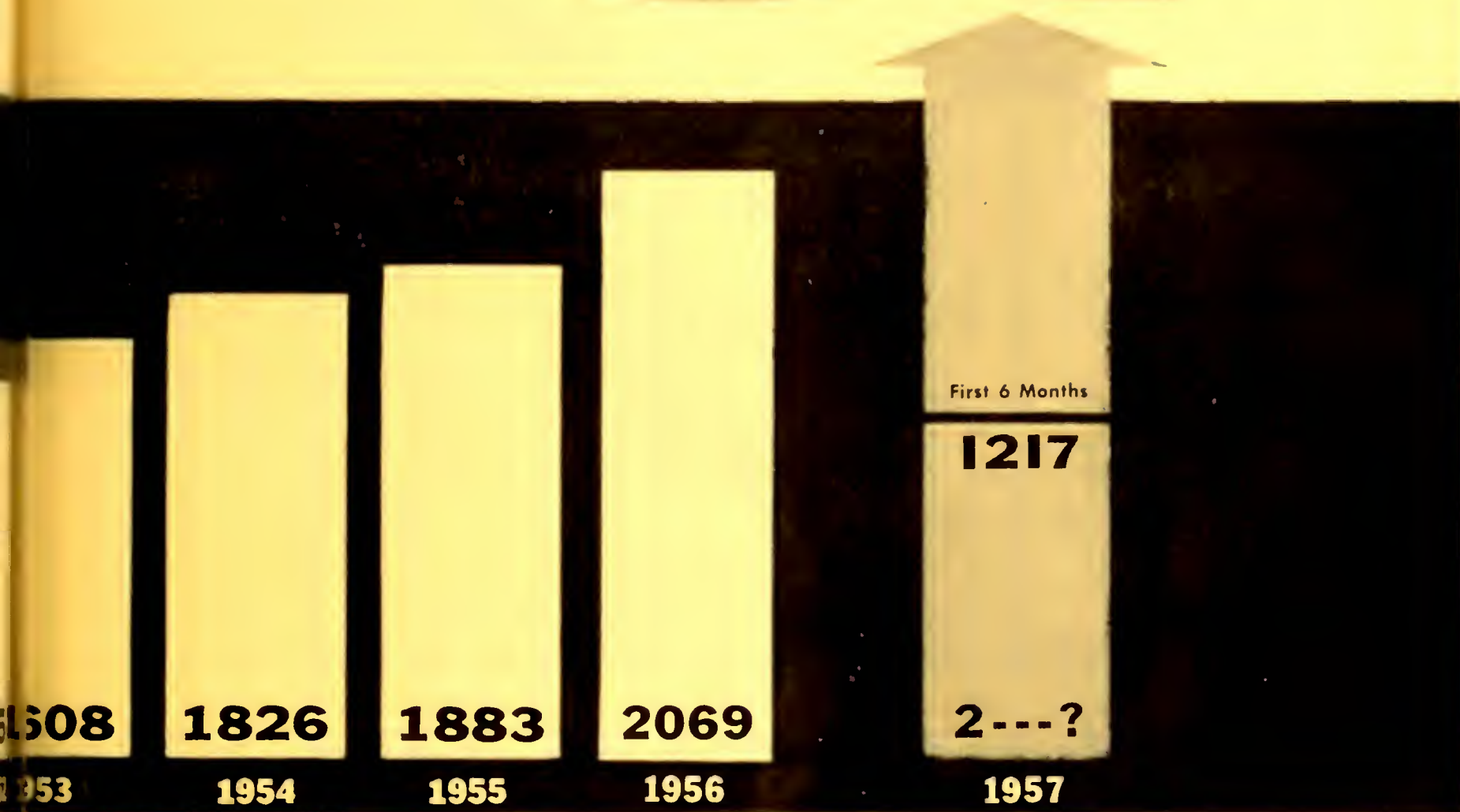


**NOTHING BUT**

# UP



No magic formula—just a simple case of an increasing number of advertisers discovering that advertising in SPONSOR pays off.\*

SPONSOR spotlights its editorial content 100% towards advertisers and agencies—and really hits the target. So much so that SPONSOR's 1956-57 fiscal year recently ended showed advertising volume of \$1,000,000.

\*Write for the factual record of WOLF, WBAY, KPQ, WTXL and Storz in SPONSOR. They'll show how you can build your spot revenue in your market.

