

WSPD

"RADIO NUMBER ONE"

BUYER'S GUIDE

SECOND
CYCLE

COMMUNITY
CLUB
AWARDS

DIAL

1370

136 Huron Street,
Toledo 4, Ohio



WSPD's ALARM CLOCK
 6:30 - 10:00 A. M.
 Monday thru Saturday



RUDY ERTIS plays good
MUSIC FOR YOU from
 10:05 - 12:00 noon
 Monday thru Friday



DICK RICE has cash on
 the line, daily on
TELLO-TEST at
 12:30 P. M.



BOB MARTZ plays the top
 fifty tunes on his own
 Toledo survey, weekdays
 on **FABULOUS 59**,
 3:05 - 6:00 P. M.



**PAUL RICHARD'S SPORTS
 REPORT**, 6:15 P.M. Monday
 thru Saturday, for all the
 news from the world of sports.



Popular **ART BARRIE M.C.'s
 PEOPLE'S OPINIONS**, nightly
 9:05-12:00 mid-night. Give Art
 a phone call and state your
 opinion.

AND FOR THE NIGHT PEOPLE IN TOLEDO . . .
OPERATION V-8. Music, hourly news reports, late weather conditions,
 chatter from Midnight until 5:45 in the morning.
24 HOURS A DAY.

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 5. My favorit
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 6. Who is yo
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 7. Here are
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BREAD & BAKED FOODS

Jersey Bread Company 4

CIGARETTES

Dual Filter Tareytos 5

CORSET SHOP

Crooks & Coleman 6

DAIRY PRODUCTS

Sealtest Dairy Products 7

DRIVE-IN RESTAURANT

Don's Drive-In 8

DRUGS

Elmer's Rexall Stores & Trail Pharmacy 9

FURNITURE

Buckeye Furniture Company 11

ICE CREAM

Borden's 14

MEATS

Eckert's "Dinner Bell" Meats 15

MEN'S WEAR

Sprenger's 16

MOVING-STORAGE

Willis Day Storage Company 17

POTATO CHIPS

Cain's Potato Chips 17

SOFT DRINKS

Hire's Root Beer

SUPER MAG

STORES FOR MEN OFFER

DOUBLE THE PURCHASE PRICE IN BONUS CREDITS ON EVERYTHING INCLUDING THESE NATIONAL BRANDS:

ARROW MEN'S SHIRTS
JAYSON SPORT SHIRTS
STETSON HATS
COOPER JOCKEY UNDERWEAR
JARMAN AND FLORSHEIM SHOES
INTERWOVEN SOCKS
SPORT COATS, SLACKS AND
SPORTSWEAR
FASHIONABLE JACKETS
ALLIGATOR RAIN COATS
BELTS, JEWELRY, GIFT ITEMS
MEN'S BUSTER BROWN SHOES



SPECIAL BONUS CREDITS:

ARROW WASH'N WEAR WHITE SHIRTS
\$25.00 FOR 1 BOX OF 4 - \$500.00
STETSON HATS
1 HAT - \$100.00 2 HATS - \$500.00

SPRENGER'S ALWAYS STAND BEHIND EVERY PIECE OF
MERCHANDISE YOU BUY

413 MADISON - 613 MADISON - 1015 JEFFERSON
RAYNOLDS & DORR - PARKWAY PLAZA
MONROE SHOPPING CENTER

Sprenger's

JERSEY BREAD CO. LABEL



Community
Club Award Credits
apply to all Jersey
Bread Company Products

- Jersey Old Style
- Jersey Sunrich
- Jersey Lite Diet
- Jersey Buns & Rolls
- Jersey St. Johns
- Jersey Roman Meal
- Jersey German Crust



REACH FOR JERSEY SUNBEAM BREAD AND
ALL OTHER PRODUCTS BAKED BY THE
JERSEY BREAD COMPANY.

CCA BONUS CREDIT COUPONS

THESE SPECIAL BONUS COUPONS ARE NOT REDEEMABLE FOR CASH IN THE BUY-BACK "NON-WINNER" AWARDS AND ARE OFFERED SOLELY FOR THE PURPOSE OF WINNING WEEKLY OR OVER-ALL AWARDS. YOU WILL BE INFORMED BY WSPD HOW TO USE THESE COUPONS DURING THE CCA CAMPAIGN - DO NOT REMOVE COUPONS FROM THIS BOOK UNTIL YOU ARE INFORMED HOW AND WHERE TO USE ONE OR SEVERAL OF THESE NUMBERED COUPONS.

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| Coupon Number 1 | Coupon Number 2 | Coupon Number 3 | Coupon Number 4 | Coupon Number 5 |
| Coupon Number 6 | Coupon Number 7 | Coupon Number 8 | Coupon Number 9 | Coupon Number 10 |
| Coupon Number 11 | Coupon Number 12 | Coupon Number 13 | Coupon Number 14 | Coupon Number 15 |
| Coupon Number 16 | Coupon Number 17 | Coupon Number 18 | Coupon Number 19 | Coupon Number 20 |



EDWARD C. KUTZ and the 6:00 P.M. news has been a listening mast for over 14 years. WSPD's afternoon news director is also heard at 5:25 P.M.



You Get The News
FIRST...FAST...STRAIGHT...

on RADIO NUMBER 1

WSPD

1370 ON ANY DIAL



JIM UEBELHART, OHIO'S NUMBER 1 newscaster, has been listened to for over 20 years on WSPD. WSPD's News Director is heard daily at: 7:00 A.M.; 8:00 A.M.; 9:00 A.M.; 12:00 NOON, and 1:00 P.M.

IVAN HARVEY, WSPD's night news editor is heard daily at 5:00 P.M., 7:05 P.M., 9:55 P.M. and at 11:00 P.M. When there's a story to cover, Ivan is sure to have it on the air first and accurately.

~~WSPD~~
WSPD

1370 ON YOUR DIAL

TOPS in TOLEDO



**MORE AUDIENCE
THAN ALL OTHER
TOLEDO STATIONS!**