

*Reception*

*Confirmed*

*I have*

*Jay Gilbert*



**ebony  
radio**

**WOKI**



**in  
jackson**

1017 Lynch Street

**JAY GILBERT**

**Phone 3-7830**

W  
O  
K  
J

- Mississippi's only All-Negro programmed station.
- In Jackson—45% Negro — highest Negro ratio of any U. S. City.\*
- Sells the 72,000 Negroes of Jackson—more than the entire population of Galveston, Texas.†
- Has 58% of the total Jackson Radio Audience — 80% of the Negro Audience—All day—Seven days a week.†
- ● Fact: Dollar for dollar WOKJ delivers more Jackson people than any other means of advertising.

\* U. S. Census T Sales Management

† O'Connor Radio Survey

*Jackson's Number 1 Station*