

## OUR MARKET



160,000 consumers at work and play only 1 to 3 hours away from The Greenbrier, VPI, Washington & Lee, U. of Va., Monticello, Natural Bridge, Blue Ridge Parkway



employed in major, nationally-known industries, in stores and offices; G-E, ITT, Thompson Products, American Bridge, Rowe Furniture, Yale & Towne, Johnson-Carper, N. & W. Railway, Kenrose Mfg.



with sizeable segments of them starting and stopping work at most every hour around the clock . . . and














tuning in WROV as they drive to and from work, and during their leisure hours, for — whatever the hour — WROV is

# OUR "Why Advertisers Like Us" QUIZ

( NOTE: THE ANSWER TO ALL QUESTIONS IS WR **ROV** )



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- WH**  according to the current Pulse\*, is in **FIRST PLACE** in the market from 3:15 p. m. through Midnight, daily?
- WH**  according to the current Pulse\*, holds **SECOND PLACE** in the market from 6:00 a. m. through 3:15 p. m. daily?
- WH**  has an average rating of 5.6% of all radio homes in the market with 26.3% share of the audience?
- WH**  has more Roanoke Valley listeners totally each week than any other radio station?
- WH**  is Roanoke's only 24-hour station, operating around the clock seven days a week?
- WH**  is Roanoke's only **SPORTS** station, broadcasting year-round sports including Senators Baseball, VMI College Football, Local High School Football and Basketball, Bowling daily from All Star Lanes and, soon, Golf and Tennis?
- WH**  is Roanoke's only **PERSONALITY** station, featuring local personalities with loyal followings and personal-selling styles?
- WH**  is Roanoke's only **NEWS-EVERY-20-MINUTES** station, with news on the air day and night, with commentators Paul Harvey, Drew Pearson, John Daly and John Vandercook?
- WH**  is Roanoke's only radio station with a local **WOMAN'S** show daily?
- WH**  is Roanoke's leading **REMOTE BROADCAST** station, with more remote programs than all other stations combined, from Sock Hops to all-night Car Marathons, Grand Openings to Open Houses and big name Dance Bands throughout the year?
- WH**  is Roanoke's **MOST PROMOTED** station, with full run showing in all buses year 'round, three exterior bus spectaculars, outdoor boards, plus national advertising and national write-ups in trade magazines?

\*As of January 1, 1960



Thousands of bus riders daily "read" us on the "inside", thousands of pedestrians daily "see" us on the "outside"!

\*\* So?

Want to start an investigation?