 Census, 1,149.

KCAR 500 w. 1350 kc. 6 years on air; Independent; Daytime. 27% Negro-appeal programing: Deejay, 75%; Other music, 10%; Religious, 10%; News, 2%; Community service, 3%.

**IN
DYNAMIC
DALLAS-
FORT WORTH**

**ONLY
KNOK RADIO
SELLS**

**the South's 5th largest
Negro market,
exclusively!**

**ONLY KNOK DEPENDABLY
REACHES 390,000*** above-average
income Negroes — 19% of area
population!

ONLY KNOK SERVES as the
Negro community voice and con-
stant listening companion!

ONLY KNOK OFFERS the po-
tent OK'ED BUY Merchandising
Plan for maximum retail impact!

ONLY KNOK, with studios in
both cities, ASSURES complete
marketing effectiveness in
DALLAS-FORT WORTH!

For 100% Sales Effectiveness

KNOK

In Dallas-Fort Worth

Stuart Hepburn, President
Dallas Studio Fort Worth Studio
1914 Forest 3601 Kimbo
HA 1-4144 TE 1-1275

**REPRESENTED BY
BERNARD HOWARD CO.**

*1960 Census, Trade Territory

DIRECTORY OF RADIO STATIONS

Featured air personalities: Texas
Tommy.

Station management: Paul H.
Daniels, manager. Charlie Monk,
sales manager. Rep: Continental,
Clyde Melville.

DALLAS & FT. WORTH

Number of Negroes: 1960 Census,
196,172.

KNOK 1 kw. 970 kc. 16 yrs. on
air; Independent; 105 hrs. wkly.
100% Negro-appeal programing:
Deejay, 50%; Religious, 20%;
News, 10%; Community service,
20%.

Featured air personalities: Randy
Warren, Flip Forrest, Joe Bagby,
Kirby Holmes, Curtis Pierce, Jim-
my Clemmons.

Station management: Stuart J.
Hepburn, president. Dean McClain,
sales manager. Rep: Bernard How-
ard.

HOUSTON

Number of Negroes: 1960 Census,
239,029.

KCOH 1 kw. 1430 kc. 14 yrs. on
air; 107 hrs. (D). 100% Negro-
appeal programing: Deejay, 55%;
Other music, 5%; Religious, 15%;
News, 10%; Community service,
15%.

Featured air personalities: Travis
Gardner, Clinton Smith, Perry
Cain, Gladys Hill, Sterling Yale,
Buddy Beason.

Station management: Robert C.
Meeker, manager. Lee Wilder, sales
manager. Rep: Pearson National.

LONGVIEW

Number of Negroes: 1960 Census,
9,214.

KLUE 1 kw. 1280 kc. 15 yrs. on
air; Mutual network/Keystone/Big-
K/Texas; 96¼ hrs. (D). 12% Ne-
gro-appeal programing: Deejay,

80%; Religious, 10%; News, 5%;
Community service, 5%.

Featured air personalities: Glenn
Daniels, Tig Williford, Bon Math-
ewson.

Station management: H. A. Bridge,
Jr., general manager. G. Lowell
Wolfe, sales manager. Rep: Masla,
Melville, Beaver.

MARSHALL

Number of Negroes: 1960 Census,
9,223.

KMHT 1 kw. 1450 kc. 16 yrs. on
air; Mutual network/Keystone/Big-
K/Texas; 123 hrs. wkly. 22% Ne-
gro-appeal programing: Deejay,
70%; Religious, 20%; News, 5%;
Homemaking, 5%.

Featured air personalities: Good-
wynn Harris, Bill Blanchard, Jim
Schumacher.

Station management: H. A. Bridge,
Jr., general manager. Vinson L.
Stevens, sales manager. Rep: Mas-
la, Melville, Beaver.

PASADENA

Number of Negroes: 1960 Census,
not available.

KLVL 1 kw. 1480 kc. 12 yrs. on
air; Independent; 126 hrs. wkly.
15% Negro-appeal programing.

Station management: Felix H.
Morales, general manager. John P.
Hernandez, sales manager.

SAN ANTONIO

Number of Negroes: 1960 Census,
47,395.

KCOR 5 kw. 1350 kc. 18 yrs. on
air; Independent; 132 hrs. wkly.;
15% Negro-appeal programing:
Deejay, 80%; Religious, 5%; News,
5%; Community service, 10%.

Featured air personalities: Albert
"Scratch" Phillips.

Station's management: Nathan

Safir, general manager. Ben Tamborello, sales manager. Rep: Pearson National.

TYLER

Number of Negroes: 1960 Census, 23,384.

KZEY 250 w. 690 kc. 4 yrs. on air; Independent; 85 hrs. (1); 100% Negro-appeal programing: DeeJay, 60%; Religious, 30%; News, 10%.

Featured air personalities: Rev. Benny Mitchell, Daddy Dee Pettit, Franklin Collins, Cherryman Richardson.

Station's management: W. L. (Bill) Whitworth, manager. Rep: Bob Dore, Dora-Clayton, Harlan Oakes.

VIRGINIA

WHITE POPULATION 3,142,433
NEGRO POPULATION 816,258
NEGRO % 20.6

CHASE CITY

Number of Negroes: 1960 Census, 1,033.

WMEK 500 w. 980 kc. 3 yrs. on air; ABC; Daytime; 30% Negro-appeal programing: DeeJay, 75%; Religious, 10%; News, 10%; Community service, 5%.

Featured air personalities: Bob Hait, Dick Seauer, Pop and Al Mull.

Station's management: Arthur A. Moran, Jr., manager/sls. mgr.

LYNCHBURG

Number of Negroes: 1960 Census, 23,593.

WBRG 1 kw. 1050 kc. 6 yrs. on air; Independent; Daytime; 10% Negro-appeal programing.

Featured air personalities: "Uncle" Joe Johnson; Mrs. Eddie Raymond; Johnny Moran; Joe Arnold.

Station's management: Thomas L. Buckley, general manager. Donald W. Jarvis, sales manager. Rep: Thomas F. Clark.

MARTINSVILLE

Number of Negroes: 1960 Census, not available.

WHEE 5 kw. 1370 kc. 9 yrs. on air; Independent; Patrick Henry Broadcasting; 8 hrs. wkly. Negro-appeal programing.

Featured air personalities: Lewis Compton, Ricky Shultz.

Station management: C. F. Adams & T. W. Patterson, managers. Thomas W. Patterson, sales manager.

NORFOLK

Number of Negroes: 1960 Census, 80,621.

WRAP 5 kw. 850 kc. 10 yrs. on air; Independent; Rollins Broadcasting; 130 hrs. wkly. 100% Negro-appeal programing: DeeJay, 60%; Other music, 5%; Religious, 5%; News, 7%; Community service, 10%; Homemaking, 5%; Other, 8%.

Featured air personalities: Jack Holmes, Dave Riddick, Starling Merritt, Leola Dyson, Bob Jackson.

Station management: William L. Eure, Jr., manager. Stuart Barouless, sales manager. Rep: Continental.

PETERSBURG

Number of Negroes: 1960 Census, 17,378.

WSSV 1 kw. (D) 250 w. (N) 1240 kc. 17 yrs. on air; 124 hrs. wkly.; 18% Negro-appeal programing;

DeeJay, 5/7%; Other music, 1/7%; Religious, 1/6%.

Featured air personalities: Bob Peterson, Uncle Willie, Mr. Clue.

Station's management: R. A. Beane, general manager. John R. Speciale, sales manager. Rep: Pearson National.

RICHMOND

Number of Negroes: 1960 Census, 107,836.

WANT 1 kw 990 kc. 11 yrs. on air. United Broadcasting. Independent. Daytime. 100% Negro-appeal programing: DeeJay, 80%; Religious, 10%; News, 10%.

Featured air personalities: Bill Gibbons, Wilbur Lewis.

No. of Negroes: 1960 Census, 107,836.

Station management: Roger Coty, general manager. Cy Bell, sales manager. Rep: United.

WANT RADIO
is a solid
FIRST IN
NEGRO
AUDIENCE

in
RICHMOND, VA.

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

WANT

513 E. Main Street, Richmond, Va.
Milton 3-8368

A Division of United Broadcasting Co.

Represented nationally by:
NEW YORK: Bob Wittig, 420 Madison Ave.
ATLANTA: Dora-Clayton Agency, Inc.

SPONSOR circulation

now audited by



MARKETING OPPORTUNITY

(Continued from page 9)

Chicago and Atlanta, possess daily Negro newspapers. Radio stations, unless specially programed, reach only a fraction of the market. Television is too costly for special-appeal advertising. (Though specially-programed tv stations, aimed squarely at the Negro market, are on the way; see page 10).

General media do not reach enough Negroes to be cost-efficient. And even if they did, would "reach" be the same as "motivate"? Starch studies, for example, scoring the same ad in two magazines, find it being read by 40% more people when it appears in the Negro publication.

A single radio station can consistently hold 50 to 60% of the total Negro audience in a major market: a typical Pulse study will find the same station rated most-reliable for news, within the Negro community, and most-believable in its advertising messages.

In general media, ad motivation is completely lacking because (Negroes themselves claim) they've been excluded so long that they need a special invitation.

This is the reason for the success of specialized media. A commercial on a Negro radio station, or an ad in a Negro magazine, says, simply, "I like you, I want you." And that's why, last year, *Ebony* magazine carried ads from 57 of the nation's top 100 advertisers, to increase its ad revenue 106% since 1953, at \$3,300,000. (700,000 circulation.) In radio, SPONSOR estimates there now are more than 200 stations which regularly schedule a significant amount of Negro-appeal programing. (For directory, see page 22).

The result is that Negro media now are taking around \$40 million annually from advertisers. The Bernard Howard rep company, a specialist in Negro-appeal stations, estimates that Negro newspapers this year will take in \$5 million worth of ads; \$8 million will go into Negro magazines, and a thumping \$25 million into Negro radio.

If Negroes tend to ignore general media, it's because they are firstly ignored by them. A leading trade journal, *Publishers' Auxilia-*

ry, recently commented that "the daily press has failed to present the Negro as part of the community in which he lives."

The same point was pertly made in Langston Hughes' play, "Simply Heavenly," when Jessie Simple complained "you never read about a Booker T. Jones having seen a flying saucer over Harlem."

If the Negro press is increasingly successful, it's because it has the print field to itself. And if Negro-appeal radio stations command the largest Negro share of audience (see page 15), it's because their community services of news, information and identification are unmatched by other broadcasters.

The reasons why the Negro responds to special motivation are subjective and speculative. (For an informed opinion, see reports page 13.) But an important, concrete case in point was discussed at this year's ANA Workshop, when American Bakeries' ad manager, Robert Llewellyn, analyzed how and why his company had changed its thinking.

Market research showed that 100 Negro families ate as much bread as 115 white families. The company felt it should buy specific media and do specific promotion to reach Negro consumers directly.

"Our agency," Llewellyn revealed, "argued that the Negro was watching regular tv, was reading white newspapers and was seeing our billboards etc.

"Perhaps they were right. All we knew at American Bakeries was that we weren't getting the sales out of the Negro sections of town that we were getting out of the white sections."

First step was a campaign in Negro-appeal magazines. This led to promotion for a children's competition, which drew thousands of spectators to judgings in Indianapolis, St. Louis and Detroit.

"The work of club and church groups on this contest led us to another plateau," recalled Llewellyn. "We now employ Negro merchandisers to sample our product with many, many club groups. They also call upon the grocery stores and acquaint the grocers with various products.

"We place advertising on Negro radio stations and in Negro news-

papers and this advertising is guided by Negro wants."

American's case is far from atypical (except, perhaps, in the company's willingness to talk about its success). At the local level, Negro-appeal radio stations can quote success-stories at the drop of a media-man's pencil: Baltimore's WEBB sparks interest in Fab detergent by sending Negro demonstrators to laundrettes and supermarkets in Negro areas; in Norfolk, Va., WRAP mobilizes hundreds of volunteer merchandisers through its Homemakers' Council when Leola Dyson puts it on the line with Negro listeners: Sponsors are paying for this program—help us get their product into the supermarkets; in Seattle, Washington, Negro FM station KZAM is selling Carling beer, Colgate-Palmolive, Safeway Stores (and Frank 'n Ida's Bar B Q).

National, regional or local, the Negro station can help the advertiser because it leads within its own community.

In sophisticated ad circles, some of these reasons seem a little old fashioned. That's one reason why the Negro market may be misunderstood. In the marketing world, the Negro has until now been thought of as an untidy quantity, refusing to fit his proper place in the overall equation. So both the admen and marketers have tended to ignore or misread the signs ahead.

It seems as if marketers may correct their error more quickly. This is partly because the times favor a marketing theory which has room for a separate Negro area; that is, the proposition of "segmented" or "fragmented" marketing.

The new theorists have thrown away the "mass market," and found instead a community of individual markets, each of which has to be tapped in a particular way.

The segment advocates have been battling in market and ad councils for a decade, but they've become more and more listened-to in the last five years. The respected *Dun's Review* this year adopted the doctrine; called it "a revolutionary transformation. . . an explosion of the mass market into a series of fragments, each with its own needs, tastes and way of life."

At an AMA conference this year, General Electric's J. B. McKitterick affirmed that "the real challenge is to firmly get hold of the idea that changing a business—finding it new roles, new customers, new markets—is even more important than operating it efficiently. If corporations aim to outlive the markets on which they are founded, then marketing must replace the lost function of the entrepreneur in the business planning process."

Or, as marketing consultant A. B. Rosenfield says, "there is a stratified market, made up of highly individual groups separated by fundamental sociological and psychological differences. . . . Any program which lumps them into one neat package conveniently ticketed 'mass market' runs the risk of reducing a brand to a commodity."

Advertising agencies are picking up the new accent. Paul C. Harper, president of Needham Louis & Brorby warns that "the concept of the mass market and the mass audience, as a way of buying media, can lead to dangerous and increasing waste." And at Interpublic (which itself has changed from a monolith into a fragmented body), Marion Harper takes a simile from "Death of a Salesman," and refers to the new Willie Loman as the man who "takes a parochial view of advertising, marketing and promotion . . . who relies more on his personal experience and prejudices than the findings of the new marketing techniques."

In re-writing the book on marketing, these tacticians see the Negro market—not as a "special" market in the old sense—but as an important basic market which needs its own especial approach.

In shaping this approach, three quantitative facts need consideration. They are:

- Location of market
- Size of market
- Buying habits.

The first fact is that Negroes are big-city dwellers. One third of all Negro consumers live in the top 25 cities, compared with only one-seventh of all white families.

(Within these 25 cities are made nine-tenths of the nation's wholesale sales and two-thirds of all retail sales.)

Negro families are better customers for food and housewares

A list of some food store commodities and the percentage by which Negro purchases of them exceeded white purchases: middle income families:—

Commodity	Negro purchases in excess of white
Bleaches	30%
Cereals (cooked)	61%
Chili, tamales (canned)	10%
Corn meal	91%
Flour	49%
Food wraps	12%
Fruit juices	27%
Household cleansers	26%
Household insecticides	60%
Mayonnaise	12%
Meat (canned)	10%
Milk & cream (canned, powdered)	71%
Oleomargarine	3%
Peanut butter	3%
Rice	113%
Salad dressing	11%
Salt	44%
Shortenings	49%
Spaghetti, macaroni	50%
Soap (laundry bar)	73%
Soap (toilet bar)	31%
Sugar (white)	12%
Syrup, molasses	50%
Tuna fish (canned)	31%
Vinegar	45%
Waxes, polishes	44%

Source: *Food Business*, July 1962.

The second fact is that although Negroes make up about 11% of national population, they are 25% of the total in 78 of the largest cities. In these cities, the Negro is one consumer in four: in some cities he's one consumer in every two; he may spend 7 out of every 10 city dollars.

Thirdly, the Negro is more brand-conscious and is willing to spend more, for selected items, than his white income-counterpart.

Fortune recently described Negro migration as "one of the great population changes in modern history," but in marketing terms, the effect of these physical changes has yet to

be measured, and the opportunity they present has yet to be grasped.

Half a century ago, eight out of every 10 Negroes lived in one or other of the 11 States of the Old Confederacy; more than 90% of these in rural areas.

Between 1940 and 1960 the Negro population outside those States increased two and a-quarter times and became 48% of the total US Negro population. In the Old South, the Negroes increased by only 9%. (Within those States, another shift occurred, from country to city. Only 7% of Negroes lived in Southern cities in 1910; 41% do now. Their concentration in At-



Unveiling of N.Y. studios by g.m. Harry Novik was accompanied by new Pulse survey of WLIB's Negro market

Hard facts emerge from radio research

For media-men, a bright sign in 1963 is the number and quality of new surveys, spelling out the hard facts on the Negro radio market. Among those recently released:

- Social/economic characteristics, by Pulse in New York, for WLIB. Report spells out the income and buying patterns of a big-city market.
- Listening habits in San Francisco. Relation of Negro radio to other media is checked by a University of California team, for KDIA. Also includes economic and educational patterns.
- Negroes in Baltimore. Pocket-piece from WEBB gives exhaustive details of market, culled from 1960 census.
- 50 Negro markets. "Top 50 checklist" from Bernard Howard gives current metro, city area, and city-proper Negro populations.
- Buying patterns in South. Panel of 100 families reports brand buying in continuing study by WDIA, Memphis.
- National trends. Analysis by McLendon Corp, Texas, of USA mar-

lanta and Miami, for example, has risen by 75%, and has gone up two and a-half times in Dallas and Houston.)

In the North, 12 cities alone now hold 60% of the Negroes living outside the Deep South. Since 1940, the Negro population of New York City has increased nearly two and one-half times to 1,100,000 or 14% of total. In Philadelphia, Negroes have doubled in number since 1940 to 529,000, or 26%. The Negro population of Detroit has more than tripled, to nearly 500,000 or 29% of the city's population. And the Negro population of Los Angeles County has jumped a phenomenal sixfold since 1940, from 75,000 to 464,000.

Does this enormous change represent a marketing opportunity? In physical terms, no other clear-cut section is so large, so wealthy, or so tightly grouped.

Yet, as a *Newsweek* editor concluded, the market is still ignored by marketing and advertising planners. "The consumer himself is often viewed less as an individual than as a 'post-teen,' a 'young married,' 'exurbanite,' or even an 'influential,' in each case subject to the shaping, drives and motivations of his group . . . yet ad men and industry in general have largely ignored the most clear-cut and distinct market of all: Some 19 million people whose status drives outstrip anything in exurbia, whose \$20 billion annual purchasing power tops all of Canada's and whose faces are black.

"For all its size, power and influence, the Negro market has been left almost in a total vacuum. No more than 2% of the nation's advertising budget is spent on ads aimed directly at Negroes, though most manufacturers concede Negroes account for about 10% of sales."

Responsibility for this ignorance

ket; includes heavy info on Chicago.

- Subjective attitudes. Listeners "image" of stations is probed by Pulse for WAOK, Atlanta.

- Brand studies: Rollins is updating its preferred-brand report, covering 30 product types, based on homemaking activity in 5 markets.

is divided. On the one hand, Negro media have been slow to provide basic, reliable information of use to advertisers. Negro-appeal radio stations, with limited budgets, have not spent for research. (But this is changing: for some examples of recent radio studies, see box opposite.)

On the other hand, industry has not always welcomed the thought of change.

This is true of the advertising world. Walter Conway, whose KDIA station in California has itself done distinguished survey work, says "occasionally, some advertising man will be impressed enough by a market's potential to ask a few questions. As a professional, he would ridicule any campaign decisions based on a survey of the company staff, or three people he met in an elevator.

"Yet our curious advertising man is very liable to base his appraisal of Negro media on a 15-second conversation with a maid, cab driver, or memories of a fellow he knew in high school.

"This becomes even more strange in view of researchers' knowledge that Negro answers are strongly affected by suspicion, by desire to seem to conform to white attitudes, and the very human inclination to even things up a bit with some free amusement at white expense."

The causes of Conway's lament should disappear in the near future, however: if the adman remains obtuse, he'll be in for sharp words from his client. But if the decision is made to enter the Negro market, how to start?

The market/advertising team probably won't have a special-appeal product. It's unlikely, for example, they'll be going as far as Mattel Toys, which now is marketing a colored version of the Chatty Kathy doll. The product is likely to be a mass consumer article: research may show it has good acceptance potential with Negroes, but that holes in distribution will need remedying.

A good starting point would be study of a similar, successful operation. A program that should be widely applicable was developed by the Pet Milk Company, one of the pioneers in the field.

How to turn listeners into buyers



Homemakers are target for Leola Dyson (Norfolk, Va.) with new-product demonstrations.



Merchandising for L&M is sparked on West Coast by KSN (top) and KDAY (below); Miss Bronze contest in San Francisco and deejay push by Willie Bryant in Los Angeles.

Loyalty by listeners shown in testimonial dinner for women's guide, Alma John (with station Edith Dick) at N.Y. Waldorf.



How to reach the homemaker? Vital question always: especially in the Negro market, where estimated \$12 billion income is controlled directly by housewives.

Though Negro-appeal radio is noted for strong male air personalities, which it merchandises with enduring success, some of its best advertising vehicles are created around women.

Interesting example is Leola Dyson, whose homemaking show airs every weekday on WRAP, Norfolk, Va. In five years, Dyson has created a Homemaking Council, with 14 area sub-councils, which can galvanize hundreds of Negro housewives into effective merchandise promoters: women who'll demonstrate products, help with store audits, talk to consumers and press the

point with store managers.

Her daily show, aimed squarely at helping the Negro housewife, is top-rated, and when volunteers are mobilized for promotion, results are startling: Tide campaign increased one store's turnover from 2884 boxes to 5850, under monthly audit; Blue Bonnet margarine rose from 2780 lbs., in a single supermarket, to 4050 after 6 months. Dyson's formula is simple; she tells listeners, "if you like the program, help me keep it on air by buying the product."

Effective selling, at a different level, is exemplified in Alma Vesels John, of New York. She's consultant to Personal Products (Modess) and Park & Tilford (Tintex dyes); women's director of WWRL, and the first Negro recipient

(1957) of McCall's Golden Mike award.

Modess and Tintex both use radio to reach Negro women. Modess sponsored "At Home with Alma John" in 29 markets; Tintex currently has her "Speak of Color," a five-minute show, in N.Y., Chicago, Philadelphia, Detroit, Washington and Baltimore. John's formula: advertisers can improve their image and increase sales by using well-prepared Negro women as market and sales aides.

MARKETING OPPORTUNITY

(Continued from page 48)

Pet's ad messages are carried out through personal appearances, (often by a home economics team), newspapers, magazines, radio, point-of-purchase material, and through filmed commercials using Negro models, shown in Negro-patron cinemas.

The company has supported the Fultz Quads, identical Negro girls, since their birth in 1946. Though the quads have made only five public appearances in 16 years, the publicity carryover has been exceptionally high. (The quads still appear in Pet's advertising.)

Pet Milk uses Negro newspapers and magazines, and has a strong interest in Negro-appeal radio. It was a co-sponsor, with Philip Morris, of "Ruby Valentine," the long-running soap opera which starred Juanita Hall and a Negro cast. Pet also ran "Sunday Morning," a weekly show of spiritual/gospel music, on 61 Negro stations, since replaced by another program.

Pet's new radio entry is "Showcase," a 15-minute music & interview format, running three times weekly in major markets. Produced by Gardner Agency, the show taps successful Negroes (not only entertainers); lays stress on accomplishment and education, touches base for the sponsor with food tips and household hints, and surrounds the whole with Negro-appeal music.

A strongpoint of Pet's program was home economics field work. Louise Prothro, a former teacher, helped make contact with teachers in high schools and colleges, and with other home economists. Educational material was filtered through these contacts, eventually reaching consumers.

Thousands of Negro teachers were exposed to Pet Milk, via articles in the journals of state teacher associations (around a dozen states have strong Negro teacher groups), and convention activity.

Pet Milk currently has about eight women in sales promotion work in local markets, and two Negroes in medical relations.

The company's program is remarkable—and remarkably successful—because it touches almost every aspect of Negro market promotion. Not only are Negro media used, but basic promotion to homes, homemakers, shoppers and educators, is thoroughly explored. Pet also lets Negroes know about its good employment record. This helps, as American Bakeries also found: its ad chief, Robert Llewellyn, reports:

"You're not automatically a friend and effective sales person to the Negro market by mere virtue of the fact that you advertise in Negro media.

"This has to be backed up by actual market participation at the store level and the level of your own store people." Llewellyn's point: Negroes will buy good merchandise if you have interested sales people.

This grassroots promotion is important. Without it, money spent in media may be wasted. D. Parke Gibson, a leading Negro market consultant, points out that more than 90% of Negroes belong as individuals to one or more organizations. Promotion through these groups if properly handled can be an effective way of developing sales and goodwill.

"There is a potential danger," Gibson comments, "if the promotion appears at all patronizing. But Negro organizations appreciate being recognized, and do not consider such programing either segregation or discrimination."

A typical case: one of Gibson's pr campaigns was for a manufacturer of baby formula bottles. A breakfast was hosted at a Negro medical convention, after a letter sent to the attending doctors' offices and one placed in their boxes at the convention hotel.

At the breakfast a company executive explained the nurse and

its advantages to doctors. No mention was made of the Negro market.

"The presence of company executives itself indicated sincerity in wanting Negro customers — and each doctor walked away with a new feeling for the company; a new idea for young mothers; and samples of the product plus literature."

All parts of a strong Negro market program should support each other. No detail is too small, in converting goodwill into sales. For example, point-of-purchase material can do an extra job: Ballantine Beer features a smart Negro singer on its p-o-p. (Although Leslie Ugams has been publicized extensively in the Negro press as a regular on the Mitch Miller show, it is her picture and not the show's star which greets Negroes at the point of sale. This is an effective follow-up with goodwill to where the product is moved.)

A reverse case occurred earlier this year, when Schlitz fired both its agency and its eastern sales manager, after falling sales in New York. The brewer had only one promotional representative covering the million-plus Negroes in the metropolis; Budweiser, Ballantine and Schaefer surpassed it in the city, and nationally, the brand had dropped from its No. 1 spot in the Negro market.

In the Negro market, there are parallels between employment and marketing/promotion problems. Talking about employment, *Fortune* magazine recently commented "It's not enough for employers to make jobs formally available to Negroes; as the result of generations of discrimination Negroes tend to assume that prejudice exists even where it has ended."

The marketing/advertising team has a similar difficulty: it must break through a barrier of indifference, and the use of Negro-oriented media is the only way this can be accomplished.

In 1963, this lesson may be of crucial importance to marketers and advertising planners—for three good reasons:

- There are 19 million Negroes.
- They have \$27 billion to spend.
- Somebody is going to win their business.

TV BREAKTHROUGH

(Continued from page 15)

ahead, to build a 16mm and videotape library which can be syndicated to other stations, and to Europe, where Negro talent goes over big."

Whether WOOK-TV itself goes over depends, to a great extent, on successful audience promotion to overcome the uhf converter problem. The sister Washington radio station has dispersed about \$100,000 paper-value airtime on promotion since January; Blonder-Tongue itself has spent a sizeable amount on radio spots, and WOOK-TV has billed more than \$50,000 in newspaper promotion to date.

There's already one uhf station in Washington (WETA Ch. 26), so part of the ice has been broken. Panagos allows that WOOK-TV has had great cooperation from Negro talent and press, all over the country, "plus the Administration's interest in opening up more channels, for many purposes."

At the beginning of this year, Richard Eaton estimated the cost of getting on air at \$250,000. Panagos now thinks a total figure nearer \$500,000 may be more realistic: United expects to lose money the first operating year, but show a profit in the second or third season.

"It's a built-in success," Panagos happily predicts, "provided we don't goof." ■

NEW TACTICS

(Continued from page 13)

major agency, BBD&O, has a separate ethnic marketing division. (Though several now have "special market" consultants.) Its head, Clarence Holte, has hammered out hundreds of variations on the basic ad proposition:

Recognition
Identification
Invitation

"The consumer must recognize," says Holte, "that he's being approached and invited to shop. That's how you meet the final objective, getting Negroes into your store or buying your product." ■

50,000

WATT

KDAY

is NOW the

NO. 1

NEGRO

STATION

FOR

LOS ANGELES

AND

SOUTHERN CALIFORNIA

CONTINENTAL

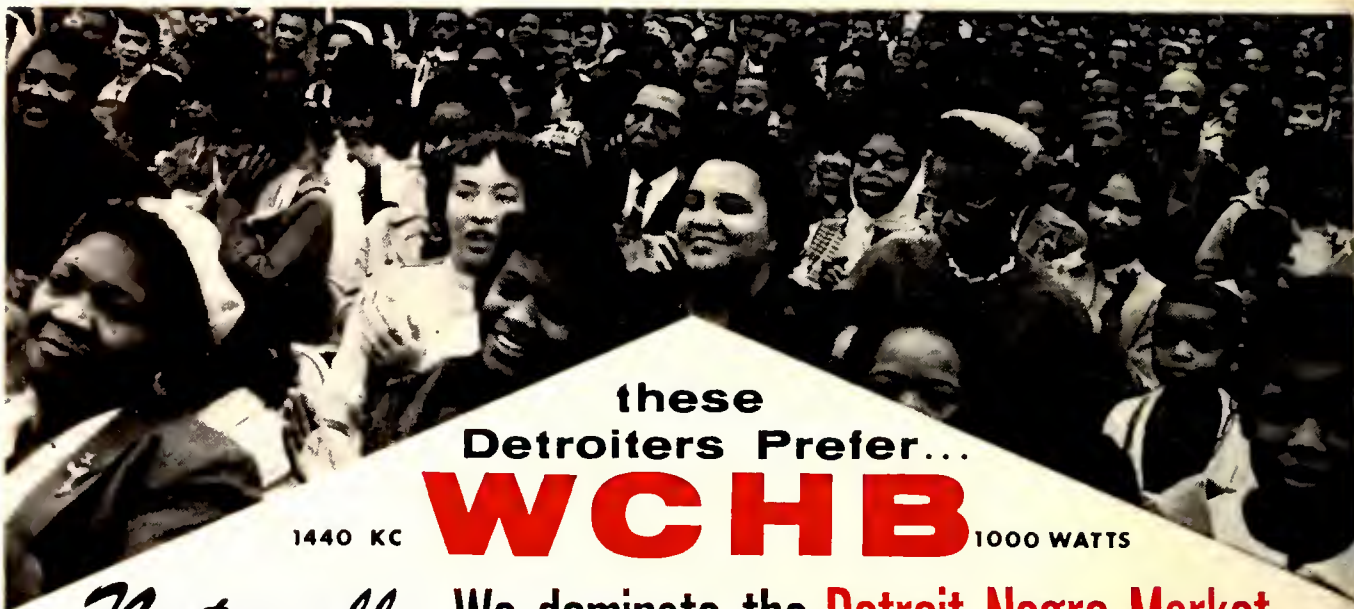


BROADCASTING

Los Angeles Metro Negro Pulse
July-August 1962 6 A.M.-6 P.M.

REPRESENTED NATIONALLY BY

CONTINENTAL BROADCASTING — NEW YORK - CHICAGO - LOS ANGELES



these
Detroiters Prefer...

1440 KC **WCHB** 1000 WATTS

Naturally We dominate the **Detroit Negro Market**
 in all surveys . . . because . . .

WCHB is owned and operated by Negroes who are acutely aware of how current social, economic and political events actuate and influence their fellow Negroes.

Only WCHB delivers with acceptable emphasis and believability the advertisers' message to this sensitive audience.

WCHB's extensive community services are fully representative of all Negro activities in greater Detroit.

PROGRAMMING

**WCHB IS THE ONLY STATION SERVING
 DETROIT WITH 100% NEGRO PROGRAMMING**

- Full time News Department giving complete coverage of local and worldwide Negro news through 12 daily newscasts.
- Balanced entertainment featuring pop music, rhythm and blues, gospel, folk songs, spirituals, classics and weekly series on Negro History.

MARKET DATA (Greater Detroit)

- 655,000 Negro people comprising 151,000 households or 93% of all Michigan Negroes live within WCHB's signal area.
- 725 million dollars earned annually by this racial group which is larger in population than America's 37th metro market.



All WCHB Merchandising is Designed (after consultation with each advertiser) To Gain Maximum Favorable Exposure and Actual Sales Increases. Current testimonial letters attest to efficacy of our merchandising methods.



National Representatives:

**BOB DORE
 ASSOCIATES**
 NEW YORK · CHICAGO

**DORA - CLAYTON
 AGENCY** ATLANTA

... The Personality Twins ...

WCHB AM / **WCHD** FM

THE VOICE OF PROGRESS

FM COMPANION TO WCHB

Inkster, Michigan - Detroit 1, Michigan