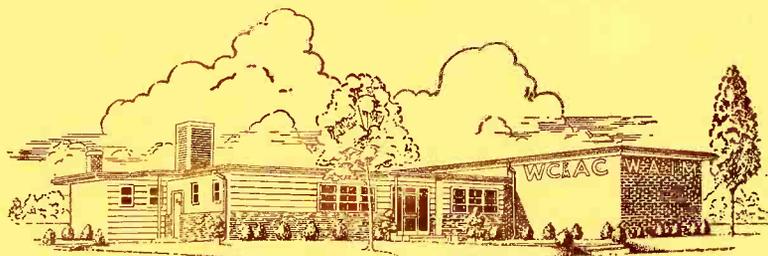
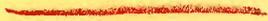


# WHO *listens to* WHAT ?



*Here is the story of*  
**WAIM-WCAC**  
**CBS in Anderson, South Carolina**  
**... 17 eventful years of marked performance**  
**and merchandising success.**

(Combined with JUNE 1952 PULSE Report)





WILTON E. HALL

ANDERSON, S. C. 8-5-52

Dear George:

You will be interested in the attached PULSE report on radio listenership in Western South Carolina. It covers the Anderson-Greenville area. Many advertising agencies have been genuinely surprised at the showing made over this 7-county region by our WAIM. The importance of programming plus good technical equipment is emphasized in the PULSE findings. The Mutual Network outlet here (WANS) has been on the air four years but has a very unimpressive rating as compared with our CBS station. WAIM is 17 years old, so habit evidently plays a part in building & holding a good audience. Regards,

WEH

1870

1870

1870

1870

1870

1870

1870

THE 100% YARDSTICK

THE PULSE, INC.

WESTERN SOUTH CAROLINA

June 23, 24, 25, 26, 27, 1952

6:00 AM - 7:00 PM

Survey Based Upon

26,000

Quarter Hour Reports

The report as shown in this brochure is reprinted. Original copy is on file at Radio Station WAIM and may be seen upon request.

This report is not sold separately from the research service. It is issued to supplement and facilitate the usefulness of Pulse research. This report will be collected when the next report becomes available.

THE PULSE, INC.  
15 West 46th Street  
New York 36, New York

## E X P L A N A T I O N

This report measures the radio listening in the Western South Carolina area from 6 AM to 7 PM. Interviewing was conducted in the following seven counties and distributed among the counties proportionate to population.

<u>County</u>	<u>%</u>
Abbeville	5
Anderson	20
Greenville	39
Greenwood	9
Laurens	10
Oconee	8
Pickens	9
Total	100

The period covered is Monday - Friday, June 23 - 27, 1952. The method used in this survey is the personal interview-roster method employed in all Pulse surveys of radio listening. Interviewers were alerted to the problem of duplicate coverage of network programs. In these cases dial settings and audience flow were used as further aids to the roster in identifying the stations heard.

## R A T I N G S

Two figures are used in reporting the size of the

R A T I N G S  
(Continued)

audience for each quarter hour. The first column, "% of Homes," gives the rating of the audience to each station as the percentage of all radio homes interviewed. The second column, "% of Listeners," gives the rating of each quarter hour program as a percentage of the homes listening to the radio during the quarter hour. The sum of the separate figures in the column, "% of Homes," may total slightly more than the "Homes Using Radio" and the sum of separate figures in the column, "% of Listeners," may total slightly more or less than 100. This result arises from the process of rounding off to the nearest whole percent in the latter case, as well as those instances where a listener reported listening to parts of two programs in the quarter hour or two sets were tuned to different programs in the same home. In such cases, both programs are credited with a listener, but "Homes Using Radio" is credited with only one.

P R I V I L E G E S

It is understood and agreed that the report will be kept strictly confidential; that the property therein remains in THE PULSE, INC., that neither the whole nor any part thereof may be disclosed to anyone but the purchaser, its clients or bona-fide prospective clients, and that physical possession of

P R I V I L E G E S  
(Continued)

the report shall not be released by the purchaser or its representative.

This service is an impartial one designed to measure the radio audience and report the information to its subscribers, who are supporting the service cooperatively. For this reason, this report may be utilized in any promotional or advertising matter by the subscriber only if identification of other stations and programs is not disclosed. In reproduction of any of this material, the ratings must be properly identified as percent of Radio Homes and percent of listeners.

THE PULSE, INC.      100% YARDSTICK      WESTERN SOUTH CAROLINA  
Station Audiences by Time Periods      June, 1952

Monday - Friday

<u>Station</u>	<u>6 AM-12 Nn</u>	<u>12 Nn-7 PM</u>	<u>6 AM-7 PM</u>
WAKE	6	4	5
WAIM (CBS)	16	16	16
* WANS	3	7	5
WCRS	8	9	9
WESC	7	9	8
WFBC	17	18	18
WMRC	21	10	15
WMJU	3	4	4
WSPA	4	5	4
Misc.	15	17	16
Average $\frac{1}{4}$ Hour			
Homes Using Radio	22.8	22.2	22.2

These figures are percentages indicating popularity

*Anderson's mutual station, 4 years old*

of the stations during the period. The base, total station quarter hour mentions, is the sum of the number of stations listened to during the periods. This base, divided into the total mention of each station, gives the figures listed above.

<u>6:00 AM</u>		Percent of Homes Lisnrns		Percent of Homes Lisnrns		<u>7:00 AM</u>	
Wake Up With Wake	.2	2	WAKE	1.2	5	Wake Up With Wake	
Farm and Home Hour	1.0	10	WAIM	3.2	14	News, Dawn in Dixie	
News, Folktune Frolics	.4	4	WANS	1.0	4	Carolina, Stiles, News	
Caffeine Club	1.0	10	WCBS	2.0	9	News, Dr. R.C. Bolen	
Headline News	.6	6	WESC	1.2	5	News, Ministerial	
Bob & Jim	2.0	20	WFBC	3.4	15	Alan Newcomb	
News, Party Line	2.6	26	WMRC	6.0	26	News Party Line	
News Roundup	.2	2	WMJU	.4	2	News, Sunny Side Up	
Farm Hour, Misc.	.4	4	WSPA	1.0	4	News, Weather	
	1.8	18	Misc.	4.2	18		
Homes Using Radio	10.2	100		23.4	100	Homes Using Radio	
<u>6:15</u>		Percent of Homes Lisnrns		Percent of Homes Lisnrns		<u>7:15</u>	
Wake Up With Wake, News	.4	3	WAKE	1.2	5	Wake Up With Wake	
Farm-Home, R. Fretwell	1.4	12	WAIM	3.6	15	Dawn in Dixie	
Folktune Frolic	.6	5	WANS	1.2	5	Carolina in the Morn.	
Caffeine Club	1.2	10	WCBS	2.0	8	Dr. R.C. Bolen, Misc.	
Rev. Maze Jackson	1.0	8	WESC	1.0	4	Wake Up By Heck	
Bob & Jim	2.0	17	WFBC	3.6	15	Alan Newcomb	
Poole's Party Line	2.6	22	WMRC	6.2	25	Poole's Party Line	
News Roundup	.2	2	WMJU	.6	2	Sunny Side Up	
Farm Hour, Easterlin	.6	5	WSPA	1.2	5	Reveille Revels	
	2.2	18	Misc.	4.4	18		
Homes Using Radio	12.0	100		24.8	100	Homes Using Radio	
<u>6:30</u>		Percent of Homes Lisnrns		Percent of Homes Lisnrns		<u>7:30</u>	
Wake Up With Wake	.8	6	WAKE	1.0	4	Wake Up With Wake	
Harmony, Rebel Roundup	1.8	13	WAIM	4.6	18	Dawn in Dixie	
Folktune Frolics	.8	6	WANS	1.2	5	Carolina in the Morn.	
Caffeine Club	1.4	10	WCBS	1.8	7	Bolen, Sports, Misc.	
Wake Up By Heck	1.2	8	WESC	1.2	5	Wake Up By Heck	
News, Alan Newcomb	1.6	11	WFBC	3.8	15	Alan Newcomb	
Party Line, Weather	3.0	21	WMRC	6.0	23	Poole's Party Line	
Sunny Side Up	.2	1	WMJU	1.0	4	Dr. Bob Jones	
Farmer, Milling, Misc.	.4	3	WSPA	.6	2	Reveille Revels	
	3.0	21	Misc.	4.6	18		
Homes Using Radio	14.2	100		25.6	100	Homes Using Radio	
<u>6:45</u>		Percent of Homes Lisnrns		Percent of Homes Lisnrns		<u>7:45</u>	
Wake Up With Wake	1.0	6	WAKE	1.0	4	Wake Up With Wake	
Harmony Time	2.0	13	WAIM	4.6	18	Dixie, This I Believe	
Country Style, Misc.	.8	5	WANS	1.0	4	Carolina in the Morn.	
Caffeine Club	1.4	9	WCBS	1.6	6	Bolen, Sports, News	
Wake Up By Heck	1.4	9	WESC	1.4	6	Wake Up, Sports, News	
Newcomb, News, Weather	1.6	10	WFBC	3.6	14	Alan Newcomb, News	
Weather, Pawn Shop	3.8	25	WMRC	5.6	22	Party Line, News	
Sunny Side Up	.2	1	WMJU	1.0	4	Dr. Bob Jones	
Farmer Gray, Frolics	.4	3	WSPA	.6	2	Reveille Revels, News	
	2.8	18	Misc.	4.8	19		
Homes Using Radio	15.4	100		25.0	100	Homes Using Radio	

THE PULSE, INC.  
Monday-Friday, June, 1952

100% YARDSTICK

WESTERN SOUTH CAROLINA  
Base for Each  $\frac{1}{4}$  Hour 500 Homes

8:00 AM			Percent of			Percent of			9:00 AM		
	Homes	Lisnrs		Homes	Lisnrs		Homes	Lisnrs		Homes	Lisnrs
World News Roundup CBS	1.8	6	WAKE	1.2	5	Emanon Show					
World News	4.6	16	WAIM	3.8	17	News of America					
Late Riser's Reveille	1.0	3	WANS	.8	3	News					
World News Roundup	3.4	12	WCRS	1.6	7	Red Foley					
Wake Up By Heck	1.2	4	WESC	2.0	9	Western Swing Time					
World News Roundup	4.6	16	WFBC	4.4	19	Kitchen Kapers					
Poole's Party Line	7.2	25	WMRC	4.8	21	Breakfast Club					
News-Morning Edition	.8	3	WMJU	.8	3	News, Feminine News					
CBS News Roundup	.8	3	WSPA	.8	3	Jane Dalton					
	3.8	13	Misc.	3.0	13						
Homes Using Radio	28.8	100		23.0	100	Homes Using Radio					
<u>8:15</u>			<u>9:15</u>			<u>9:15</u>			<u>9:15</u>		
Emanon Show	1.2	4	WAKE	1.2	5	Emanon Show					
Morning Devotional	4.4	15	WAIM	3.8	17	Music					
Late Riser's Reveille	1.0	3	WANS	.8	3	Tell Neighbor, Misc.					
B. Barron Orch., Misc.	3.2	11	WCRS	1.6	7	Red Foley					
Wake Up By Heck	1.2	4	WESC	2.2	10	Hovie Lister					
Alan Newcomb	4.8	17	WFBC	4.4	19	Kitchen Kapers					
Poole's Party Line	7.4	26	WMRC	4.8	21	Breakfast Club					
Coffee Cup Capers	1.0	3	WMJU	.8	3	Miniatures, Keefer-Keys					
Cliff Gray	.8	3	WSPA	.6	3	Jane Dalton					
	4.0	14	Misc.	3.2	14						
Homes Using Radio	28.8	100		23.0	100	Homes Using Radio					
<u>8:30</u>			<u>9:30</u>			<u>9:30</u>			<u>9:30</u>		
Emanon Show	1.4	5	WAKE	1.2	5	Popular Platter Party					
Morning Special, Misc.	4.4	16	WAIM	3.2	14	Music					
Morning Devotional	.8	3	WANS	.8	4	Neighbor, Pop Concert					
Daily Devotion, Misc.	3.2	12	WCRS	1.4	6	News, Morn. Varieties					
Wake Up By Heck	1.8	6	WESC	2.2	10	Blackwood Bros.					
Housekeeping A Hobby	4.4	16	WFBC	5.0	22	Young Dr. Malone					
Shelly's Shenanigans	6.8	24	WMRC	4.6	20	Breakfast Club					
Coffee Cup Capers	1.0	4	WMJU	.8	4	Artist, Composer					
Cliff Gray	.8	3	WSPA	.8	4	Jane Dalton					
	3.4	12	Misc.	3.0	13						
Homes Using Radio	27.8	100		22.8	100	Homes Using Radio					
<u>8:45</u>			<u>9:45</u>			<u>9:45</u>			<u>9:45</u>		
Emanon Show	1.4	6	WAKE	1.2	5	Popular Platter Party					
Morning Special, Misc.	4.0	16	WAIM	3.0	14	Songs of Our Time, Misc.					
Devotional, Misc.	.8	3	WANS	.6	3	Neighbor, Pop Concert					
Biscuit Time, Misc.	3.0	12	WCRS	1.0	5	Morning Varieties					
Wake Up By Heck	1.8	7	WESC	2.0	9	Texas Bill Strength					
Alan Newcomb, News	3.6	15	WFBC	5.0	23	Brighter Day					
Shenanigans, News, Conte	5.4	22	WMRC	4.6	21	Breakfast Club					
Coffee Cup Capers	.8	3	WMJU	.8	4	Artist, Composer					
Cliff Gray	.8	3	WSPA	1.0	5	Jane Dalton					
	3.0	12	Misc.	3.0	14						
Homes Using Radio	24.6	100		22.0	100	Homes Using Radio					

THE PULSE, INC.  
Monday-Friday, June, 1952

100% YARDSTICK

WESTERN SOUTH CAROLINA  
Base for Each  $\frac{1}{4}$  Hour 500 Homes

10:00 AM			Percent of		Percent of		11:00 AM		
	Homes	Lisnrs	Homes	Lisnrs	Homes	Lisnrs		Homes	Lisnrs
Popular Platter Party	1.0	5	WAKE	2.0	8	Arthur Godfrey			
Arthur Godfrey	4.0	18	WAIM	4.6	18	Arthur Godfrey			
News-C. Brown	.6	3	WANS	.6	2	Ladies Fair			
Morning Varieties	.6	3	WCRS	2.2	8	Strike It Rich			
World News	1.6	7	WESC	2.6	10	Bright Spot Hour			
Welcome Travelers	5.0	23	WFBC	5.0	19	Strike It Rich			
My True Story	4.4	20	WMRC	3.4	13	Lone Journey			
News, Chapel Hour	1.0	5	WMJU	1.2	5	News, Good Listening			
Arthur Godfrey	1.2	5	WSPA	1.0	4	Arthur Godfrey			
	3.2	14	Misc.	4.0	15				
Homes Using Radio	22.2	100		26.0	100	Homes Using Radio			
<u>10:15</u>			<u>11:15</u>						
Popular Platter Show	1.2	5	WAKE	1.8	7	Arthur Godfrey			
Arthur Godfrey	4.4	20	WAIM	4.6	18	Arthur Godfrey			
Paula Stone	.6	3	WANS	.6	2	Ladies Fair			
Morning Varieties	.6	3	WCRS	2.4	9	Strike It Rich			
Graham Jackson	.8	4	WESC	2.8	11	Bright Spot Hour			
Welcome Travelers	4.8	21	WFBC	5.0	19	Strike It Rich			
True Story, Streets	5.0	22	WMRC	3.2	12	When A Girl Marries			
Chapel Hour	1.0	4	WMJU	1.0	4	Good Listening			
Arthur Godfrey	1.2	5	WSPA	1.0	4	Arthur Godfrey			
	3.2	14	Misc.	3.8	15				
Homes Using Radio	22.4	100		25.8	100	Homes Using Radio			
<u>10:30</u>			<u>11:30</u>						
Arthur Godfrey	2.2	9	WAKE	1.4	6	Queen for A Day			
Arthur Godfrey	4.2	17	WAIM	4.4	19	Midday Melodies			
Take A Number	.6	2	WANS	.6	3	Queen for A Day			
Morning Varieties	1.2	5	WCRS	1.6	7	Bob & Ray			
Cornbread Matinee	1.0	4	WESC	2.0	9	Songs from the Old Hymn			
Double or Nothing	5.0	21	WFBC	4.2	18	Bob & Ray			
Whispering Streets	4.6	19	WMRC	4.0	17	Break the Bank			
Chapel Hour	1.0	4	WMJU	.8	3	The Radio Hymnal			
Arthur Godfrey	1.0	4	WSPA	.8	3	Claude Turner, Roundup			
	3.8	16	Misc.	3.6	16				
Homes Using Radio	24.2	100		23.0	100	Homes Using Radio			
<u>10:45</u>			<u>11:45</u>						
Arthur Godfrey	2.4	10	WAKE	1.2	5	Queen For A Day			
Arthur Godfrey	4.4	17	WAIM	4.2	19	Midday Melodies			
Take A Number	.6	2	WANS	.8	4	Queen For A Day			
Dr. Crane	1.4	6	WCRS	1.4	6	Dave Garroway			
Cornbread Matinee	1.2	5	WESC	1.8	8	Meet The Band			
Double or Nothing	5.2	21	WFBC	4.2	19	Dave Garroway			
Against the Storm	4.4	17	WMRC	4.2	19	Break the Bank			
Chapel Hour	1.0	4	WMJU	.8	4	Journey Into Melody			
Arthur Godfrey	1.0	4	WSPA	1.0	4	Rosemary			
	4.0	16	Misc.	3.4	15				
Homes Using Radio	25.2	100		22.6	100	Homes Using Radio			

	Percent of			Percent of		
<u>12:00 Noon</u>	Homes	Lisnrs		Homes	Lisnrs	<u>1:00 PM</u>
Curt Massey Time	1.4	6	WAKE	1.0	4	News-C. Foster
Wendy Warren & News	4.2	19	WAIM	4.4	20	Obit., Swap, Lullaby, Misc.
Curt Massey	1.0	5	WANS	1.8	8	Tune Time, Baseball
Gospel Melodeers, Misc.	1.0	5	WCRS	2.2	10	Obituary, News
Duke Reporter	1.6	7	WESC	1.8	8	Heckman's House Party
Red Foley	4.0	18	WFBC	2.8	12	Streetman, Monty
Jack Berch Show	3.4	15	WMRC	2.2	10	Obituary, Devotions
News	1.2	5	WMJU	.8	4	News, Prexy's Program
Wendy Warren & News	1.2	5	WSPA	1.4	6	Big Sister
	3.4	15	Misc.	4.6	21	
Homes Using Radio	22.0	100		22.4	100	Homes Using Radio
<u>12:15</u>						<u>1:15</u>
Capitol Commentary, Nws	1.2	5	WAKE	1.0	5	Luncheon Date With WAKE
Novelty Tune Time	4.4	20	WAIM	4.2	19	Hillbilly Hits, Roundup
Commentary, Obits.	.8	4	WANS	2.0	9	News, Tune Time, Basbl
Personality Time	1.2	5	WCRS	2.4	11	News-Gambrell
Songs, Stylings	1.4	6	WESC	1.8	8	Heckman's House Party
Jack Hunt	4.0	18	WFBC	2.4	11	Monty Goes on Record
Ray's Rhythm Ranch	3.2	15	WMRC	1.4	6	Ted Malone
Luncheon Lyrics	1.4	6	WMJU	1.0	5	Down Memory Lane
Reporter, News Digest	1.2	5	WSPA	1.4	6	Ma Perkins
	3.4	15	Misc.	4.8	22	
Homes Using Radio	22.0	100		21.8	100	Homes Using Radio
<u>12:30</u>						<u>1:30</u>
Noontime Neighbors, Nws	1.2	5	WAKE	1.2	5	Luncheon Date with WAKE
Helen Trent	4.6	20	WAIM	4.2	18	Hillbilly Roundup Time
Farm News, Misc.	.8	3	WANS	2.2	10	Top Pops, Baseball
News	1.4	6	WCRS	2.6	11	Merrill Mueller
Plantation House Party	1.4	6	WESC	2.0	9	Heckman's House Party
Reporter, News, Misc.	4.2	18	WFBC	2.2	10	Monty Goes on Record
Farm Service Center	3.0	13	WMRC	2.0	9	Debbie Bradley Show
Luncheon Lyrics	1.4	6	WMJU	.8	3	Bible Study
Piedmont Frm Hr	1.2	5	WSPA	1.4	6	Dr. Malone
	4.0	17	Misc.	5.0	22	
Homes Using Radio	23.0	100		23.0	100	Homes Using Radio
<u>12:45</u>						<u>1:45</u>
Noontime Neighbors	1.0	5	WAKE	1.2	5	Luncheon Date With WAKE
Our Gal Sunday	4.8	22	WAIM	4.0	18	Hillbilly Roundup Time
Farm News, Misc.	1.0	5	WANS	2.2	10	Top Pops, Baseball
News	1.2	5	WCRS	2.4	11	Merrill Mueller
Midday Music	1.2	5	WESC	2.2	10	Heckman's House Party
Srnde, Crossrd, Memoriam	4.4	20	WFBC	2.0	9	Serenade
Happened in Greenville	2.6	12	WMRC	1.8	8	Tello Test
Luncheon Lyrics	1.2	5	WMJU	1.0	4	Listen-Learn, Misc.
Piedmont Farm Hour	1.2	5	WSPA	1.4	6	Guiding Light
	3.8	17	Misc.	5.0	22	
Homes Using Radio	22.2	100		22.6	100	Homes Using Radio

THE PULSE, INC.  
Monday-Friday, June, 1952

100% YARDSTICK

WESTERN SOUTH CAROLINA  
Base for Each  $\frac{1}{4}$  Hour 500 Homes

<u>2:00 PM</u>			Percent of		<u>3:00 PM</u>	
	Homes	Lisnrs		Homes	Lisnrs	
Grady Cole	1.2	6	WAKE	1.2	5	Doc Jive
2nd Mrs. Burton	2.8	13	WAIM	2.6	12	Hilltop House
Baseball	2.2	10	WANS	2.2	10	Baseball
Juke Box Serenade	2.4	11	WCRS	2.4	11	Juke Box
Basebl,Record Party	2.0	10	WESC	2.2	10	Baseball,Record Party
Pickens Party, Misc.	2.2	10	WFBC	4.4	19	Life Can Be Beautiful
Paul Harvey	2.4	11	WMRC	2.0	9	Emerson's Hymn Time
News,Music Parade	1.0	5	WMUU	1.0	4	News,Music,Opera Mat.
2nd Mrs. Burton	1.2	6	WSPA	1.2	5	Hilltop House
	4.0	19	Misc.	4.2	19	
Homes Using Radio	21.0	100		22.6	100	Homes Using Radio
<u>2:15</u>					<u>3:15</u>	
National Health Aids	1.0	5	WAKE	1.2	5	House Party
Afternoon Melodies	2.2	10	WAIM	2.6	11	Houseparty
Baseball	2.2	10	WANS	2.0	8	Baseball
Juke Box Serenade	2.6	12	WCRS	2.4	10	Juke Box
Baseball,Record Party	2.0	9	WESC	2.4	10	Baseball,Record Party
Wilson's Music Room	2.4	11	WFBC	4.8	20	Road of Life
News,Photo Quiz	2.6	12	WMRC	2.4	10	Ladies-Seated,Aids
Music Parade	1.2	6	WMUU	1.0	4	Great Music, Opera Mat.
Perry Mason	1.2	6	WSPA	1.2	5	House Party
	4.2	20	Misc.	4.4	18	
Homes Using Radio	21.2	100		23.8	100	Homes Using Radio
<u>2:30</u>					<u>3:30</u>	
Paula Stone	1.0	5	WAKE	.8	4	House Party
Nora Drake	2.4	11	WAIM	2.6	12	Houseparty
Baseball	2.4	11	WANS	2.0	9	Baseball
Juke Box Serenade	2.4	11	WCRS	2.4	11	Pepper Young's Family
Baseball,Record Party	2.2	10	WESC	2.2	10	Beat the Heat Quiz
Hits for the Mrs.	2.8	13	WFBC	4.6	20	Pepper Young's Family
Races,Valentino	2.2	10	WMRC	2.6	12	Mary Marlin
Music Parade	.8	4	WMUU	.8	4	Great Music,Opera Mat.
Nora Drake	1.4	7	WSPA	1.0	4	House Party
	4.0	19	Misc.	4.0	18	
Homes Using Radio	21.4	100		22.6	100	Homes Using Radio
<u>2:45</u>					<u>3:45</u>	
Doc Jive	1.2	6	WAKE	.6	3	Carl Smith,News
Dr. G. W. Crane	3.0	14	WAIM	2.4	11	Carl Smith, News
Baseball	2.4	11	WANS	1.8	8	Baseball
Juke Box,News	2.4	11	WCRS	2.4	11	Right to Happiness
Baseball,Record Party	2.4	11	WESC	2.2	10	Warm-Up,Misc.
Hit for the Mrs.,News	2.8	13	WFBC	4.6	22	Right to Happiness
Valentino	1.8	8	WMRC	2.2	10	Evelyn Winters
Music Parade	.6	3	WMUU	.6	3	Great Music,Opera Mat.
Our Gal Sunday	1.4	7	WSPA	.8	4	Carl Smith, Devotion
	3.6	17	Misc.	4.0	19	
Homes Using Radio	21.4	100		21.2	100	Homes Using Radio

THE PULSE, INC.  
Monday-Friday, June, 1952

100% YARDSTICK

WESTERN SOUTH CAROLINA  
Base for  $\frac{1}{4}$  Hour 500 Homes Each

<u>4:00 PM</u>			Percent of		Percent of		<u>5:00 PM</u>	
	Homes	Lisnrs		Homes	Lisnrs		Homes	Lisnrs
Ladies Fair	1.2	6	WAKE	.8	4	Merry Mailman		
Grady Cole	3.0	14	WAIM	3.8	18	Charlie Boogie Boy		
Basebl,Hillbilly Hop	1.6	7	WANS	.8	4	Hornet,Challenge,Misc.		
Dr. Paul	2.4	11	WCRS	2.4	12	Doctor's Wife		
Baseball	2.0	9	WESC	2.2	11	Baseball		
Backstage Wife	4.8	22	WFBC	4.4	21	Just Plain Bill		
ABC News,Misc.	1.6	7	WMRC	2.0	10	Big Jon & Sparky		
Story-Adventure	.8	4	WMJU	.6	3	News,Echoes-Evening		
Grady Cole	1.0	5	WSPA	1.0	5	Hillbilly Hit Parade		
	3.6	17	Misc.	3.0	14			
Homes Using Radio	21.6	100		20.8	100	Homes Using Radio		

<u>4:15</u>			Percent of		Percent of		<u>5:15</u>	
	Homes	Lisnrs		Homes	Lisnrs		Homes	Lisnrs
Ladies Fair,Jam & Jive	1.4	6	WAKE	.6	3	Merry Mailman		
Everyday,Pays-Listening	3.2	14	WAIM	4.0	19	Charlie Boogie Boy		
Baseball,Hillbilly Hop	1.6	7	WANS	.8	4	Hornet,Challenge,Misc.		
Stella Dallas	2.6	12	WCRS	2.4	12	Doctor's Wife		
Baseball	2.0	9	WESC	2.2	11	Baseball		
Stella Dallas	5.0	23	WFBC	4.4	21	Front Page Farrell		
Dr. G. W. Crane	1.4	6	WMRC	2.0	10	Mark Trail		
Story & Adventure	1.0	5	WMJU	.4	2	Echoes at Evening		
Everyday,Serenade	1.2	5	WSPA	1.0	5	Hillbilly Hit Parade		
	3.4	15	Misc.	2.8	14			
Homes Using Radio	22.2	100		20.6	100	Homes Using Radio		

<u>4:30</u>			Percent of		Percent of		<u>5:30</u>	
	Homes	Lisnrs		Homes	Lisnrs		Homes	Lisnrs
Jam & Jive	1.0	5	WAKE	.8	4	Songs of Bar B		
Pays To Be Listening	3.0	14	WAIM	3.8	18	Bob Eberly Show		
Hillbilly Hop	1.2	6	WANS	1.4	7	Hornet,Challenge,Misc.		
Young Widder Brown	2.2	10	WCRS	2.0	10	Lone Ranger,Curtain		
Game of the Day	2.2	10	WESC	2.0	10	Baseball		
Young Widder Brown	4.6	22	WFBC	4.2	20	Dr. Paul		
Jam & Jive	2.0	9	WMRC	1.8	9	Fun Factory,Cadet		
Story and Adventure	1.2	6	WMJU	.6	3	Echoes at Evening		
Everyday, Serenade	1.0	5	WSPA	1.0	5	Hillbilly Hit Parade		
	3.2	15	Misc.	3.2	15			
Homes Using Radio	21.2	100		20.8	100	Homes Using Radio		

<u>4:45</u>			Percent of		Percent of		<u>5:45</u>	
	Homes	Lisnrs		Homes	Lisnrs		Homes	Lisnrs
Grady Cole	1.0	5	WAKE	.6	3	Songs,Headline,News		
Listen, Interlude,Nws	3.2	15	WAIM	3.6	18	Curt Massey		
Hillbilly Hop	1.0	5	WANS	1.2	6	Hornet,Challenge,News		
Woman in My House	2.2	10	WCRS	2.0	10	Lone Ranger,Curtain		
Baseball	2.2	10	WESC	1.8	9	Baseball, News		
Woman in My House	4.8	22	WFBC	4.2	21	The Doctor's Wife		
Jam & Jive	2.2	10	WMRC	1.8	9	Factory, Cadet,Misc.		
Story and Adventure	1.2	6	WMJU	.6	3	The Word & Music		
Blue Ridge Quartet	1.2	6	WSPA	1.0	5	Curt Massey		
	3.2	15	Misc.	3.4	17			
Homes Using Radio	21.8	100		20.2	100	Homes Using Radio		

	Percent of		
	Homes	Lisnrs	
			<u>6:00 PM</u>
WAKE	.6	3	Sports Roundup
WAIM	4.4	22	Band of the Day
WANS	1.0	5	Spotlight Reporter
WCRS	1.6	8	News
WESC	1.4	7	Sports Scoreboard
WFBC	4.0	20	Sports Reporter, Monty Back
WMRC	2.8	14	News, Sportspace
WMUU	.6	3	News
WSPA	1.0	5	News, Piedmont Parade
Misc.	3.2	16	
	20.4	100	Homes Using Radio
			<u>6:15</u>
WAKE	.8	4	Believe, Hollywood, Misc., News
WAIM	4.6	22	Uncle Remus
WANS	1.2	6	Treasure Chest, Reporter
WCRS	1.4	7	News, Misc.
WESC	1.6	8	James Edmonds
WFBC	4.6	22	Monty Back on Record
WMRC	2.4	11	Lazy Man
WMUU	1.0	5	Sunset Serenade
WSPA	.8	4	Piedmont Parade, Misc.
Misc.	3.0	14	
	21.2	100	Homes Using Radio
			<u>6:30</u>
WAKE	.8	4	Tops in Pops
WAIM	4.8	21	Lone Ranger, Misc.
WANS	1.4	6	Dance Orchestra, Misc.
WCRS	1.4	6	News, Sports, Parade
WESC	1.8	8	Ebony Swing Club
WFBC	5.0	22	Esso, Lcl News, Lost, Misc.
WMRC	2.8	12	Lazy Man
WMUU	1.2	5	Sunset Serenade
WSPA	.8	4	Sports Roundup
Misc.	3.2	14	
	22.8	100	Homes Using Radio
			<u>6:45</u>
WAKE	.8	3	Tops in Pops, Misc.
WAIM	4.6	20	Lone Ranger, Misc.
WANS	1.6	7	Dance Orchestra, Misc.
WCRS	1.4	6	F. Martin-Orch.
WESC	2.0	9	Ebony Swing Club
WFBC	4.6	20	Sports Political
WMRC	3.0	13	Lazy Man
WMUU	1.0	4	Evensong
WSPA	.8	3	News Digest, Taylor
Misc.	3.4	15	
	23.0	100	Homes Using Radio

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# The WAIM Story

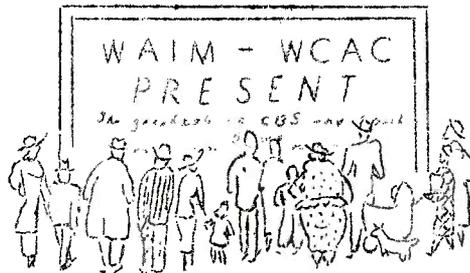
- \* WAIM was established in 1935.
- \* WAIM is South Carolina's oldest CBS outlet.
- \* WCAC was established in 1945.
- \* WCAC is South Carolina's most powerful CBS Station.
- \* WAIM-WCAC have served as the radio outlets for Clemson Agricultural College for 17 years.
- \* WAIM-WCAC are owned and operated by Wilton E. Hall, who is president of the Anderson Independent and Daily Mail, South Carolina's fastest growing daily newspapers.
- \* WAIM has South Carolina's latest and most modern full half wave antenna.
- \* WAIM-WCAC are equipped with the finest technical equipment Western Electric manufactures.
- \* WAIM-WCAC was the first radio station in America chosen by Northwestern University for a listenership study.
- \* WAIM-WCAC have a complete mobile broadcasting unit, (KA-9791).
- \* WAIM-WCAC is staffed by an experienced and versatile group of seasoned employees, who know showmanship and salesmanship.
- \* WAIM-WCAC furnish competent advertising counsel to their clients and sponsors.
- \* WAIM was one of the first stations in the South to broadcast play-by-play sports. Through Palmetto Broadcasting System, they broadcast all Clemson football games, direct from the playing fields.
- \* WAIM-WCAC go all-out for cooperative promotion of its programs through newspaper, direct mail, and many other media as well as its own "On-The Air" promotion.

F A C T S   A N D   F I G U R E S   A B O U T

# WESTERN SOUTH CAROLINA MARKET

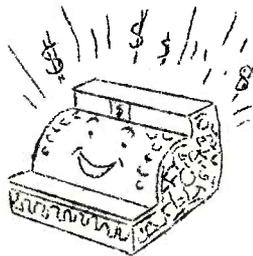
(From Sales Management and U. S. Census 1950. Est. 1952)

POPULATION 450,717



(Plus Four Counties in Northeast Georgia...65,300)

RETAIL SALES \$319,613,000



(Plus Four Counties in Northeast Georgia with \$32,039,000.)

BUYING INCOME \$447,506,000



(Plus Four Counties in Northeast Georgia with \$58,436,000.)



# MATCHLESS FREE NEWSPAPER PROMOTION

"WE GIVE OUR ADVERTISERS FREE WHAT CANNOT BE PURCHASED AT  
ANY PRICE"

Through its cooperation with Anderson's two Progressive  
Daily Newspapers

THE ANDERSON INDEPENDENT  
(Mornings and Sunday)

THE ANDERSON DAILY MAIL  
(Evenings)

Advertisers of WAIM-WCAC receive complete cooperation in  
program promotion. Each week, the newspapers carry:

1. "ON THE AIR", average  $1\frac{1}{2}$  to 2 inches on Front Page of both papers, for program promotions daily. This runs with Weather Forecasts and Temperature reports.
2. Two column advertisement of sufficient depth to promote one program daily.
3. Illustrations for programs carrying woman appeal on Society Pages, both papers, once a week.
4. Cuts promoting programs of general interest on Amusement pages.
5. Daily Strip, 8 columns x 2 inches daily, on Baseball broadcasts.
6. Two strips across Front Page, Daily Mail Saturday.
7. Two full columns Saturday Afternoon and Sunday morning devoted to Radio programs, promotion and news. This two column feature---FLASH---edited by G. Paul Browne, Commercial Manager of WAIM-WCAC.

A MINIMUM OF 30 COLUMNS --- OR NEARLY FOUR FULL PAGES --- OF PROMOTION EACH WEEK!

(To maintain the maximum sales punch so essential to advertisers, we purchase and provide this superb service for our advertisers.)

**In South Carolina . . .**

**The Circulation of the ANDERSON Newspapers  
Long Ago Passed SPARTANBURG and Moved up  
next to CHARLESTON!**

*Compared with Spartanburg, the Anderson  
Newspapers Provide Advertisers:*

- **25% More Prospects!**
- **More Population by 43,609!**
- **More Retail Sales by \$5,105,000**

Reprinted from SOUTHERN ADVERTISING and PUBLISHING, September, 1951

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**CIRCULATION 46,000 PLUS**

Leading All Newspapers of South Carolina in Circulation Gains—Over 300% in Recent Years

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**TOPS IN U.S.A.**

In 1950, the National Editorial Association awarded The Independent its Distinguished Service Bronze Plaque for outstanding Farm Pages. (In top three of U.S.A.)

The Daily Mail was awarded the N.E.A. Bronze Plaque for having produced in 1950 the largest newspaper ever printed in South Carolina (304 pages). Its edition was acclaimed in the group of the three best issued in the United States.

First South Carolina newspaper to sponsor series of radio broadcasts to publicize the state's natural resources to the nation.

Only newspapers in the United States to twice receive the University of Missouri silver plaque for rendering the greatest community service in the nation. (1941 and 1944.)

Awarded Editor & Publisher Blue Ribbon for writing and publishing the best advertisement in the United States.

**The Anderson Independent**

MORNING AND SUNDAY  
L. S. HEMBREE, Editor

South Carolina's Most Interesting Newspaper

**THE DAILY MAIL**

EVENINGS

J. B. HALL, Editor

JAMES R. YOUNG, Associate Editor

For 52 Years A Dependable Anderson Institution

**SOUTH CAROLINA'S  
FASTEST GROWING  
NEWSPAPERS  
TODAY**

**Publish More Than Three  
Times Their National  
Advertising Volume Of  
FIVE YEARS AGO!**

This unprecedented ACCEPTANCE of these newspapers by the Astute National Advertisers (at the low rate of \$2.66 per inch) is the result of the complete saturation of the ANDERSON TRADING AREA as determined by the survey of shopping habits by Dr. Charles L. Allen, of Northwestern University.

Represented by Katz Agency

WILTON E. HALL  
Publisher

**TODAY** The Anderson Newspapers Have Over **10,000** More Readers Than Just A Short **90 DAYS** AGO!

**FOR 17 YEARS  
ANDERSON'S  
LISTENING  
HABIT!**

**WAIM - WCAC**

**1 MARTIN ST., ANDERSON, S. C.**

**Glenn P. Warnock,  
General Manager**

**G. Paul Browne,  
Commercial Manager**

**NATIONAL REPRESENTATIVES:**

**Burn-Smith Co.,  
19 W. 44 St.  
New York**

**Burn-Smith Co.,  
307 N. Michigan Ave.  
Chicago**

**Dora Clayton Agency,  
Mtg. Guarantee Bldg.  
Atlanta, Ga.**