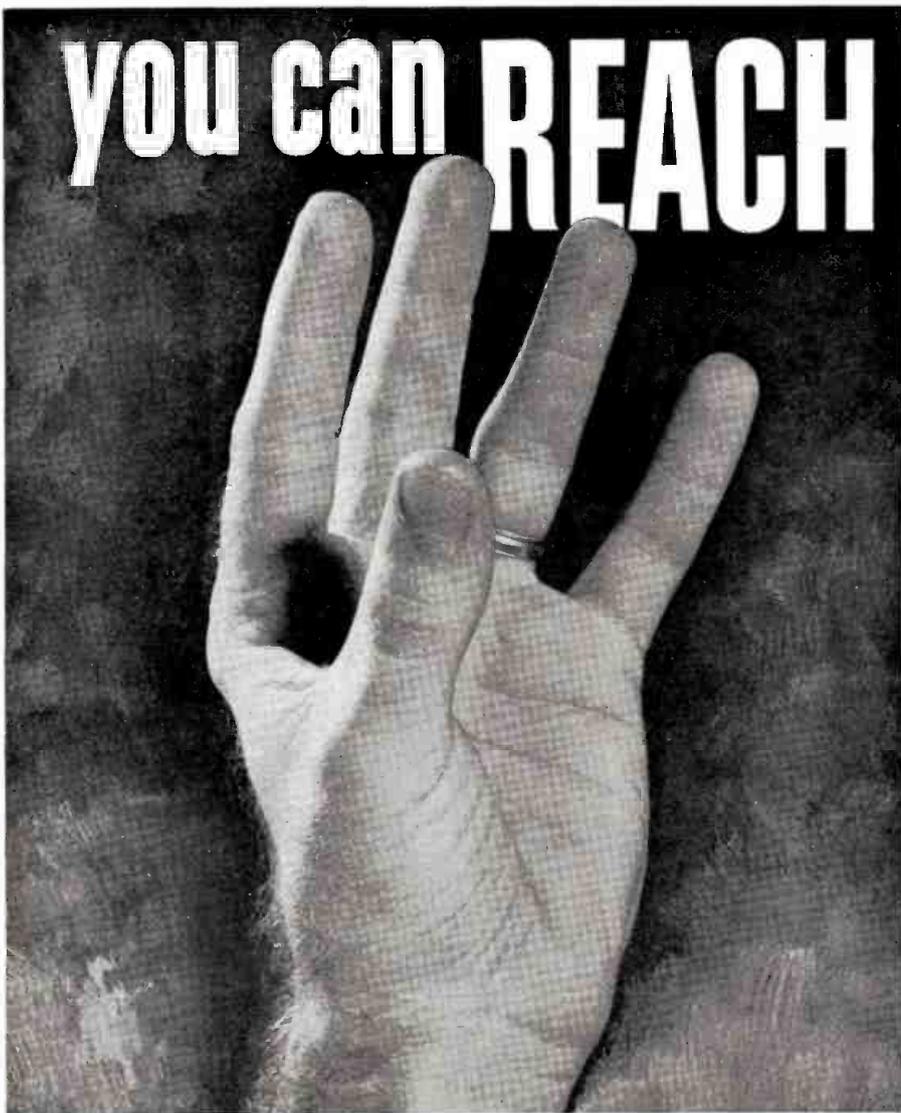


YOU CAN REACH



233,310 TV HOMES*

JACKSON, MISSISSIPPI

**Television Magazine*

Here's a sales-lively market rich in growth factors. Buying power up 40% since 1950 and retail sales up a whopping 125% in ten years. Indeed, the effective buying income per family in our Jackson market area is \$5,735.00.** Only the two great TV stations in Mississippi's capital city reach this market. Need more urging? Call Hollingbery or Katz for a file of facts.

***Sales Management 1957 Survey of Buying Power*

MISSISSIPPI IS SOLD ON TELEVISION

WLBT

CHANNEL
HOLLINGBERY

3

WJTV

CHANNEL
KATZ

12

OPEN MIKE CONTINUED

or representing a handful of stations in a handful of markets.

The facts of the matter are that in market after market—in major markets, semi-major markets and minor markets, in industrial and metropolitan areas and in agricultural markets, in the overwhelming majority of markets in the country—old-fashioned radio is clobbering modern radio. Sometimes that old-fashioned radio is provided by network stations, sometimes by unreconstructed independents that were major forces in the market when “independent” was almost a naughty word, but in either case the beating is being administered by operators who wouldn't be caught dead injecting the miracle drug of modern radio into their veins.

Take the big markets . . . the really big markets.

Take New York. There isn't a timebuyer in the business who can't prove to you that WCBS, WOR and WNEW dominate this biggest of all markets—dominate it in listening, in acceptance and in business.

How about Detroit? Where's the modern radio that can challenge WJR's booming Great Lakes voice or WXYZ's strangle-hold of Autoland. Pittsburgh? KDKA, WCAE and WWSW have the Tri-State area wrapped up in their little fingers. Sure, all three are independents but Lenny Kapner, Pete Schloss and Westinghouse had the Golden Triangle in the palm of their hands before Todd Storz or Gerry Bartell knew what a timebuyer was. Boston? It's WBZ, WEEI and WHDH all the way. Keep looking. Los Angeles. KNX and KMPC by a landslide—and if you call KMPC “modern” radio you'll have to trade blows with an all-American football player by the name of Bob Reynolds.

Take some smaller markets. Hartford for example. NBC's WTIC and CBS' WDRG have this one sewn up tighter than a drum. Atlanta? Nothing even comes close to WSB and a lot of people have tried. Columbus or Youngstown? Dick Borel and Dutch Bowden will show you how a CBS affiliation makes mincemeat of central Ohio. Look out in California, the farm-rich Central California Valley, and you'll see one that's so bright you need blinders—a 5-station McClatchy Beeline affiliated with not one but *three* different networks and it's so far out in front you can't find the runnerup. The list is endless. WTAG in Worcester. WFIL in Philadelphia. WBEN in Buffalo. KING in Seattle. WMT in Iowa. WBT in Charlotte. KLZ in Denver. WPTF in Raleigh. WHP in Harrisburg. WRVA in Richmond. WHEC in Rochester. WSPD in Toledo and on and on it goes in hundreds of markets large and small where a network affiliate or an independent that deliberately avoids the characteristics of modern radio is the leading station in the market today as it was yesterday and as I suspect it will be tomorrow.

Now comes the disclaimer—and the point. As far as station operators are concerned, they don't come any better than Gordon McLendon or Todd Storz or Gerry Bartell or Harold Krelstein or dozens of minor leaguers who have successfully carbon-copied their blueprints. And as far as