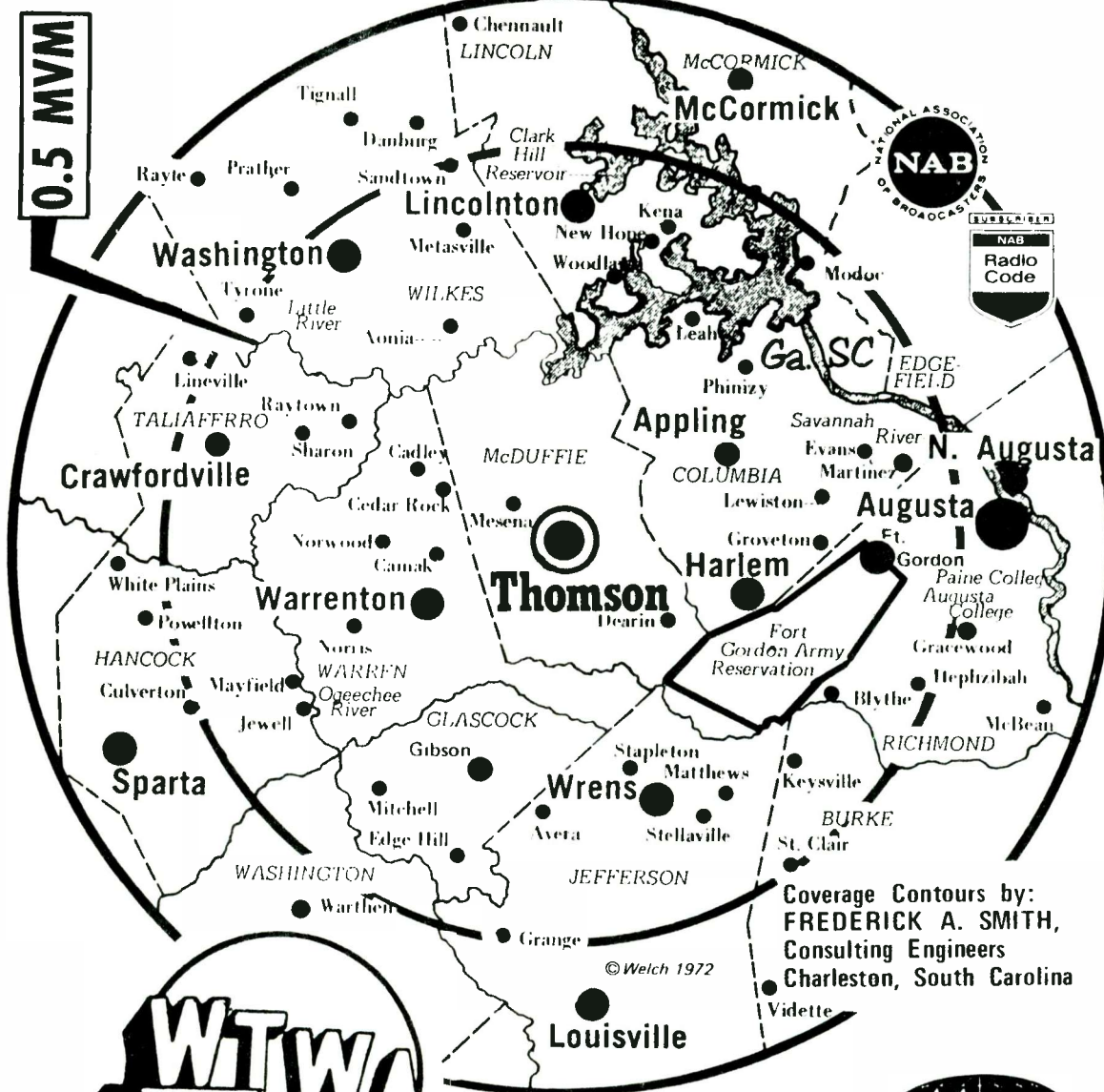


# Serving the Clark Hill Reservoir Recreation Area!

# A Profile of WTWA LAND



THOMSON, GEORGIA is located on Interstate 20, connecting Augusta . . . 35 miles to the Southeast and Atlanta, 125 miles to the Northwest. It is 12 miles from Clark Hill Reservoir, a vast recreation area for fishing, hunting, camping and boating.

THOMSON's leading industries include UNIROYAL (canvas footwear) THOMSON CO. (men's trousers), NATIONAL HOMES (pre-fab modular and mobile homes), DEERING-MILLIKEN, synthetic fabrics, plus six major woodworking plants, large construction industry.

The Thomson/McDuffie County is a relatively wealthy market unto itself. However, because of its proximity to Metro Augusta, no marketing-sales plan for Greater Augusta is complete without the effective Radio coverage of WTWA.

WTWA RADIO is observing its 25th Year of service with 19 years under the same continuous home-town management. We know who is listening, when and where . . . WTWA RADIO is heavy on local news, augmented by local sports coverage plus personalities.

WTWA FEATURES adult personalities . . . contemporary pop and country music alternates throughout the day . . . and the time segment 7-10 PM is reserved for SOUL music by our own local soul jockey.

**WTWA BASE RATES:**  
 60-second spots @ \$ 3.50  
 30-second spots @ \$ 2.00  
 10-second spots @ \$ 1.50  
 National and Local Rates Same.  
 Rates Net to WTWA Radio.

Prepared by:  
**RADIO Unlimited**  
 Pueblo, Colorado



The bright sound of  
**Thomson, Georgia**  
**1240 KHz**  
**1,000 Watts Day**  
**250 Watts Night**  
**Unlimited Hours**

HICKORY HILL  
 BROADCASTING COMPANY  
 P. O. BOX 591  
 PHONE 404/595-1561  
 THOMSON, GEORGIA 30824

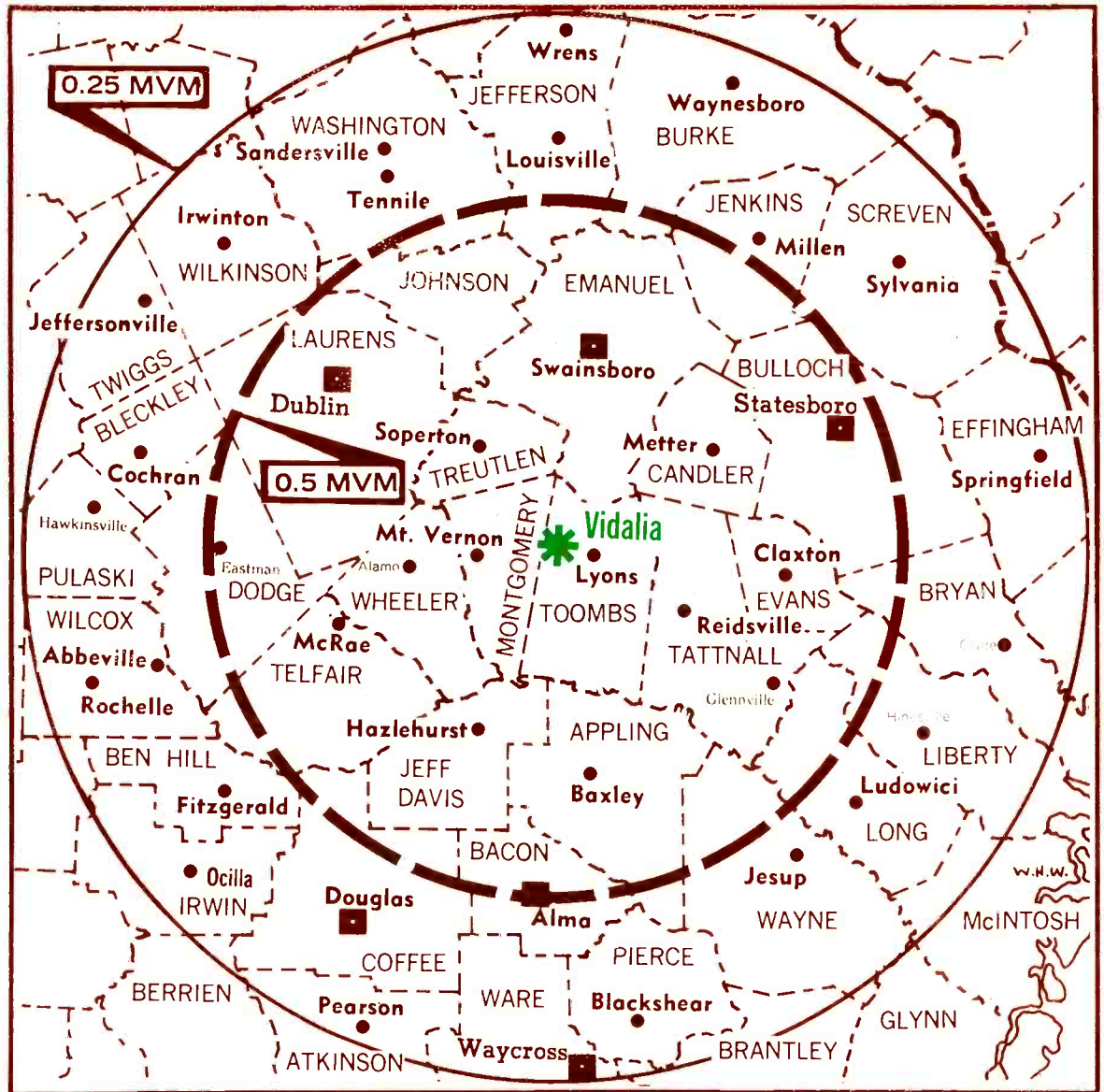
ASSOCIATED PRESS

Member Georgia Association of Broadcasters

Market Data:	0.5 M V/M	0.25 MV/M
	COVERAGE	COVERAGE
Population . . . . .	82,720	375,090
Households . . . . .	28,930	112,830
Radio Homes . . . . .	28,300	112,360
Auto Owners . . . . .	36,880	153,820
Farm Homes . . . . .	3,310	6,340
Spendable Income . . .	\$193,996,000	972,736,000
Total Retail Sales . . .	\$ 99,312,000	633,772,000
Food Stores . . . . .	\$ 26,118,000	133,995,000
Drug Stores . . . . .	\$ 3,829,000	22,143,000
Department Stores . .	\$ 11,802,000	95,228,000
Apparel Shops . . . . .	\$ 2,903,000	28,119,000
Homefurnishings . . . .	\$ 4,909,000	27,190,000
Auto Sales . . . . .	\$ 19,293,000	152,913,000
Service Stations . . . .	\$ 12,003,000	46,333,000
Gross Farm Income . . .	\$ 53,119,000	82,826,000
Source: SRDS Consumer Data 1972.		

# WVOP

## "SOUTHEAST GEORGIA'S FRIENDLY GIANT"



"The Mighty 97"

Serving  
**SOUTHEAST  
GEORGIA**

**970 KC**

\* **5000** \*  
\* **Watts** \*

- Rich Farming Region
- Large Shopping Area
- Key Tobacco Markets

★ ★ Represented by **CONTINENTAL RADIO SALES**  
In Atlanta: Harry J. Cannon

<b>MARKET DATA:</b>	0.5 MVM Coverage	0.25 MVM Coverage
Population . . . . .	217,900	426,800
Households . . . . .	54,560	108,390
Radio Homes . . . . .	47,910	92,430
Automobiles . . . . .	61,600	119,270
Spendable Income (CSI) . . . . .	\$217,067,000	427,540,000
<b>RETAIL SALES:</b>		
Food Stores . . . . .	\$ 47,266,000	91,058,000
Drug Stores . . . . .	\$ 6,552,000	12,639,000
Gen'l. Merchandise . . . . .	\$ 14,782,000	30,576,000
Apparel Stores . . . . .	\$ 9,650,000	15,835,000
Home Furnishings . . . . .	\$ 7,538,000	12,741,000
Automobiles . . . . .	\$ 44,929,000	78,759,000
Service Stations . . . . .	\$ 23,110,000	41,849,000
*Total Retail Sales . . . . .	\$192,219,000	359,082,000
<b>FARM DATA:</b>		
Farm Population . . . . .	60,700	116,100
Gross Income (1962) . . . . .	\$106,593,000	217,518,000

SOURCE: SRDS Consumer Data 1963.

Prepared by Market Data Associates

# WVOP

"THE VOICE OF PROGRESS"  
Vidalia, Georgia

NEWS . . . UPI, Local, Mobile Units  
WEATHER . . . Accurate, Complete Reports  
MUSIC . . . Planned for All Tastes!

## WVOP

H. L. Dorough, General Manager  
Fred Tippet, Commercial Manager  
P. O. Box 391 Phone (Area 912) 537-3305  
VIDALIA, GEORGIA

# QUALITY 1240 RADIO

# WWNS

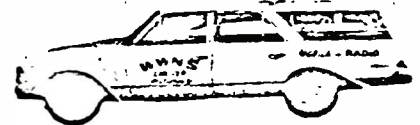
WWNS INC.

P. O. Box 958  
 Statesboro, Georgia  
 Office and Studio  
 East Olliff Street  
 Statesboro, Georgia  
 Telephone 912-764-5446

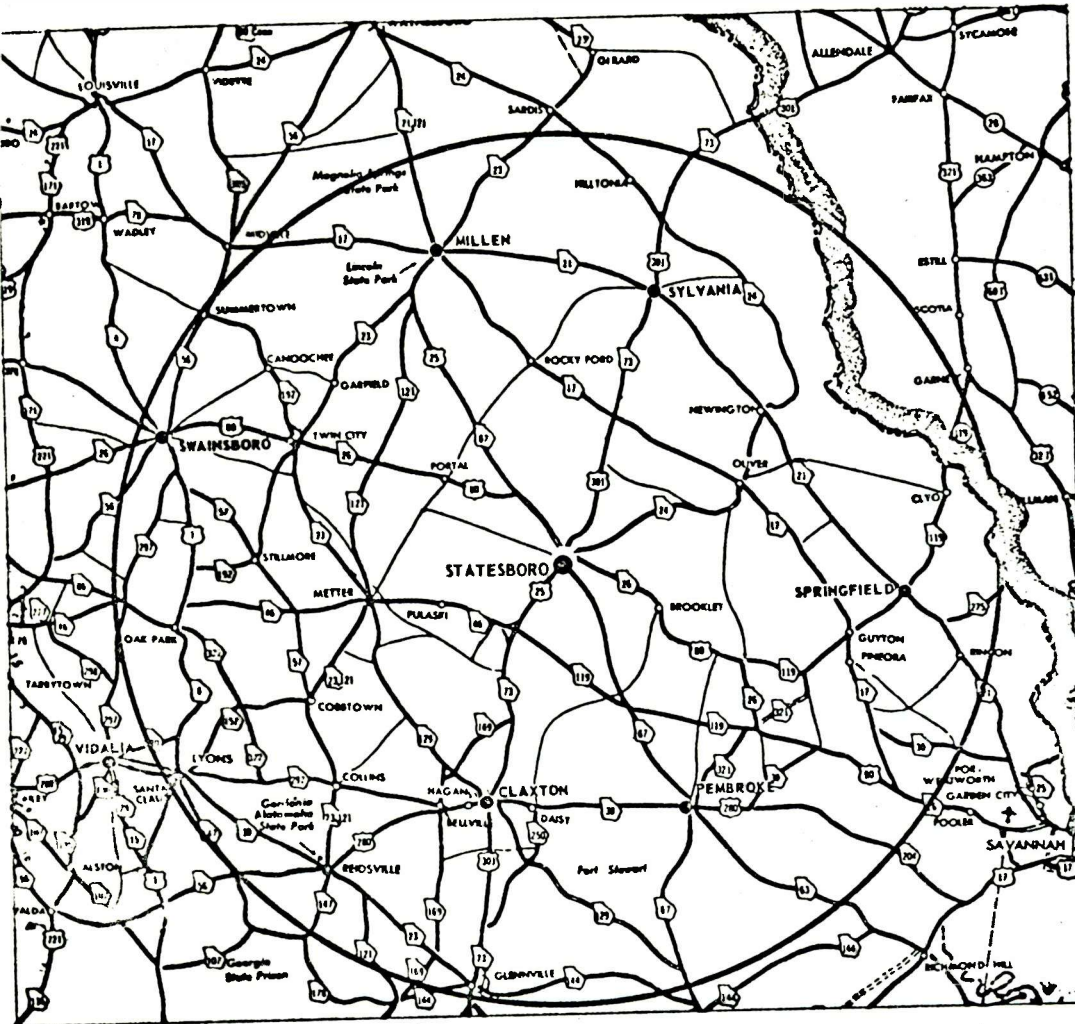
**1240 KC**  
**1000 Watts Day**  
**250 Watts Night**

Southeastern Representative:  
**SOUTHEASTERN REPRESENTATIVES**  
 1365 Peachtree Street N. E.  
 Atlanta, Georgia 30309

United Press International  
 Radio Press International  
 Mobile Unit CAR 124



(CAR 124)



## WWNS Quality 1240 Radio

STATESBORO, GEORGIA

Home Of:

- Rockwell Manufacturing Co. - (meters)
- A. & M. Karagheusian Co. - (Gulistan carpets)
- A. M. Braxton Food Products - (Juice-Rite, preserves)
- Robbins Packing Co. - (meat products)
- Cavi Classics - (children's dresses)
- First Georgia Peanut Co. - (peanuts)
- Claude Howard Lumber Co. - (lumber)

Also Units of

- Union Bag Camp Paper Corp.
- Continental Can

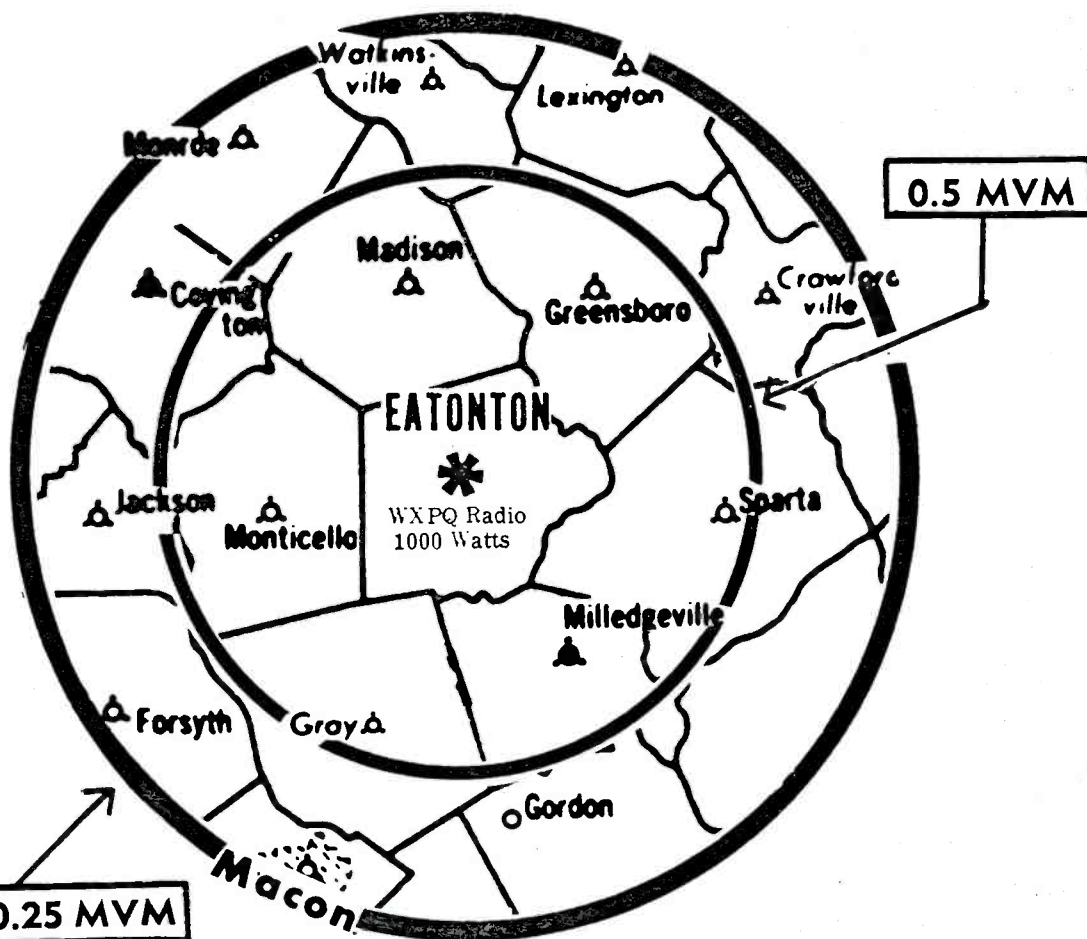
### Market Data for WWNS Coverage Area

	Bulloch (Statesboro)	Coverage Area
Population (1960)	24,263	96,139
Farm Population (1960)	8,274	29,587
No. Families (1960)	5,541	22,363
Agricultural Products Sold (1960)	11,215,000	36,762,000
Bank Deposits (1963)	16,218,000	53,270,000
Retail Sales (1963)	32,153,580	112,419,380

The latest estimated population of Statesboro, based on surveys of the records of the Georgia Power Company and the Statesboro Telephone Company, is 15,000 within a three mile radius and 11,500 for the city limits of Statesboro and those subdivisions immediately adjacent to the city proper. This does not include 2,500 students currently enrolled at Georgia Southern College.

The estimated per capita income for Statesboro based on a 1963 survey is \$4,100.

THIS IS MY 3RD BEST DAYTIME CATCH - WHBU + WELR top it.  
 1240 1360  
 1000 Watts-Clear Channel-1520 Radio (6LM)



# WXPQ

THE DAIRY LAND'S  
 FAVORITE SOUND

Eatonton, Ga.

## WXPQ Serves....

The thriving area of Putnam, Jasper, Greene, Jones, Morgan, Hancock and Baldwin Counties.

## WXPQ Serves....

The State 4-H Center, located just 7 miles from Eatonton that attracts thousands of visitors each year.

## WXPQ Serves....

Lake Sinclair, the summer home of thousands of Georgians and features facilities for boating, swimming, fishing and picnicing.

## WXPQ Serves....

Plant Harllee Branch on Lake Sinclair in Putnam County, one of the major power stations in Georgia.

## WXPQ Serves....

Putnam County, one of the leading Dairy Counties in our state, and is known for its annual Dairy Festival.

## WXPQ Serves....

Eatonton, the birthplace of Joel Chandler Harris creator of the Uncle Remus stories.

## WXPQ Has....

Modern and exciting programming, pop music, country and western and top tunes are our music. News is supplied by American Contemporary Radio Network. Wire service is from United Press. We carry all big local sports events and many National attractions.

SERVING-  
 Gray Milledgeville  
 Greensboro Monticello  
 Madison Sparta



# WXPQ

The bright sound of  
 Eatonton, Ga.

**1000**  
 WATTS

**1520 ON THE DIAL**

EATONTON BROADCASTING CO.  
 P.O. BOX 88  
 EATONTON, GA.  
 PHONE 401-485-2471

## Market Data:

	0.5 MVM	.25 MVM
Population	87,917	211,817
Households	19,150	51,710
Radio Homes	16,470	45,190
Spendable Income	\$270,760,000	\$2,111,060,000

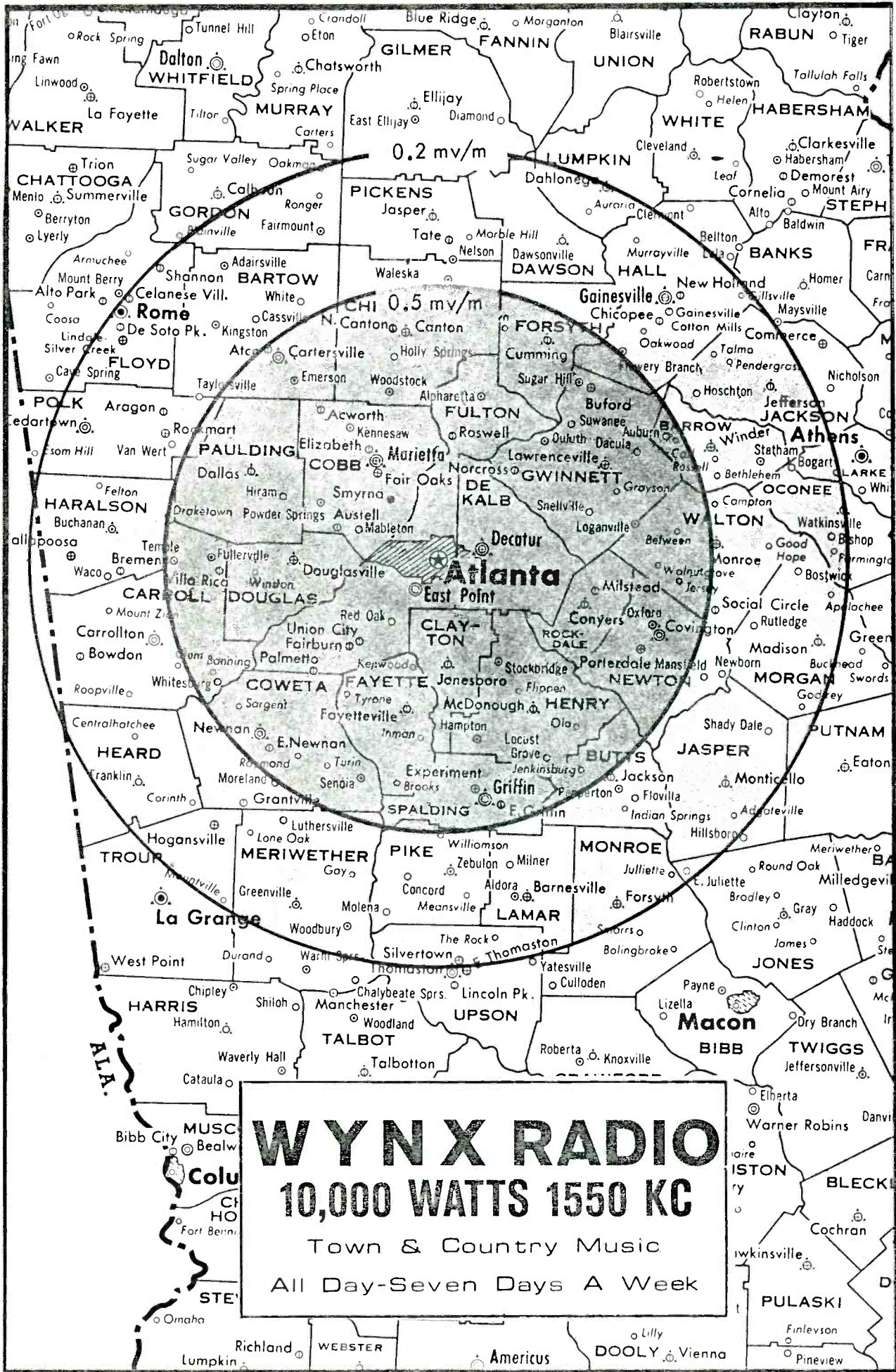
## RETAIL SALES:

Food Stores	\$ 17,940,000	50,832,000
Drug Stores	2,244,000	5,460,000
Gen. Merchandise	6,302,000	14,942,000
Apparel Stores	2,772,000	10,421,000
Home Furnishings	3,062,000	8,378,000
Automobile Sales	11,892,000	36,382,000
Serv. Sations	9,575,000	21,665,000

## FARM DATA:

Population	10,300	31,000
Gross Farm Income	32,022,000	84,665,000

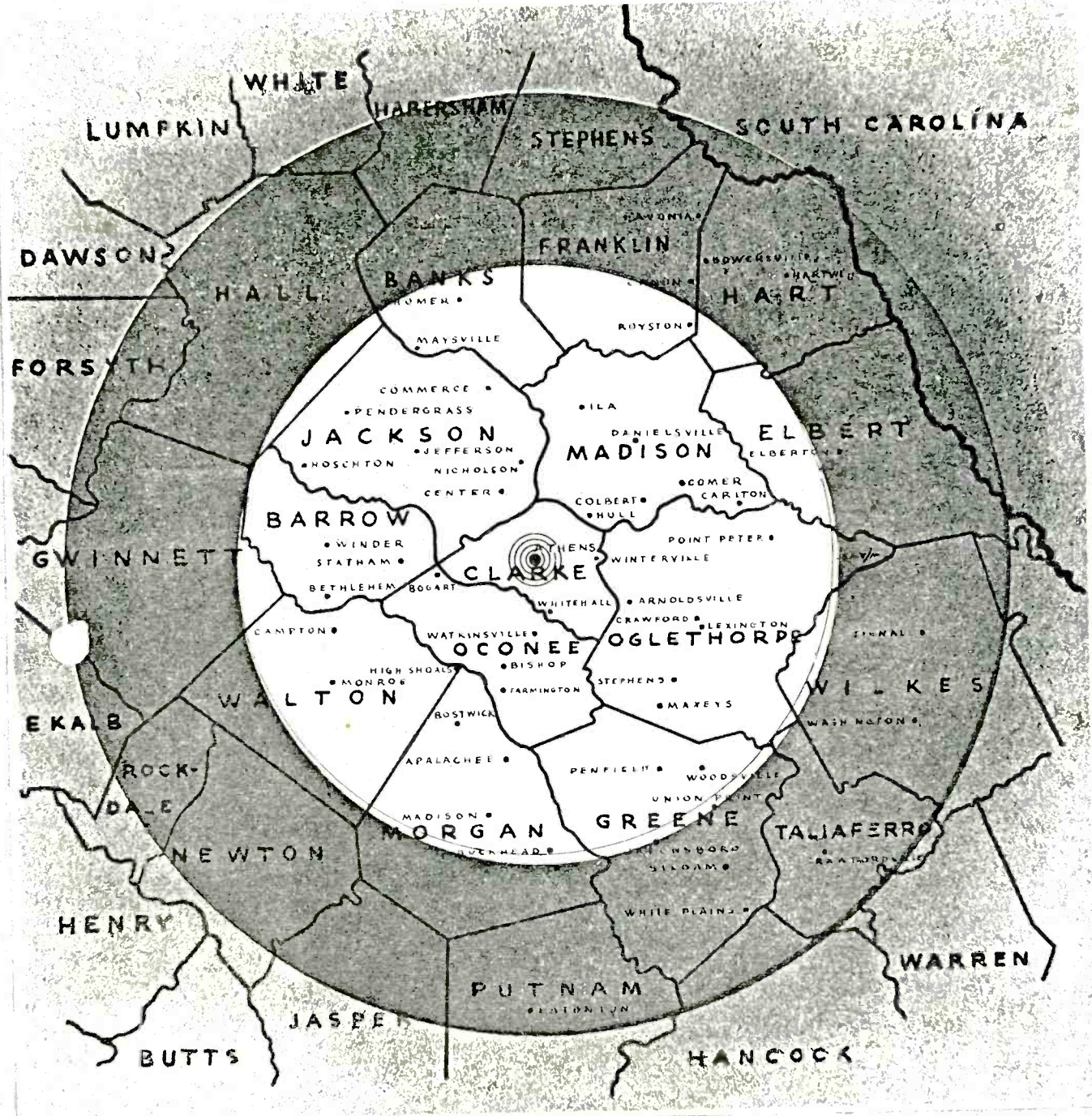
SOURCE: SRDS Consumer Data exclusively.



ATLANTA

**WYNX RADIO**  
**10,000 WATTS 1550 KC**  
 Town & Country Music  
 All Day-Seven Days A Week

***Your Sales Message Covered - -  
The Entire Athens Trade Area!***

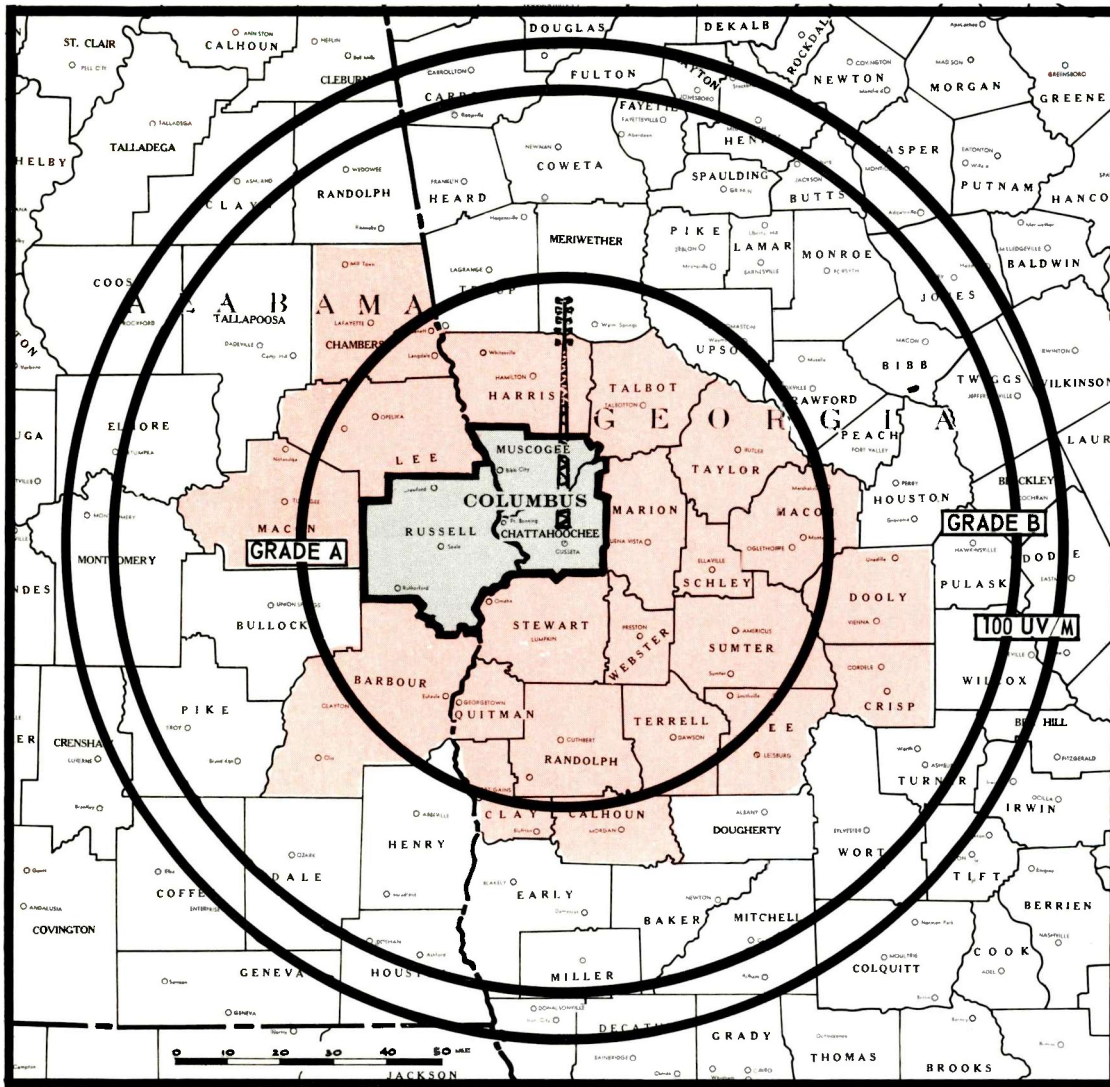


# WRBL-TV COLUMBUS, GEORGIA .....

**COVERAGE  
MAP**



**Ⓢ A CBS AFFILIATE**  
**CHANNEL 3 - 100,000 WATTS**  
**FULL COLOR FACILITIES**  
**TOWER HEIGHT - 1,749 FT. ABOVE GROUND**



METRO COUNTIES:

ADI COUNTIES:

## COLUMBUS, GEORGIA - ALABAMA TELEVISION MARKET DATA

	POPULATION	HOUSEHOLDS	TV HOMES	EFF. BUYING INCOME	RETAIL SALES
METRO COLUMBUS	247,400	65,600	64,200	\$ 513,807,000	\$ 302,091,000
AREA OF DOMINANT INFLUENCE:	548,800	144,100	129,200	\$ 1,013,936,000	\$ 586,356,000
TOTAL IN GRADE B:	1,371,900	382,900	339,700	\$ 2,724,295,000	\$ 1,637,572,000

## MILITARY BONUS - 5 INSTALLATIONS WITHIN GRADE B CONTOUR

FORT BENNING - FORT RUCKER - ROBBINS AIR FORCE BASE - ALBANY NAS - MARINE CORP SUPPLY					
MILITARY STRENGTH:	73,844	MILITARY DEPENDENTS:		49,794	
MILITARY PAYROLL:	\$280,083,156	CIVILIAN PAYROLL:		\$207,681,824	
ANNUAL PX SALES:	\$ 32,582,758	COMMISSARY SALES:		\$ 29,830,038	

**SOURCES:** SURVEY OF BUYING POWER: JUNE '68  
 ARB MARKET REPORT: FEB - MAR '68  
 ARB U.S. TV HOUSEHOLDS: '67 - '68  
 OFFICIAL MILITARY DATA - JULY '68

# COVERAGE

# WTCG

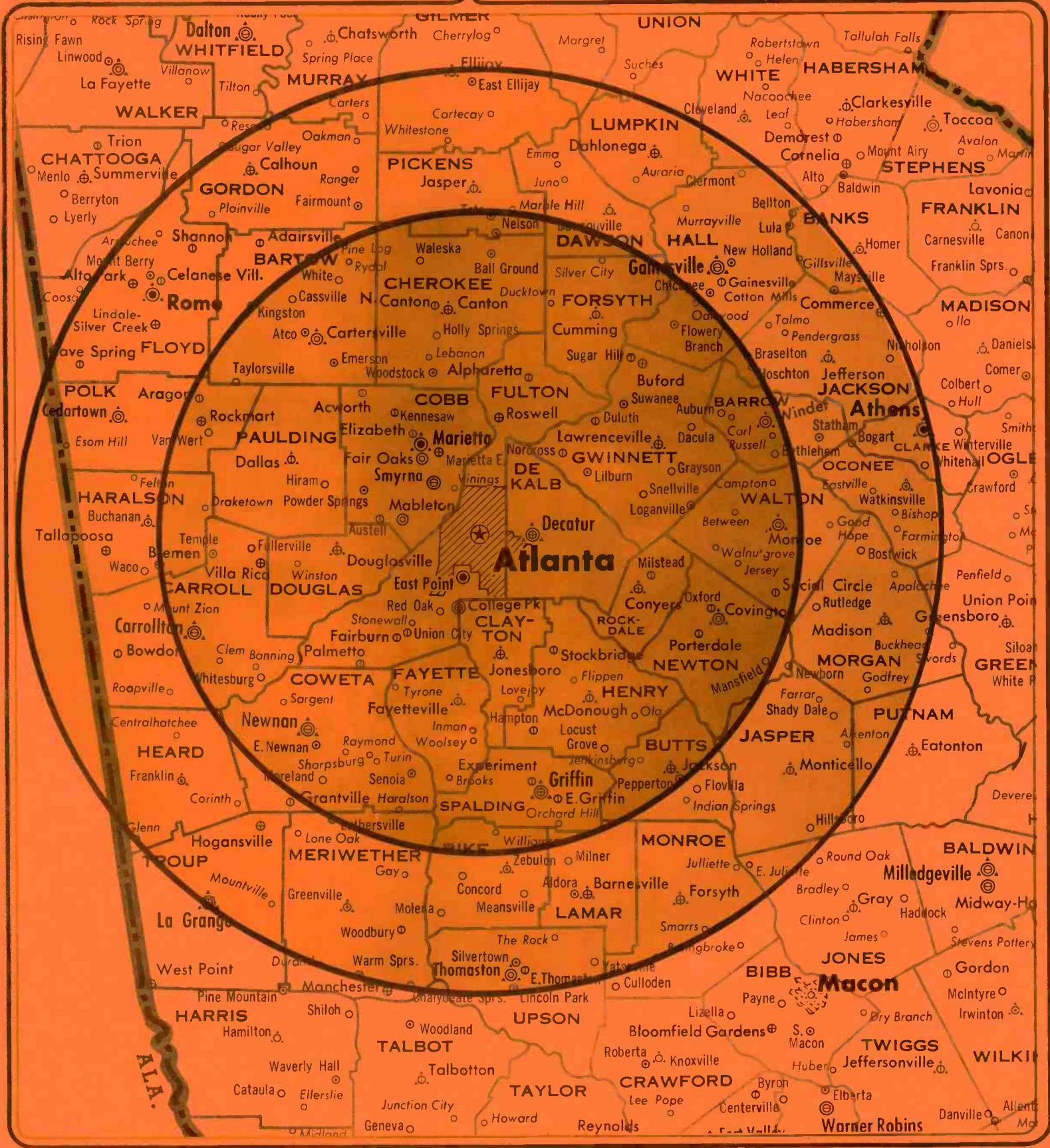
# 17

## WTCG-TV CHANNEL 17

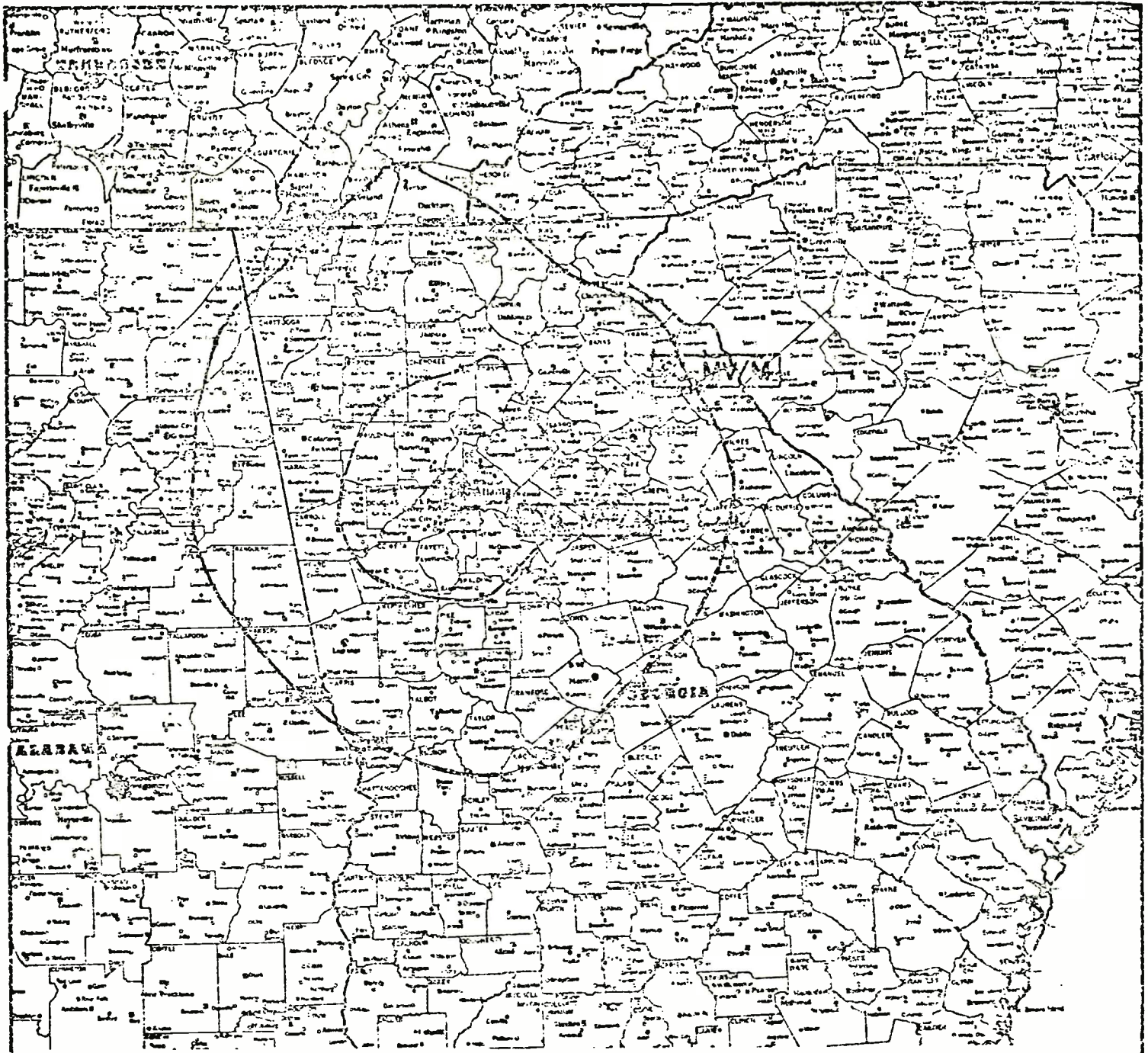
GRADE B CONTOUR — 12,463 SQ. MI.  
ANTENNA SITE — 1018 W. PEACHTREE, ATLANTA, GA.  
ANTENNA HEIGHT — 1,100 FT. ABOVE TERRAIN  
EFFECTIVE RADIATED POWER — 1,070,000 WATTS

A Division of Turner Communications Corporation

1018 WEST PEACHTREE STREET, N.W.  
ATLANTA, GEORGIA 30309  
404 / 873-2242







*Romansville Radio Stations*

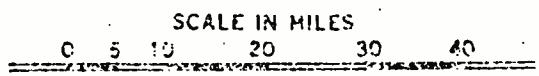
**WQXI**

ATLANTA 5, GEORGIA

COVERAGE CONTOURS

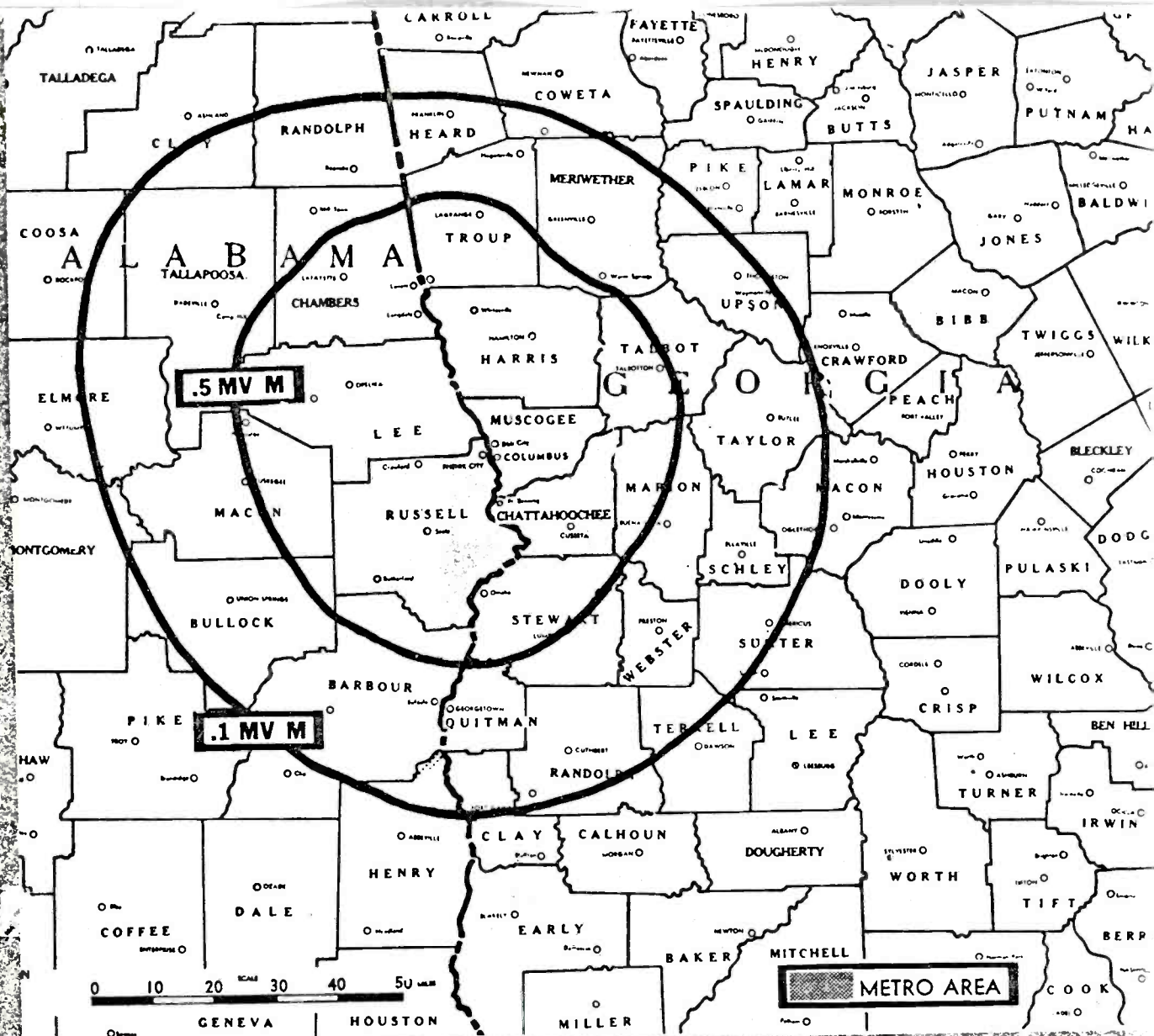
730 KC 5000 WATTS

JOHN M. MOLLANEY  
CONSULTING RADIO ENGINEER  
WASHINGTON, D. C.



Copyright by Rand McNally & Co., S. L.

GEORGIA  
AND  
ALABAMA



**DAY and**

**NIGHT RADIO PROGRAMING FOR CONTINUOUS COVERAGE**

CATEGORY	METRO AREA	NCS #2 AREA
POPULATION	235,900	647,500
HOUSEHOLDS	60,200	169,400
RADIO HOMES	*56,910	*150,540
EFFECTIVE BUYING INCOME	\$369,037,000	\$888,328,000
TOTAL SALES	235,462,000	527,477,000
FOOD	52,964,000	135,077,000
DRUG	6,427,000	17,071,000
GENERAL MERCHANDISE	43,569,000	78,807,000
APPAREL	15,063,000	31,631,000
HOME FURNISHINGS	14,684,000	29,784,000
GAS STATIONS	18,098,000	46,481,000
AUTOMOTIVE	44,101,000	98,875,000
LUMBER, BUILDING HDWE.	10,756,000	26,569,000

Effective Buying Income — Metropolitan Area, Per Household \$6,130  
Per Capita \$1,564 Per Capita Muscogee County \$1,679

SOURCES: Sales Management, Survey of Buying Power, 10 June 1964

GEORGE P. HOLLINGBERRY CO.

CHICAGO

NEW YORK  
SAN FRANCISCO

ATLANTA  
SEATTLE AND DALLAS

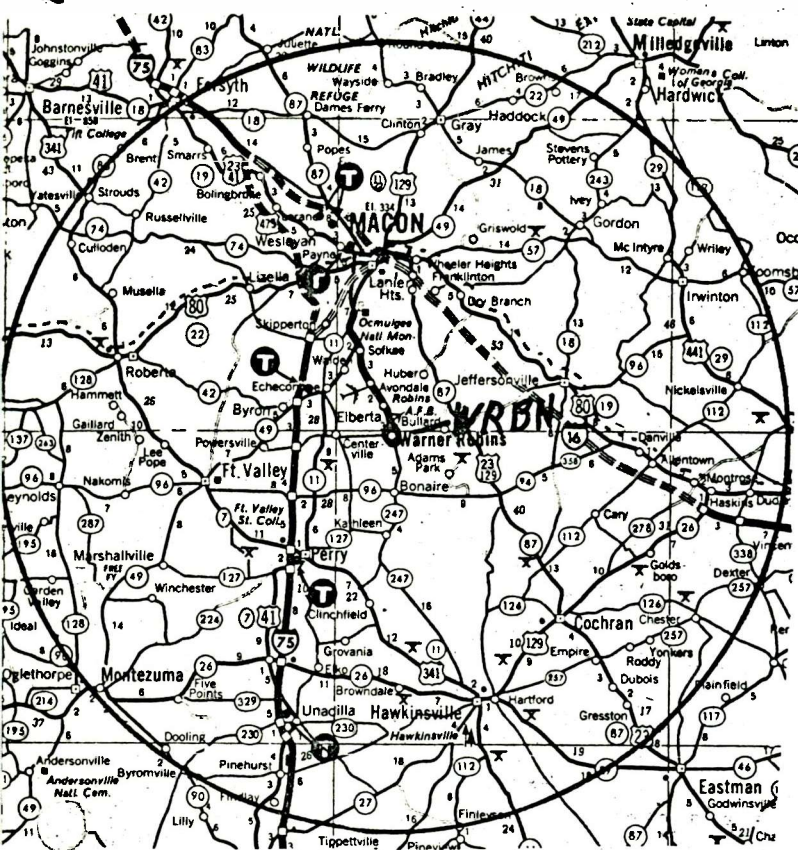
DETROIT

LOS ANGELES

**WRBL**  
"Refreshing" RADIO  
COLUMBUS, GA.

# BASIC FACTS ABOUT WARNER ROBINS AND WRBN

## COVERAGE MAP



## FACTS ABOUT WRBN

1,000 watts of power

Hours of operation -- 6 A.M. until sunset

Frequency -- 1600 k.c.

COMPLETE REMOTE BROADCASTING FACILITIES

**MUSIC FORMAT:** Emphasis on current top popular music. (Warner Robins is a young town, population wise, with 5,000 military personnel)

**SPECIAL PROGRAMS:** Only woman's program in area with "Thelma's Round Robin" Mon. - Fri., 9-9:30A.M. Weekly broadcasts from 9-9:30A.M. Saturdays spotlighting two high schools with student-faculty participation.

**NEWS:** Heavy emphasis on local news. News broadcast at '55 with headlines at 20 past and 20 till the hour. In addition, five reports of Recreation Department news of the city and five reports on the community calendar daily.

SPONSOR SUCCESS STORIES ON REQUEST

## FACTS ABOUT WARNER ROBINS

### POPULATION:

City -- 32,000 (1965)

County- 53,000 (1965)

### GROWTH:

Warner Robins is growing at rate of 75% while average Georgia city has 3.9% during past five years.

### RETAIL SALES:

City of Warner Robins...48 million (1966)

Houston County.....61 million (1964)

### INDUSTRY:

Georgia's largest payroll is Robins Air Force Base with a combine military-civilian labor force of over 23,000. Five private industries with labor force in excess of 25, several smaller firms.

### BANK DEPOSITS:

2 commercial banks, 1 Savings & Loan Bank deposits..16.5 million Savings & Loan.4.3 million (Dec. 31, 1966)

### SCHOOLS:

Average daily attendance for 1965-66.. 7,782

TELEPHONES: 18,400

RADIO STATIONS: 2 (Competitive station is all religious)

NEWSPAPERS: One, published twice weekly.

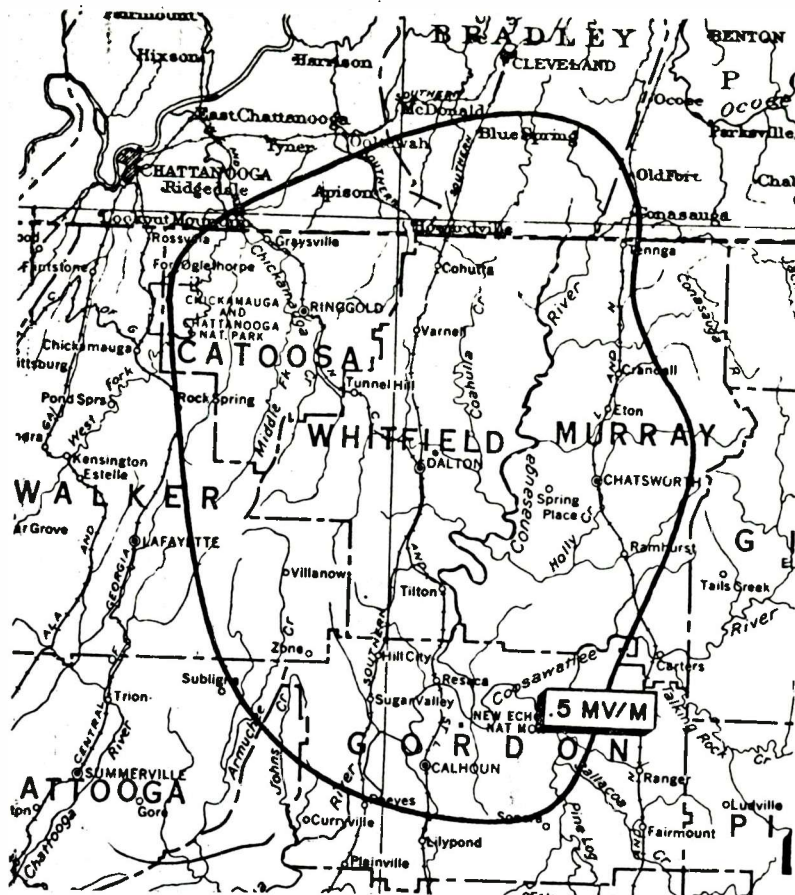
TRADE AREA: Nine counties,

AUTOS: 10.9 million sales

SPENDABLE INCOME: 98.8 million

COMMUTERS: RAFB draws a labor force from nine surrounding counties. (Vast traffic audience for WRBN)

W  
R  
C  
D



# Everything's UP in Dalton

More industrial workers, more farm workers, a \$5 million increase in retail sales, a new junior college and expansions in industry, housing and retailing all led the Dalton, Georgia area to new records in 1967. Total spendable income, according to latest figures, is over \$108 million, with a family income of \$7800. Manufacturing employment reached 14,170 making Whitfield County 5th in manufacturing employment in Georgia. And the Dalton area doesn't expect to stop this exploding growth. New schools, new utilities, new facilities are added daily to cope with and attract new growth.

For those not in the know, Dalton is the "Carpet Capital of the World". 65% of the billion dollars in tufted carpeting produced in the United States is made in Dalton by some fifty plants.

Measured by every parameter, Dalton and Whitfield County is a growth area and a substantial market to con-

TOP  
GUN  
C/W

Dalton's everyday listening habit is WRCD . . . Top Gun Country and Western. Here's a station with top-rated feature programs for the mass working man and wife audience in mind. Beginning at 6:00 A.M. with "Jolly Cholly" Faircloth, WRCD keeps in tune with its audience. Farm market reports are heard twice daily—early morning and noon. Local news is programmed five times each weekday, wire service news at 55 hourly. A popular program tells of job opportunities in the area. Swap Shop brings a raft of calls.

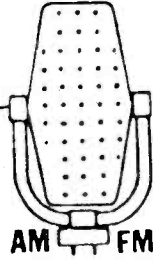
For a working man audience, sports play a big part, WRCD carries the Georgia Tech Football Network, Pick-O-Dixie Football, KP Sports and Daytona and Darlington Speedway races.

Advertisers of products peculiar to the carpet industry may find interesting results when using WRCD Radio. Here's a special situation that requires investigation. But look to WRCD Radio, Dalton, Georgia, for one of the major industrial employment mar-

All Roads lead to Rome

**WRGA**

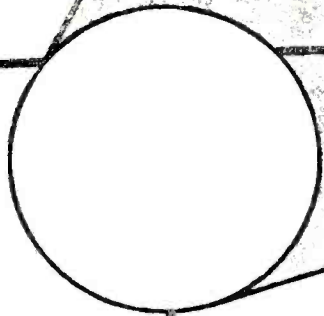
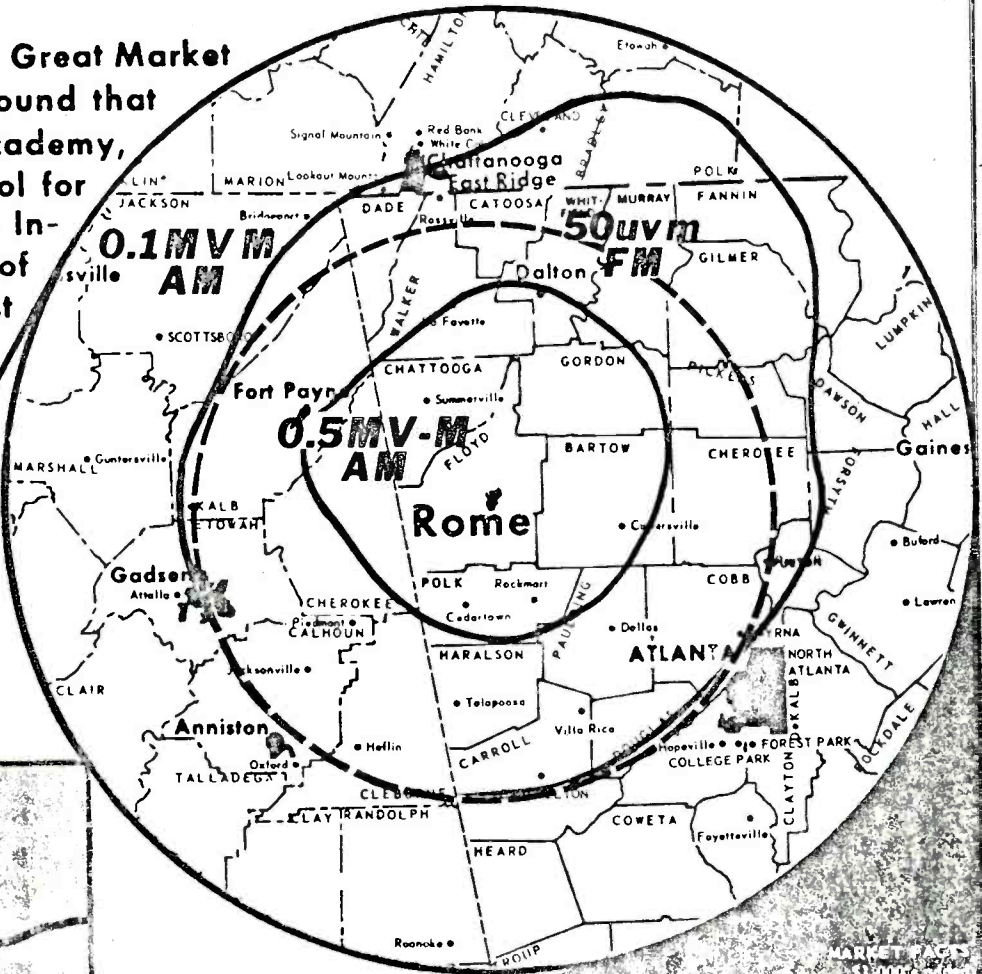
Mutual  
P.O. Box 1187, Rome, Ga.



In Rome, Floyd County, and NW Georgia, Nearly Everybody listens to WRGA The Radio Pioneers of Northwest Georgia, Built on Public Service With Complete Local News and Sports with a Background of Well-rounded Music

1470 KC 5000 Watts  
102.3 MC 300 Watts  
Full Time (at 794 Feet above average terrain)  
Tel. 404-232-9742

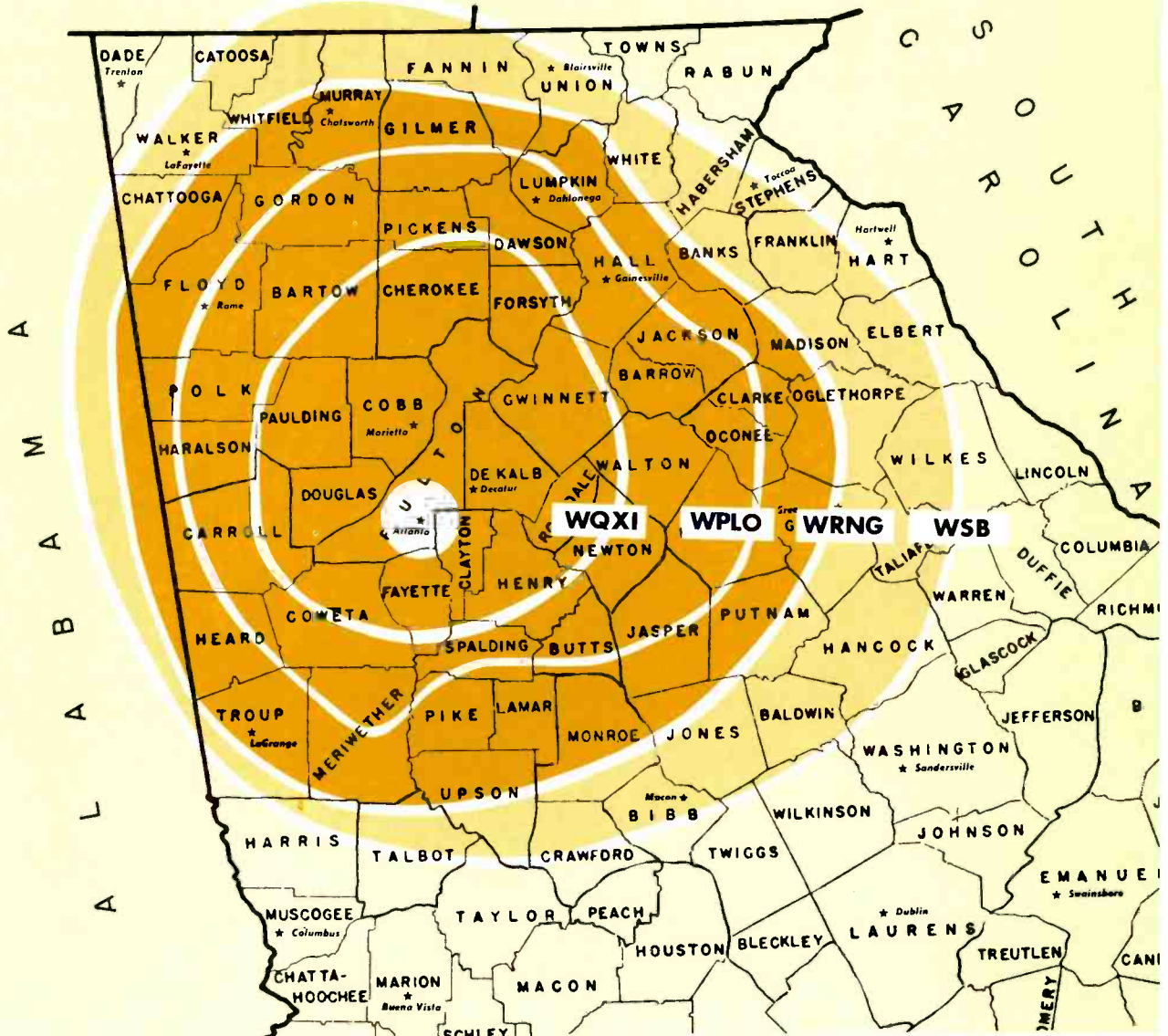
Among the Many Features of this Great Market is the extensive Cultural background that includes Berry College, Berry Academy, Shorter College, Darlington School for Boys. Also included in the large Industrial Complex are the plants of General Electric Transformers, West Point Pepperell, Inland Container, Burlington Mills, Rome Kraft, and Fox Furniture



All figures are from the U.S. Census and other sources and are delineated and updated by Ed Felker & Associates, 207 E. Broad Street, Palmyra, N.J. 5-15-67

WRGA AM & FM are in step with a Great and Growing Diversified Industrial, Commercial, Agricultural, and Recreational Market that is, also, a Cultural, Educational, Medical, and Religious Center. With its 2-Way Coverage, WRGA AM & FM Delivers the AM Primary (0.5 MV-M) Market of \$294,000,000 and the FM Primary Market (50 uv/m) in Retail Sales.

T E N N E S S E E



There are two great coverage stations  
in Atlanta.\* One of them is

# WRNG

25,000 WATTS 680 ON YOUR DIAL

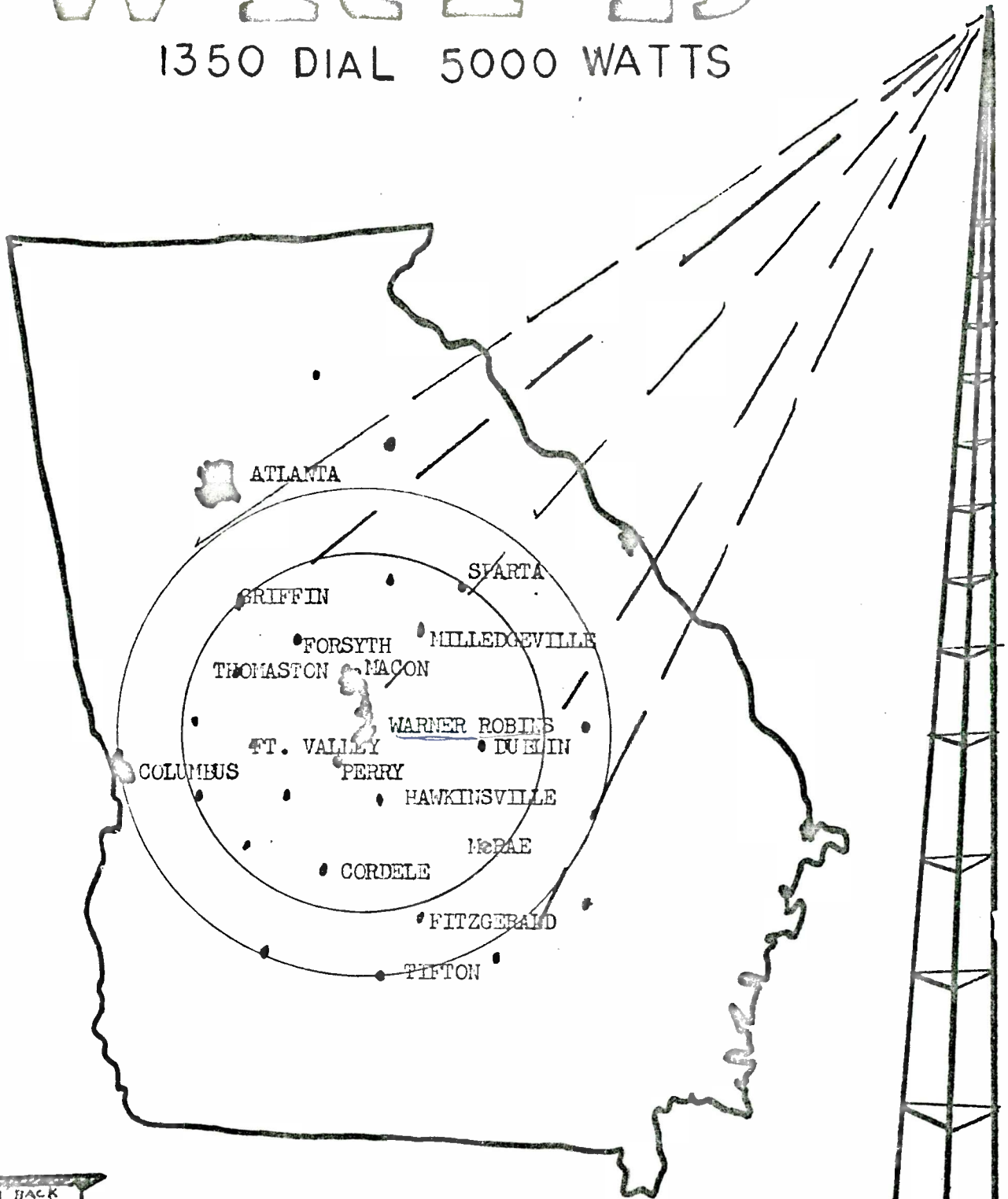
Ring Radio - The talk of the town in Atlanta.

\*Indicated coverage for stations shown based on daytime 0.5 mv/m contours, as computed for WRNG by Cohen & Dippell, Consulting Engineers, Washington, D.C.

A SOUTH MEDIA STATION  
Represented nationally by Alan Torbet  
Associates.

# WRP 13

1350 DIAL 5000 WATTS



HOME OF YOUR  
"COUNTRY COUSINS"





**DAYTIME CONTOURS**

**WSB RADIO  
Atlanta, Georgia**

Frank H. McIntosh  
Consulting Radio Engineer  
Washington, D.C.

Fig. 1

**WSB RADIO ATLANTA**

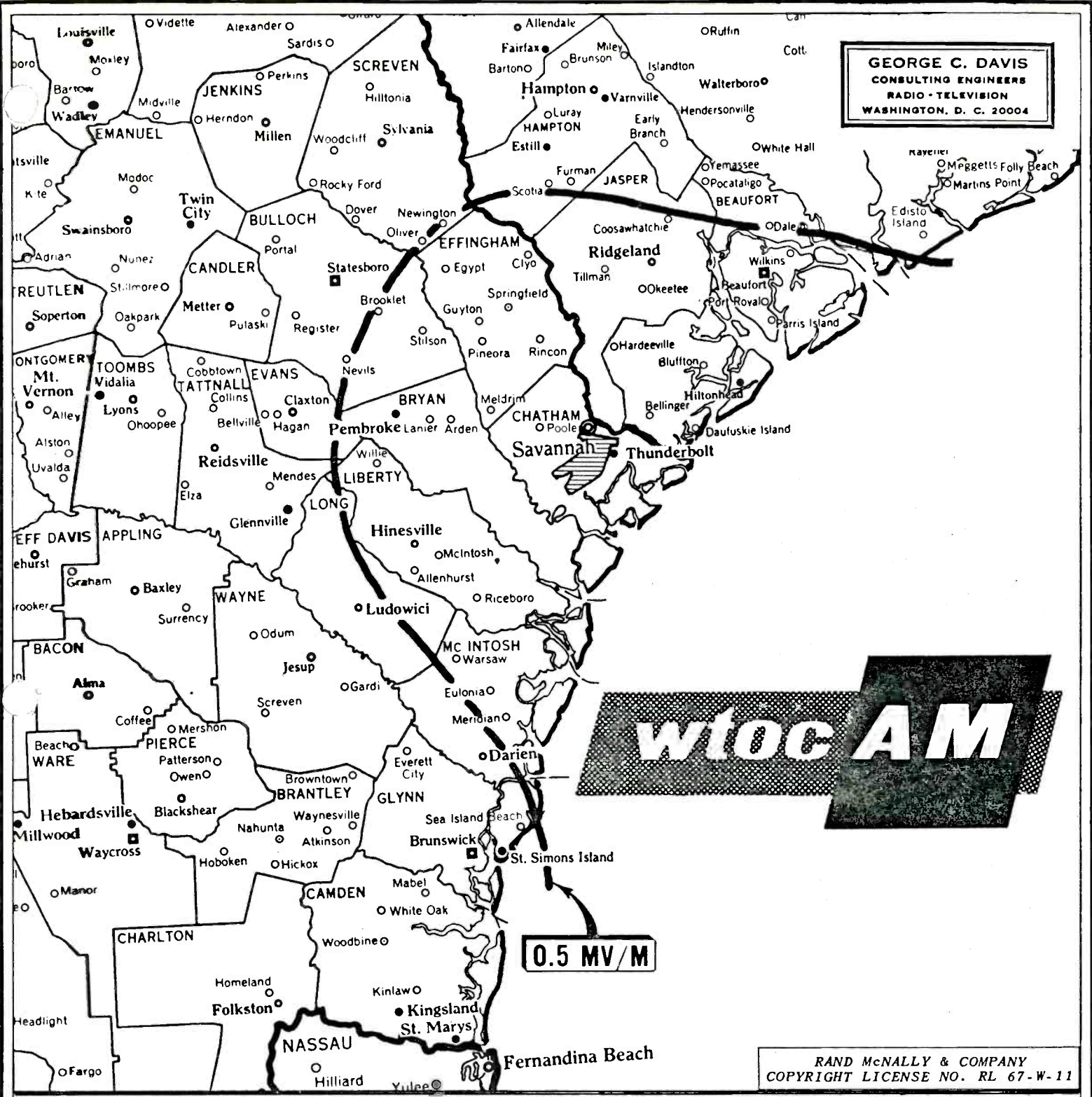
NBC affiliate. Represented by Edward Petry & Co., Inc.



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC-TV, Pittsburgh.



**GEORGE C. DAVIS**  
 CONSULTING ENGINEERS  
 RADIO - TELEVISION  
 WASHINGTON, D. C. 20004



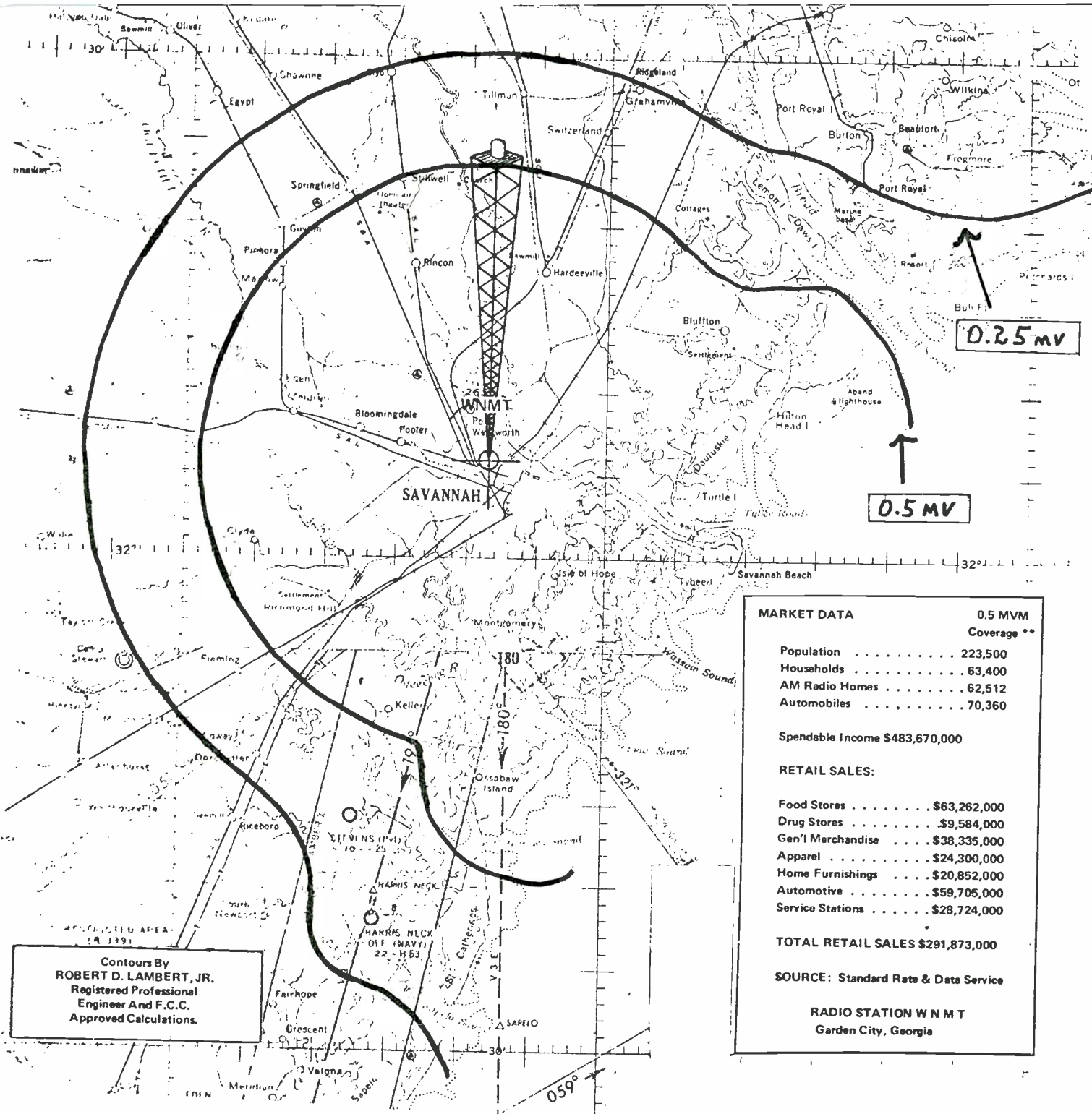
**WTOC AM**

**0.5 MV/M**

RAND McNALLY & COMPANY  
 COPYRIGHT LICENSE NO. RL 67-W-11

10 0 10 20 30 40 50 60 70 80 90 100  
 SCALE IN MILES

**WTOC**  
**SAVANNAH, GEORGIA**  
 1290 KC - 5000 WATTS DAYTIME CONTOUR  
 BASED ON PROOF OF PERFORMANCE AND F.C.C. CONDUCTIVITIES  
 APRIL 1967



Contours By  
**ROBERT D. LAMBERT, JR.**  
 Registered Professional  
 Engineer And F.C.C.  
 Approved Calculations.

MARKET DATA		0.5 MVM
		Coverage **
Population	223,500	
Households	63,400	
AM Radio Homes	62,512	
Automobiles	70,360	
Spendable Income \$483,670,000		
RETAIL SALES:		
Food Stores	\$63,262,000	
Drug Stores	\$9,584,000	
Gen'l Merchandise	\$38,335,000	
Apparel	\$24,300,000	
Home Furnishings	\$20,852,000	
Automotive	\$59,705,000	
Service Stations	\$28,724,000	
TOTAL RETAIL SALES \$291,873,000		
SOURCE: Standard Rate & Data Service		
RADIO STATION W N M T		
Garden City, Georgia		

W  
 ABC

TIMES	30 Sec.	
1 to 49	\$2.25	
50 to 99	\$2.00	
100 to 200	\$1.75	
200 to 500	\$1.45	

10 to 1

40 Times - \$38.00

ABC-Network

- Sign On To 9
- 9 To 11
- 11 To 12
- 12 To 1
- 1 To 2
- 2 To 4
- 4 To Sign Off

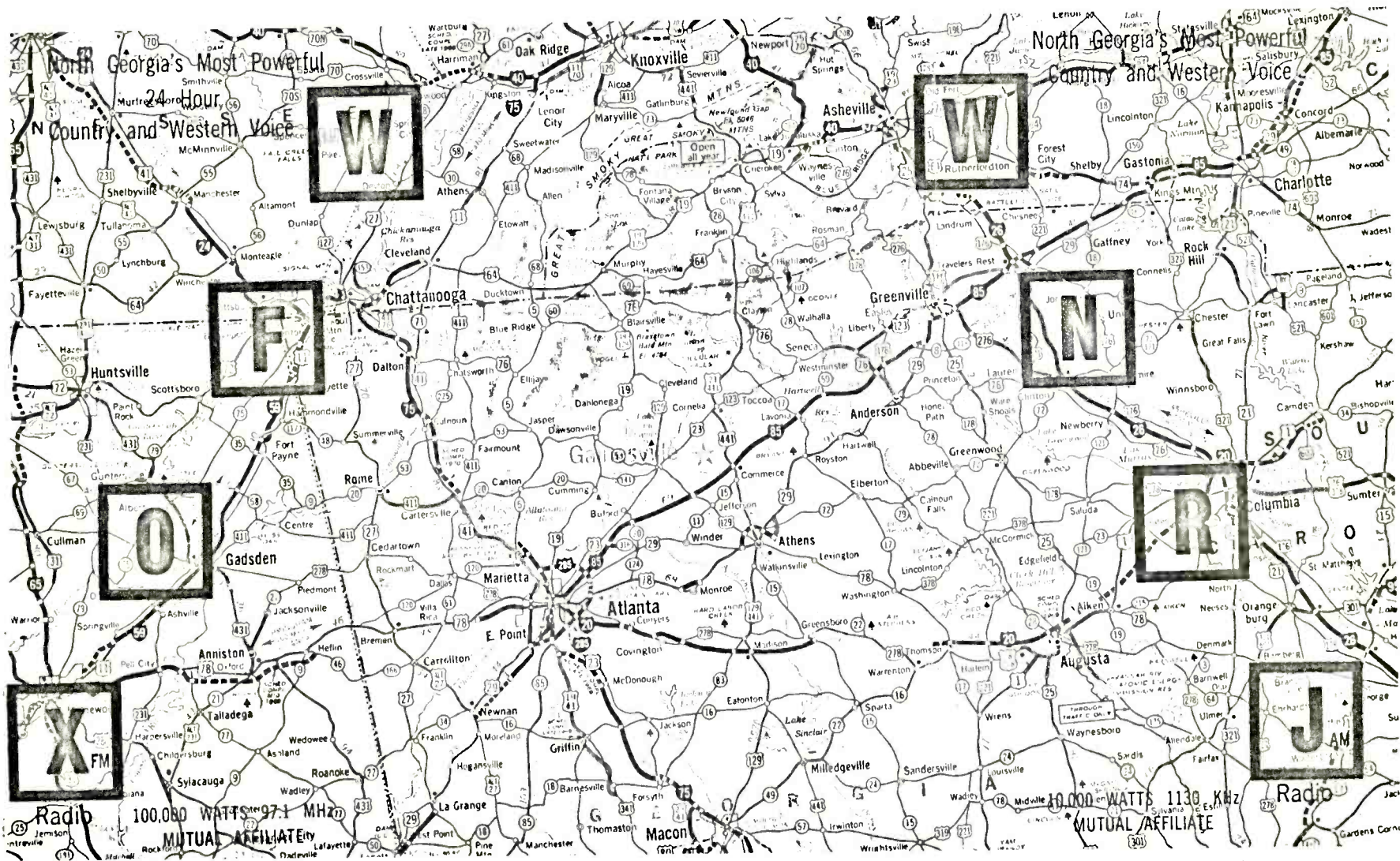
Eddy Arnold Time 9:15. . . . John  
 .Cathy Palmer 10:15 . . . World Of  
 Stock Market Finals 5 p.m. . . . Al

Sign On To 12  
 12 p.m.

"World Of Spor  
 ABC-Network

- Sign On To 7
- 7 To 7:15
- 7:30 To 8
- 8 To 12 Noon
- 12 To 12:30
- 12:30 To Sign-Off

8 To 12 Noo  
 ABC--New  
 World



North Georgia's Most Powerful  
Country and Western Voice

24 Hour

W

F

O

X  
FM

Radio

100,000 WATTS 97.1 MHz

MUTUAL AFFILIATE

W

North Georgia's Most Powerful  
Country and Western Voice

N

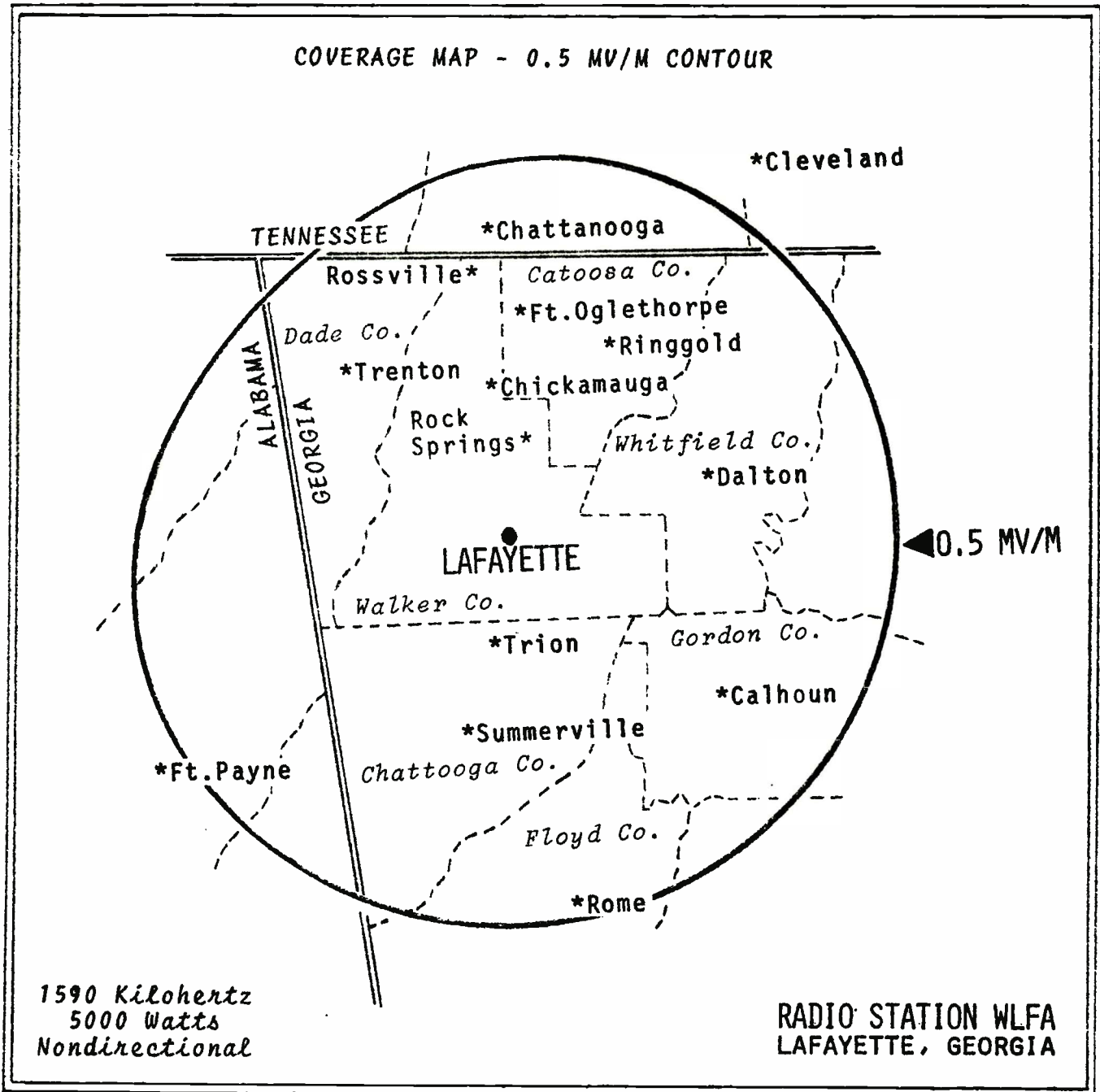
R

J  
AM

10,000 WATTS 1130 KHz  
MUTUAL AFFILIATE

Radio

# ENGINEERING COVERAGE MAP - W L F A - LAFAYETTE, GEORGIA





# WLOV

Washington, Ga.

1000 Watts

1370 KC

Daytime Service

Phone OSborne 8-2125

Member

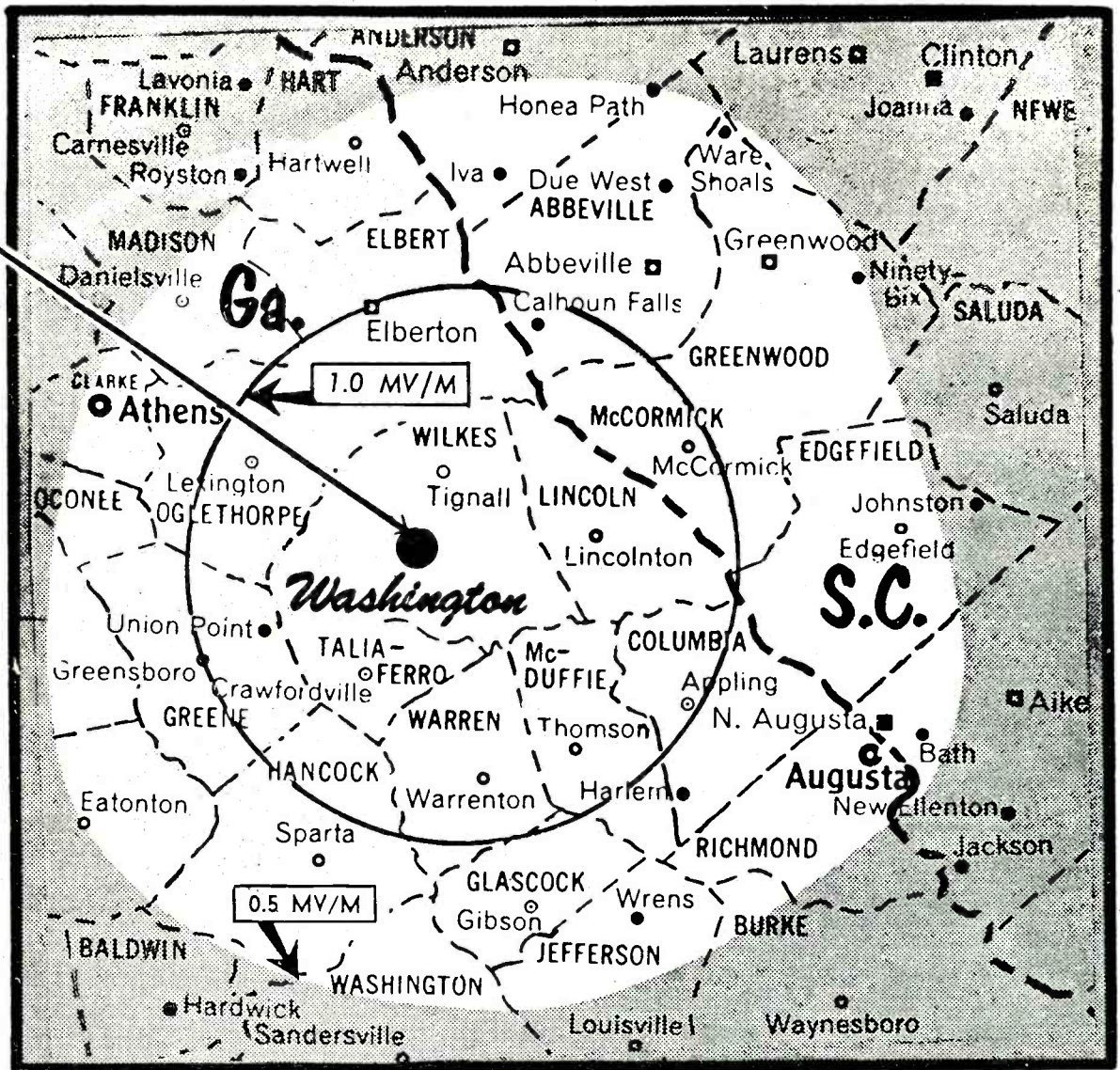
KEYSTONE

Network

Farm Programs

a

Specialty



FOR MORE MONEY PER ADVERTISING DOLLAR SPENT, BUY ...

INSPIRATION  
INFORMATION  
ENTERTAINMENT

FALCCN FOOTBALL  
HIGH SCHOOL FOOTBALL  
LITTLE LEAGUE BASEBALL  
GA. TECH FOOTBALL

MUSIC NEWS  
FOR ALL AGES

# WLOV

WASHINGTON, GEORGIA

★ Serving the Rich Piedmont Region of Northeast Georgia and Western South Carolina. Home of the \$75 Million-Dollar Clark Hill Lake and Dam Development.

★ Serving a \$17½ Million Dollar Dairy Industry.

WLOV is a Radio Station that Serves Home-town People, Home-town Style!

1000 Watts - 1370 KC - Daytime

BETTER BROADCASTING, INC.

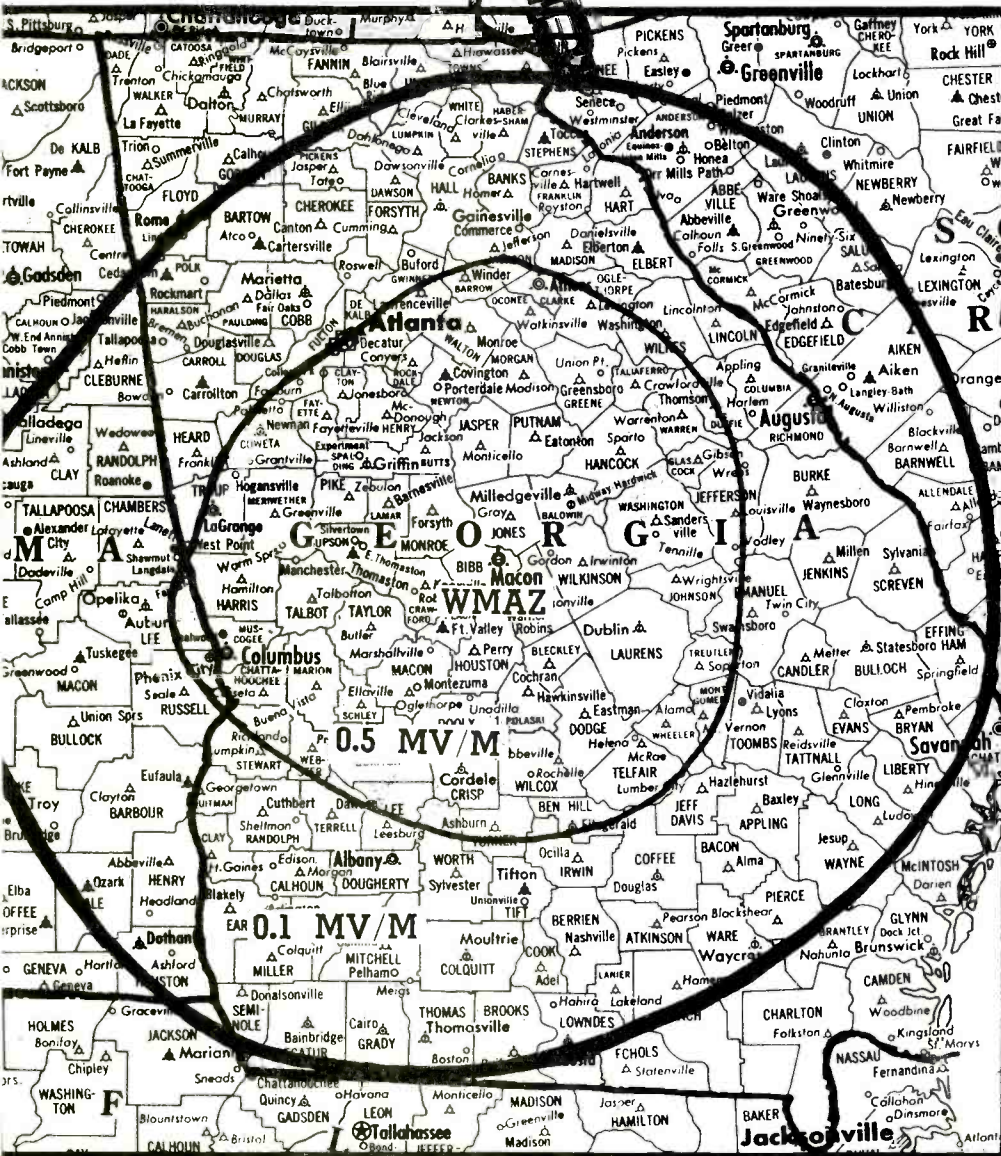


**WMAZ- RADIO 50,000 WATTS  
MACON, GEORGIA**

**COVERAGE**



"WMAZ has got you covered,  
Mid-Georgia."



The **ONLY** station effectively covering ALL of the 36 county Middle Ga. market.

ARB—Nov. 1967

940KC ● CBS

radio / television  
SALES representative  
**AVERY-KNODEL, INC.**



**wmaz  
RADIO**

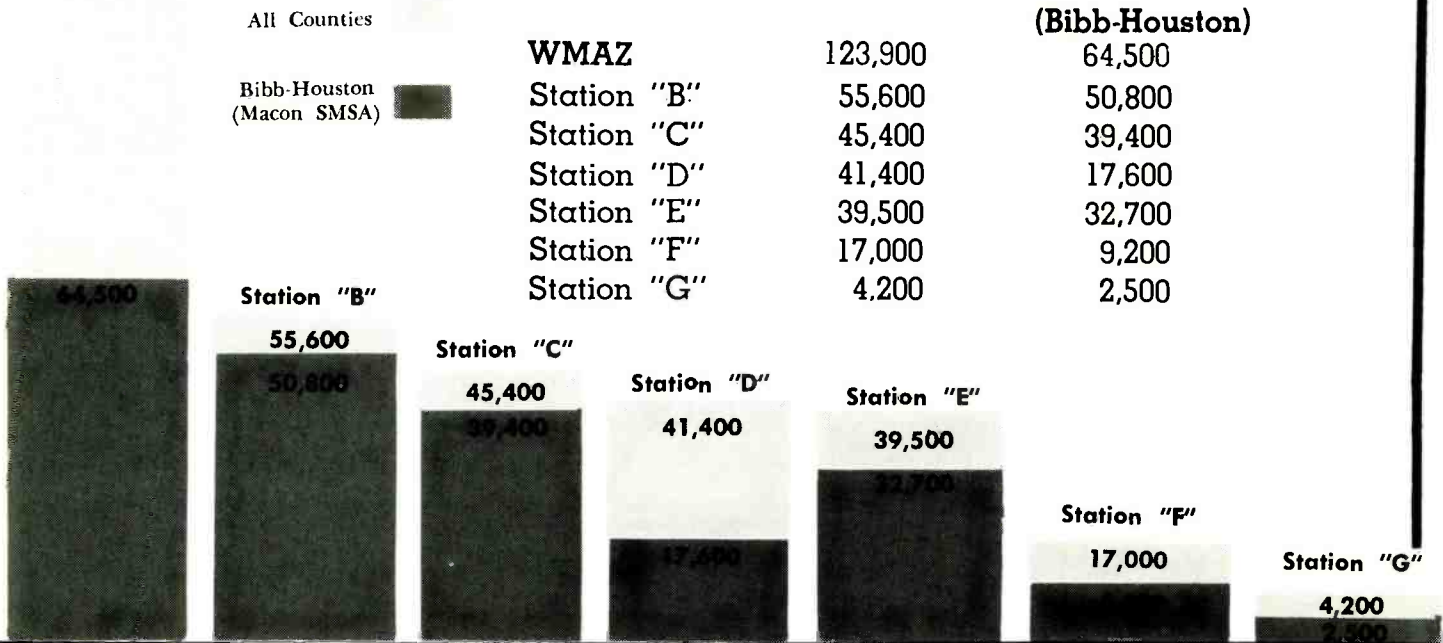
P. O. BOX 5008 ● MACON, GA. 31208  
912-746-7311

# WMAZ RADIO DELIVERS MORE PEOPLE THAN ANY OTHER TWO MACON RADIO STATIONS COMBINED

**WMAZ**  
123,900

**More Total Audience (Weekly Circulation)**

STATION	Total Audience	Metro Audience (Bibb-Houston)
<b>WMAZ</b>	123,900	64,500
Station "B"	55,600	50,800
Station "C"	45,400	39,400
Station "D"	41,400	17,600
Station "E"	39,500	32,700
Station "F"	17,000	9,200
Station "G"	4,200	2,500



## WMAZ RADIO DELIVERS 98.4% AS MANY ADULTS AS ANY OTHER THREE MACON STATIONS COMBINED

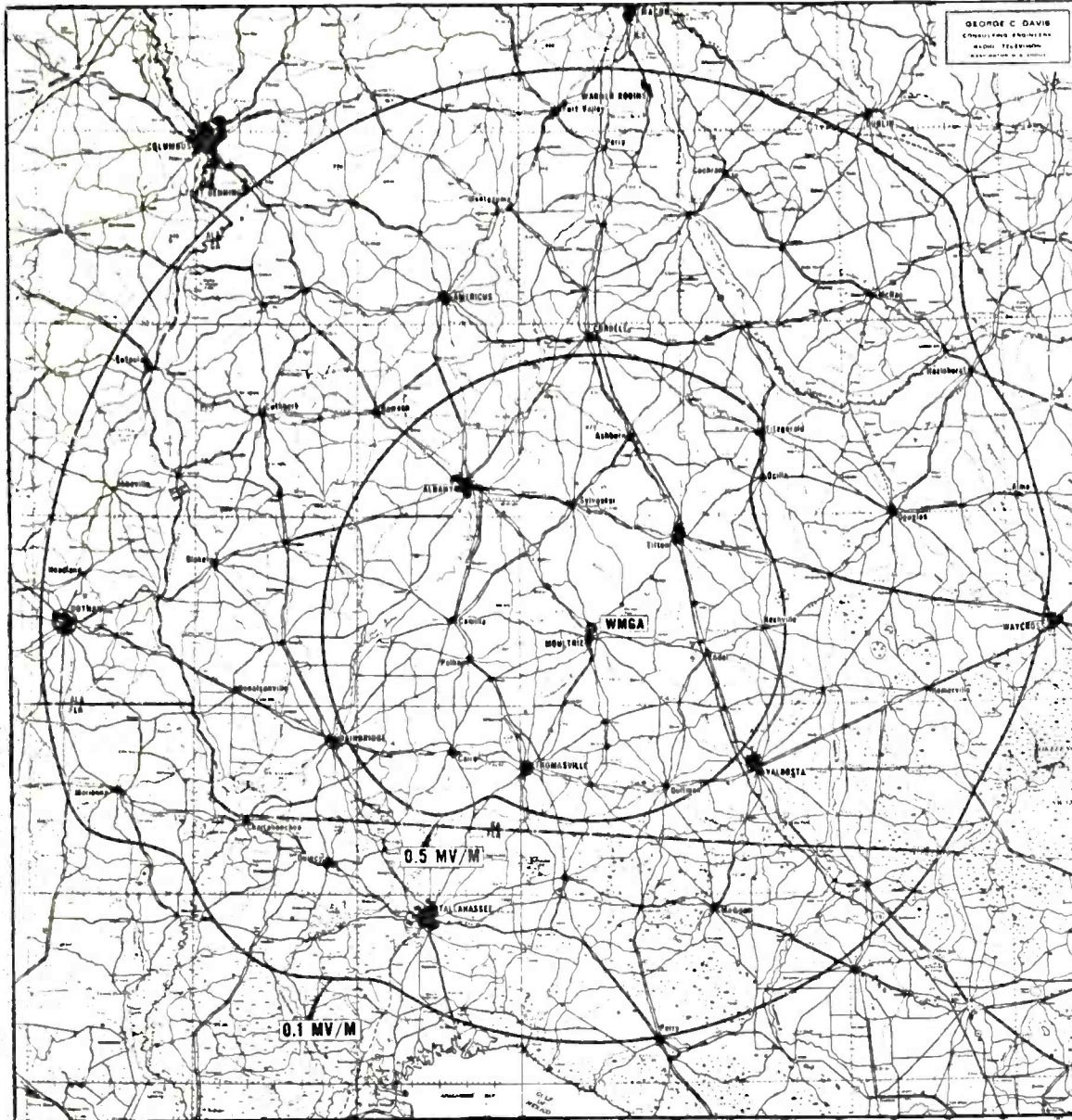
STATION	Total Adults	Men	Women	Teens
WMAZ	109,900	52,000	57,900	14,000
Station "B"	47,300	21,000	26,300	8,300
Station "E"	34,800	21,500	13,300	4,700
Station "D"	29,600	11,300	18,300	11,800
Station "C"	29,100	18,900	10,200	16,300
Station "F"	15,800	8,800	7,000	1,200
Station "G"	4,200	2,600	1,600	—

SOURCE: MEDIA STATISTICS, INCORPORATED 1967-68 SERIES (AUDIENCE MEASUREMENT DATA ARE BASED ON RESEARCH TECHNIQUES WHICH YIELD STATISTICAL ESTIMATES ONLY, AND ARE LIMITED IN THEIR ACCURACY BY ANY SAMPLING DEFICIENCIES INHERENT IN THE SURVEY FROM WHICH THESE DATA WERE DERIVED.)

# wmaZ RADIO

P. O. BOX 5008 • MACON, GA. 31208  
912-746-7311

QUALITY RADIO PROVIDED BY . . . . THE BIG VOICE IN DEEP DIXIE . . . . 10,000 WATTS . . . . CLEAR CHANNEL



# WMGA

MOULTRIE, GEORGIA

- \* Full Spectrum Music
- \* Wire Weather Service
- \* Full Time Farm Director
- \* Area News at Fifty-Five
- \* National News on The Hour
- \* ABC Network Features
- \* Atlanta Braves Baseball
- \* Georgia Tech & FSU Football

Roy F. Zess, Station Manager

P. O. Box 549

Phone 912/985-1130

#### MARKET DATA:

	0.25 MVM Coverage
Total Population	1,165,000
Total Households	307,000
Passenger Cars	263,000
Spendable Income	\$2,180,000,000
Retail Sales	\$1,477,000,000
Farm Population	172,000
Farm Income	\$592,000,000

# WMGA

10,000 Watts Day  
250 Watts Night  
Clear Channel 1130 KHZ  
Moultrie,  
Georgia

National Representative: George T. Hopewell, Inc.

Southeast Representative: W. W. Jones



wan'na buy an-island?

FOR SALE

W M G R  
P. O. Box 706  
Bainbridge, Ga.

PROBABLY YOU DON'T!  
and we really don't have an island for sale

But we do have  
the RICH,  
GROWING

SOUTH GEORGIA, ALABAMA  
AND NORTH FLORIDA MARKET

ALABAMA

GEORGIA

WMGR

5,000 WATTS

930 KC

Bainbridge, Ga.

WMGR-FM  
28,600 WATTS  
(ERP)  
97.3 MC

florida

"The Family Station"

1968 Data	5 m/v.	1 m v
Population	1 Million	1,925,000
Radio Homes	1,898.72	582.0
Retail Sales	\$1,482,583,265	\$2,400,425,000
Foods	\$240,846,000	\$600,826,000
Drugs	\$32,663,000	\$72,580,000
Autos	348,926	856,400

WANTED

RESULTS!

Okay! How does this sound?

W M G R

☆ Aggressive, Promotion-minded Service ☆

930 KC . . . 5000 Watts.

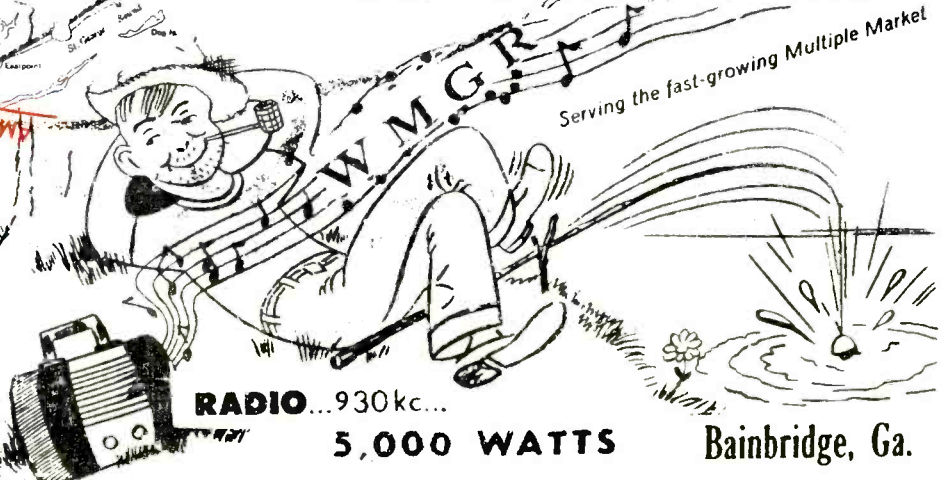
Bainbridge, Ga.

Power!

5,000 WATTS

LISTENING TIME

Serving the fast-growing Multiple Market



RADIO... 930kc...

5,000 WATTS

Bainbridge, Ga.

Phone: 246-1650 246-1651

**W M G R**

AM-FM

RADIO **BIG** IN DIXIE

5000 WATTS DAY

500 WATTS NIGHT

930 KC

P. O. Box 706

BAINBRIDGE, GEORGIA 31717

WITH OVER 21 YEARS OF SERVICE BEHIND US, W.M.G.R. IS AN ESTABLISHED INSTITUTION IN THE SOUTHWEST GEORGIA AREA. W.M.G.R.'S VOICE HAS BEEN FRIEND AND COMPANION TO DRIVERS, HOUSEWIVES, FAMILIES, TEENAGERS, WORKERS - IN FACT, EVERYONE IN SOUTHWEST GEORGIA, NORTH FLORIDA, AND EASTERN ALABAMA. WE HAVE TRIED TO OFFER THE BEST IN ENTERTAINMENT AND INFORMATION.

I HOPE THIS BOOKLET WILL LET YOU KNOW ABOUT THE FUNCTION OF RADIO STATION W.M.G.R. AM AND FM. WE TRUST IT WILL BE HELPFUL TO YOUR CLIENTS WHEN SECURING A RADIO STATION THAT WILL PROVE TO THEM THAT WE SERVE THE PUBLIC TO THE BEST OF OUR ABILITY. YOUR BUSINESS IS SELLING, AND OUR BUSINESS IS SELLING, SO LET'S GET TOGETHER AND DO THE BEST JOB POSSIBLE.

WITH KINDEST PERSONAL REGARDS, I REMAIN

YOURS TRULY,

*John A. Dowdy*

JOHN A. DOWDY  
OWNER

want to buy an island?

island?

FOR SALE

W M G R

P. O. Box 706  
Bainbridge, Ga.

PROBABLY YOU DON'T!  
and we really don't have an island for sale

But we do have  
the RICH,  
GROWING

SOUTH GEORGIA, ALABAMA  
AND NORTH FLORIDA MARKET

ALABAMA

GEORGIA

Bainbridge, Ga.

florida

WMGR-FM  
28,600 WATTS  
(ERP)  
97.3 MC

# W M G R AM-FM

AM—5000 Watts Day—930 Kc—500 Watts Night

FM—28,000 Watts Day and Night—97.3 MC

1968 Data	5 m/v.	1
Population	1 Million	1,920,000
Radio Homes	1,898.72	582,048
Retail Sales	\$1,482,583,265	\$2,400,425,000
Foods	\$240,846,000	\$600,826,000
Drugs	\$32,663,000	\$72,580,000
Autos	348,926	856,405

## WANTED

### RESULTS!

Okay! How does this sound?

## LISTENING TIME

W M G R  
Serving the fast-growing Multiple Market

# W M G R AM-FM

5000 Watts Day—930 Kc—500 Watts Night—AM

28,000 Wats Day and Night—97.3 MC—FM

P. O. Box 706

BAINBRIDGE, GEORGIA 31717

# ACTION RADIO

# STATE OF GEORGIA

Scale 1:500,000  
1 inch equals approximately 8 miles



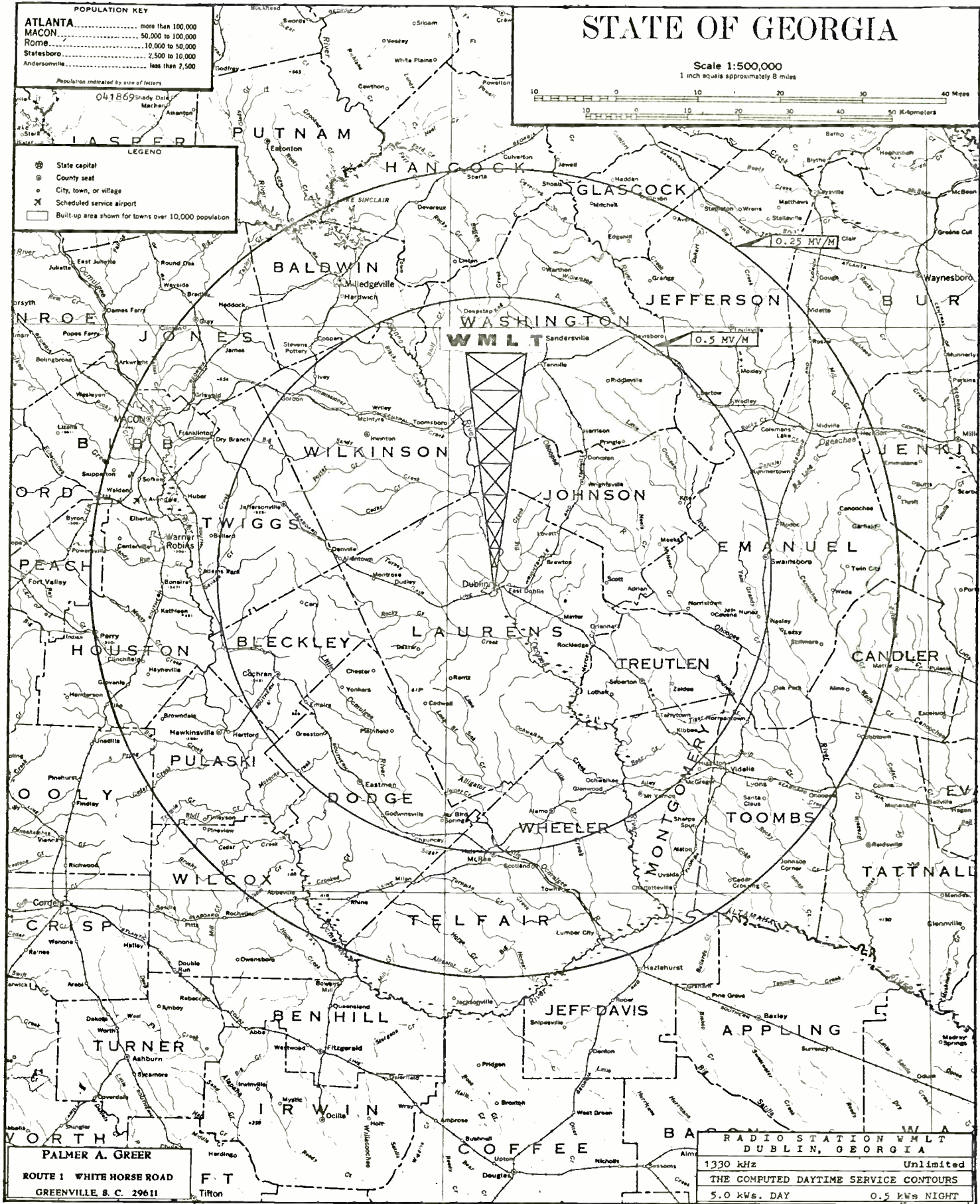
**POPULATION KEY**

ATLANTA	more than 100,000
MACON	50,000 to 100,000
Rome	10,000 to 50,000
Statesboro	2,500 to 10,000
Andersonville	less than 2,500

*Population indicated by size of letters*

**LEGEND**

- ⊙ State capital
- ⊙ County seat
- City, town, or village
- ✈ Scheduled service airport
- ▭ Built-up area shown for towns over 10,000 population



<b>RADIO STATION WMLT</b>	
DUBLIN, GEORGIA	
1330 kHz	Unlimited
THE COMPUTED DAYTIME SERVICE CONTOURS	
5.0 kw. DAY	0.5 kw. NIGHT

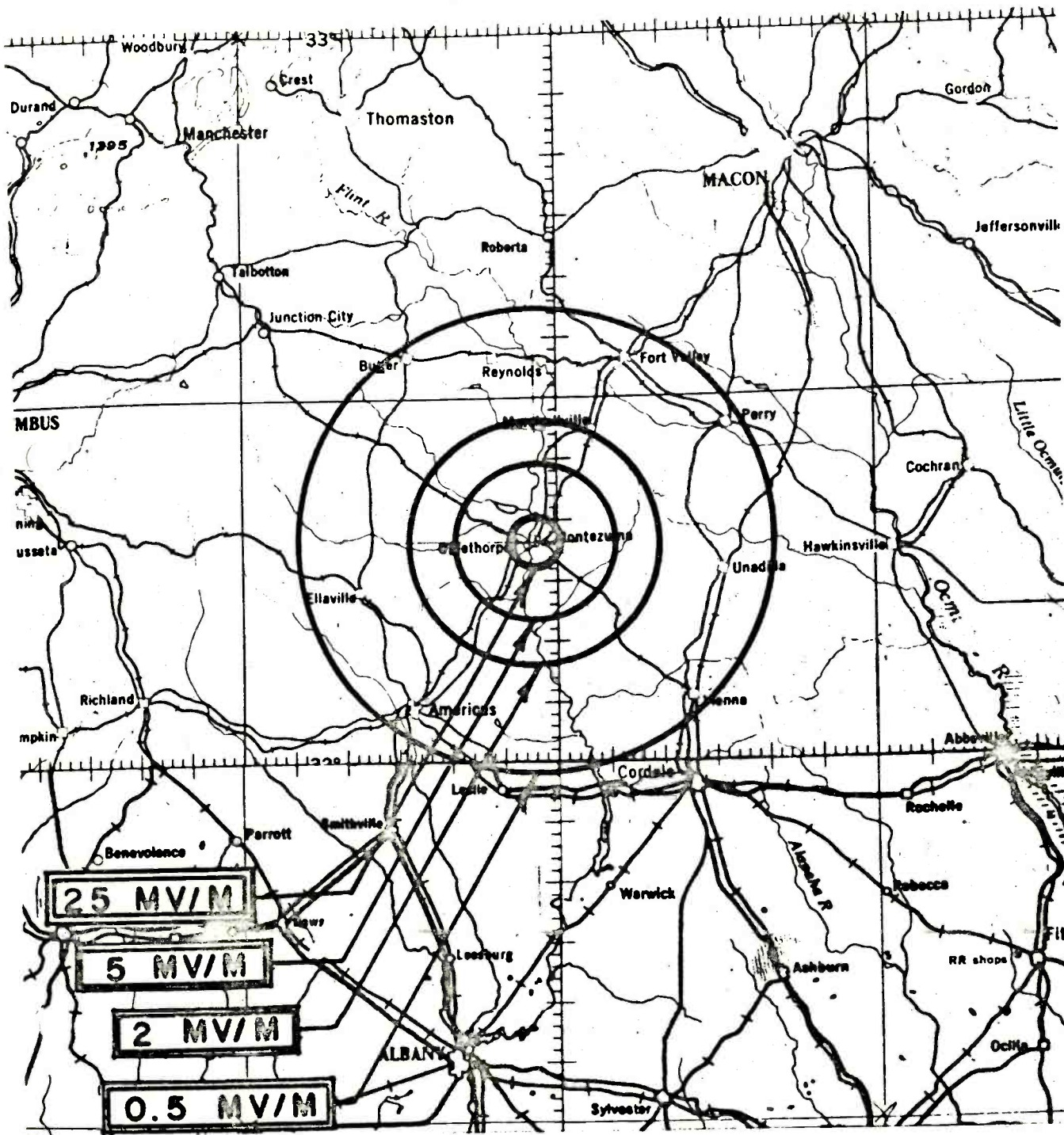
**PALMER A. GREER**  
ROUTE 1 WHITE HORSE ROAD  
GREENVILLE, S. C. 29611



**MACON COUNTY BROADCASTING CO.**  
**P. O. BOX 510**  
**MONTEZUMA, GEORGIA**

PHONE 8-8888

**COVERAGE AREA**

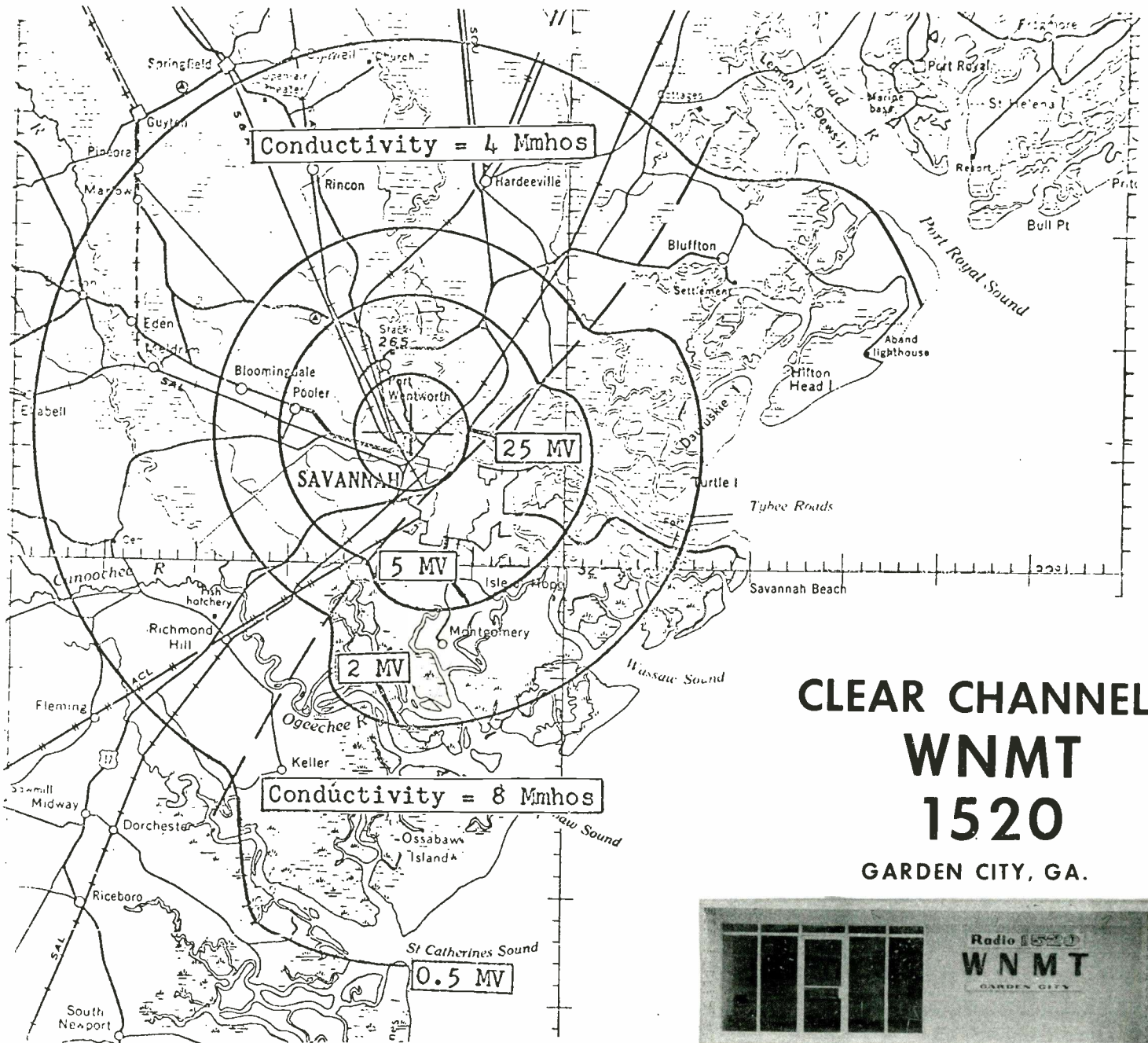


MARKET—5 MV/M Contour — 1,548.3 Square Miles

	Population— 1960 Census	Retail Sales 1960—Total	Radio Household 1960 Census
Macon .....	13,172	\$ 9,637,814	3,239
Taylor .....	8,311	8,417,598	2,130
Schley .....	3,256	1,866,284	830
Sumter—75% .....	18,589	17,089,774	4,952
Dooly .....	11,474	7,512,310	2,985
Peach—75% .....	10,384	10,200,934	2,618
Houston—25% .....	9,788	9,642,560	2,513



SQUARE MILES—1,548.3  
 FREQUENCY—1050 KC  
 POWER—250 Watts  
 TRANSMITTER—Montezuma, Ga.  
 STATION—Montezuma, Ga.



**CLEAR CHANNEL  
WNMT  
1520  
GARDEN CITY, GA.**



**TIME RATES R.O.S.**

Times	10-20 Sec.	30 Sec.	1 Min.	5 Min.	15 Min.	½ Hour	1 Hour
1	\$1.75	\$2.75	\$3.75	\$7.25	\$14.00	\$24.50	\$45.00
15	1.40	2.15	3.00	6.50	13.50	23.00	42.00
52	1.00	1.50	2.75	6.00	12.00	21.00	39.50
104	.90	1.35	2.50	5.75	11.00	18.50	37.50
500	.80	1.05	2.00	4.50	9.00	17.50	34.00

Please note: Your highest time rate . . . allows you to purchase at the lowest dollar rate.  
 Example: A 500 time schedule, allows you to purchase , minutes, half hour or hour in  
 any combination you wish at the lowest cost.

WNMT, Garden City, Georgia

PROGRAM SCHEDULE

ABC -- National news on the half hour . . . Local news and weather on the hour.

- Sign-On to 9:00 a.m. "Westside Wake-Up"
- 9:00 a.m. to 10:00 a.m. "Ladies' Choice"
- 10:00 a.m. to 11:00 a.m. "Don McNeill's Breakfast Club"
- 11:00 a.m. to 11:30 a.m. "Morning Meditations"
- 11:30 a.m. to 12:00 a.m. "Just Before Lunchtime"
- 12:00 a.m. to 1:00 p.m. "Play Back"
- 1:00 p.m. to 2:00 p.m. "Smooth and Easy"
- 2:00 p.m. to 4:00 p.m. "Tri-City Ballroom"
- 4:00 p.m. to 5:00 p.m. "The Grand Old Opry"
- 5:00 p.m. to 6:00 p.m. "Chatham County Wrap-Up"
- 6:00 p.m. to Sign-Off "Requestfully Yours"

SATURDAY:

- Sign-On to 12:00 a.m. "Morning Get Together"
- 12:00 a.m. to 1:00 p.m. "Play-Back"
- 1:00 p.m. to Sign-Off "Anything Goes!"

SUNDAY:

- Sign-On to 12:15 p.m. "Sunday Morning Favorites"
- 12:15 to 12:45 p.m. "Church Services"
- 12:45 p.m. to Sign-Off "Sunday Serenade"

--Chatham County's First Full High Fidelity Sound--

TOP OF YOUR DIAL

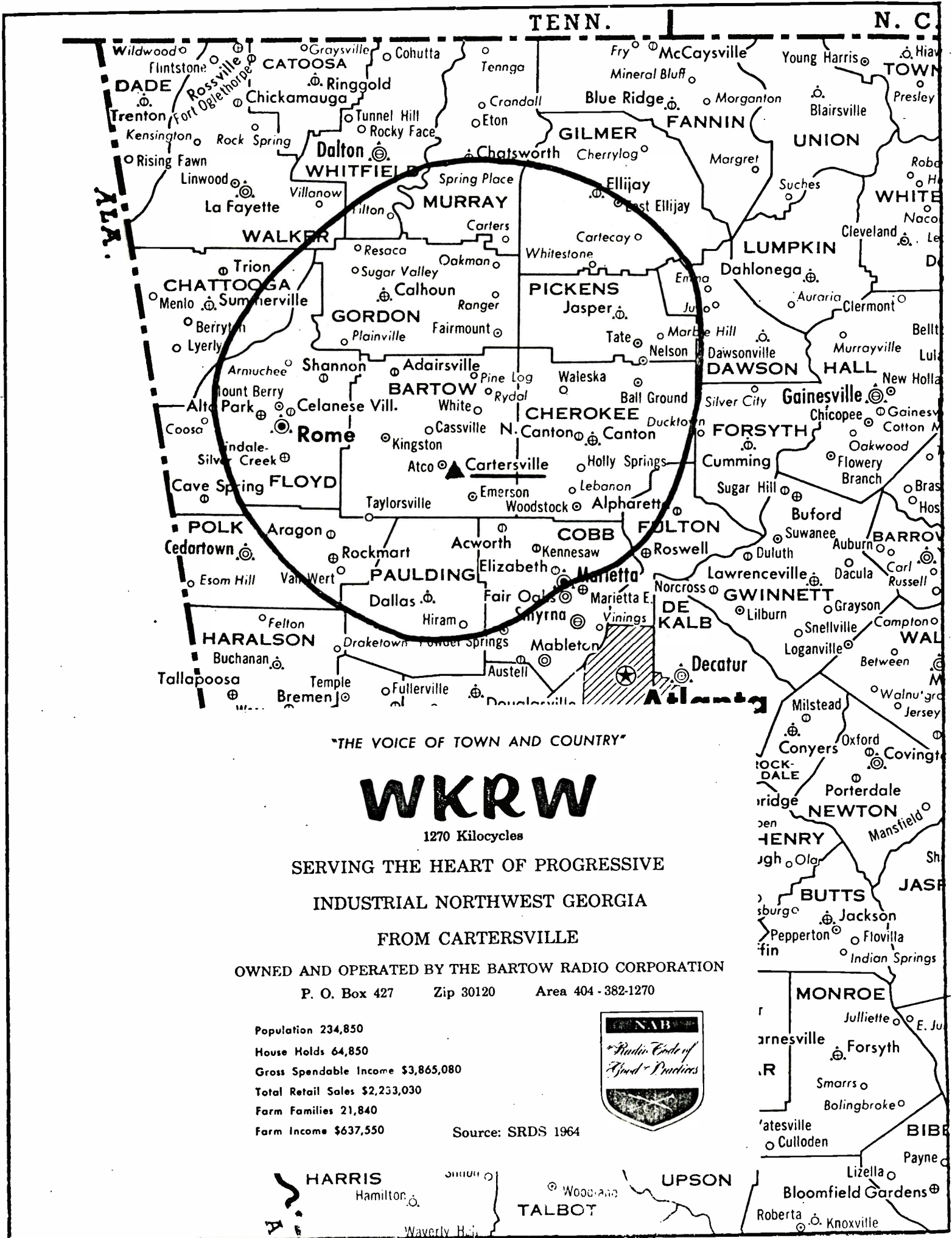
**CLEAR CHANNEL RADIO**  
**ON THE DUNDEE**  
**GARDEN CITY, GA.**  
**1520**

**W N M T**

Telephone: 234-5124 or 234-5125

**FIRST**

- CLEAR CHANNEL STATION IN CHATHAM COUNTY!
- PURE HIGH FIDELITY SOUND IN CHATHAM COUNTY!
- Engineered designed Radio station in Chatham county!
- ABC-American Entertainment Network Live News Coverage.
- Grand Ole Opry Network in Chatham County.
- In sales result for your advertising dollar.



"THE VOICE OF TOWN AND COUNTRY"

# WKRW

1270 Kilocycles

SERVING THE HEART OF PROGRESSIVE  
INDUSTRIAL NORTHWEST GEORGIA  
FROM CARTERSVILLE

OWNED AND OPERATED BY THE BARTOW RADIO CORPORATION

P. O. Box 427      Zip 30120      Area 404-382-1270

Population 234,850  
House Holds 64,850  
Gross Spendable Income \$3,865,080  
Total Retail Sales \$2,233,030  
Farm Families 21,840  
Farm Income \$637,550

Source: SRDS 1964



HARRIS      Hamilton  
TALBOT      Woodland  
UPSON  
BIBB      Payne  
Lizella  
Bloomfield Gardens  
Knoxville



# Northwest Georgia's ONLY Full-time COUNTRY Station !

**W  
L  
A  
Q**



**1410 RADIO  
1000Watts  
ROME, GA.**



**MAP KEY:**

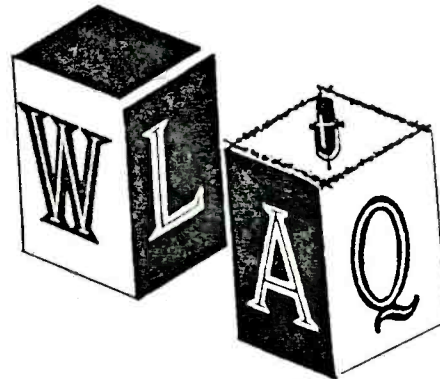
Solid Line — Daytime Coverage  
Dotted Line — Nitetime Coverage

**MARKET DATA:**

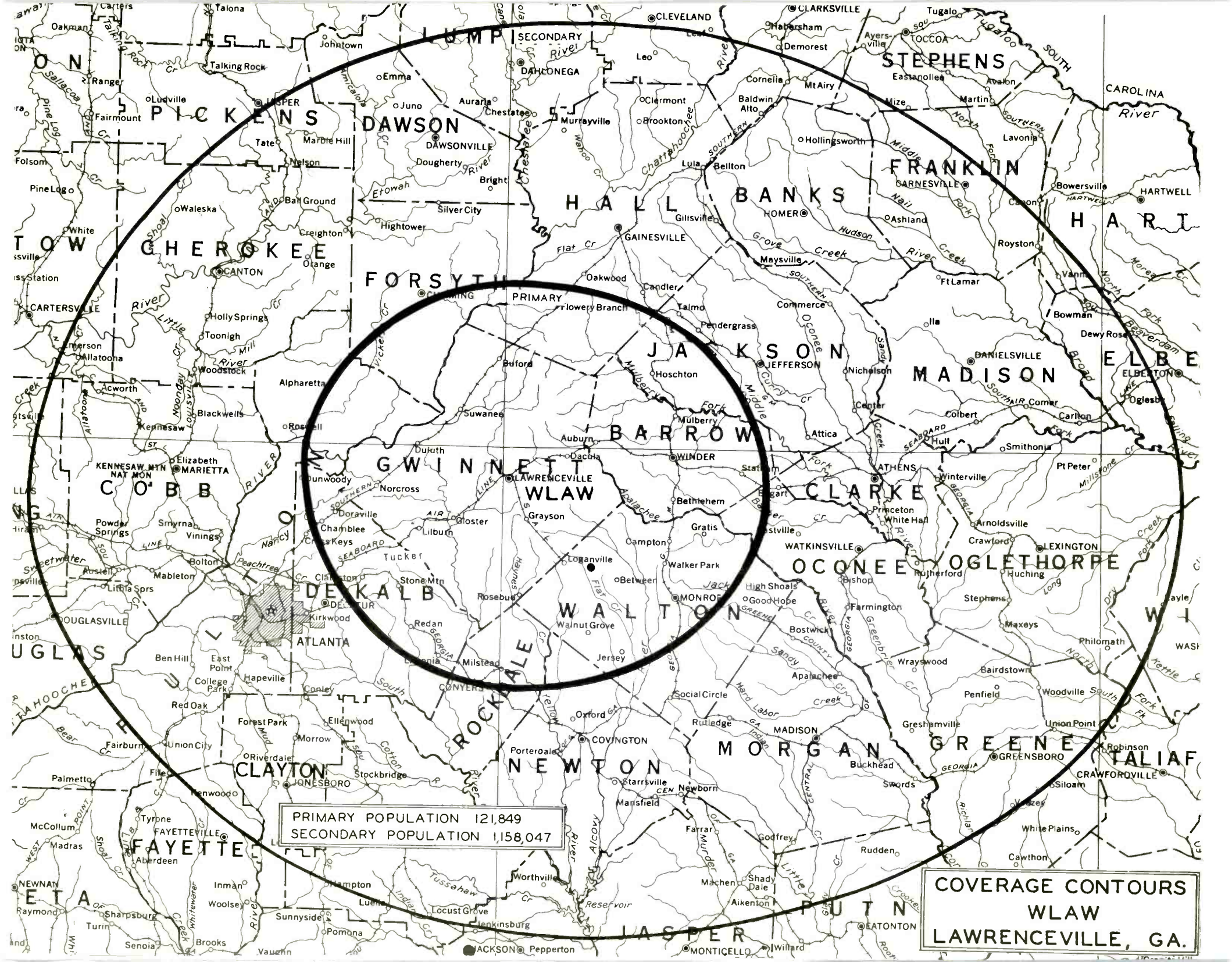
Population - - - - 180,500  
Households - - - - 40,125  
Automobiles - - - - 60,133  
Spendable Income \$226,423,400

**FARM DATA:**

Population - - - - 71,700  
Gross Farm Income \$179,506,000



**Alto Road · Box 228 · Rome, Ga. 30161  
Phone (404) 232-7767  
Tom Lloyd, General Manager**



PRIMARY POPULATION 121,849  
SECONDARY POPULATION 1,158,047

COVERAGE CONTOURS  
WLAU  
LAWRENCEVILLE, GA.

From the  
**Kaolin Capital of the World**

**"GO COUNTRY"**

**WKO**

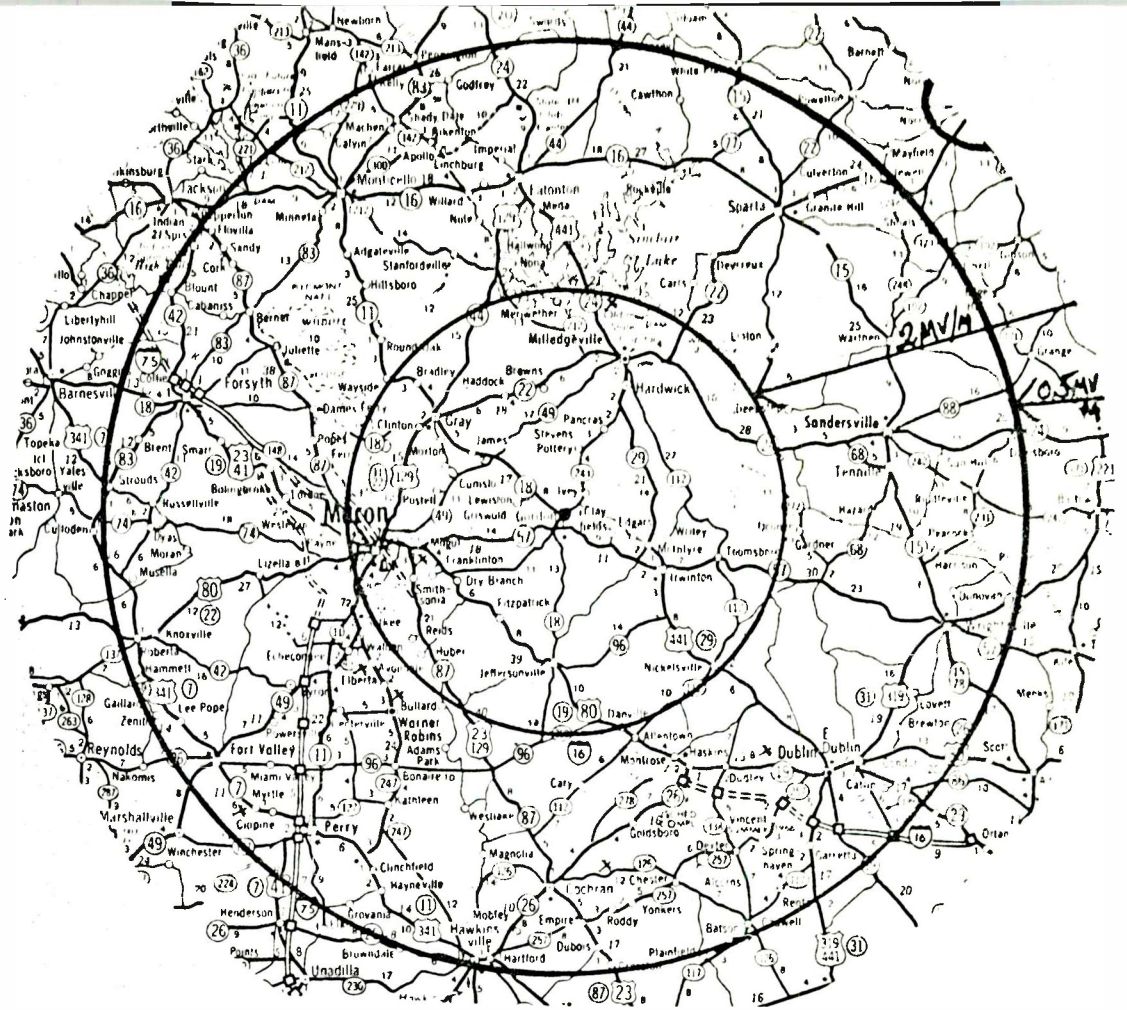
**GORDON, GEORGIA**

**5000 Wts. — Daytime**

**PHONE 628-2000 — 1560 Khz**

- WKO Music format includes Country, Sacred and Old Time Hits!
- WKO Provides AP News, Feature News, Weather & Sports News — Remotes!
- WKO Serves the rich markets of WILKINSON, BIBB, BALDWIN, TWIGGS, PUTNAM, HOUSTON, BLECKLEY, JONES, WASHINGTON, JASPER, MONROE, CRAWFORD, & LAURENS Counties.

**OT US SERVE YOU!**



**WKO - Gordon, Georgia**

**"GO COUNTRY"**

**INFORMATION - ENTERTAINMENT**

**5000 Wts. — Daytime**

**1560 Khz**

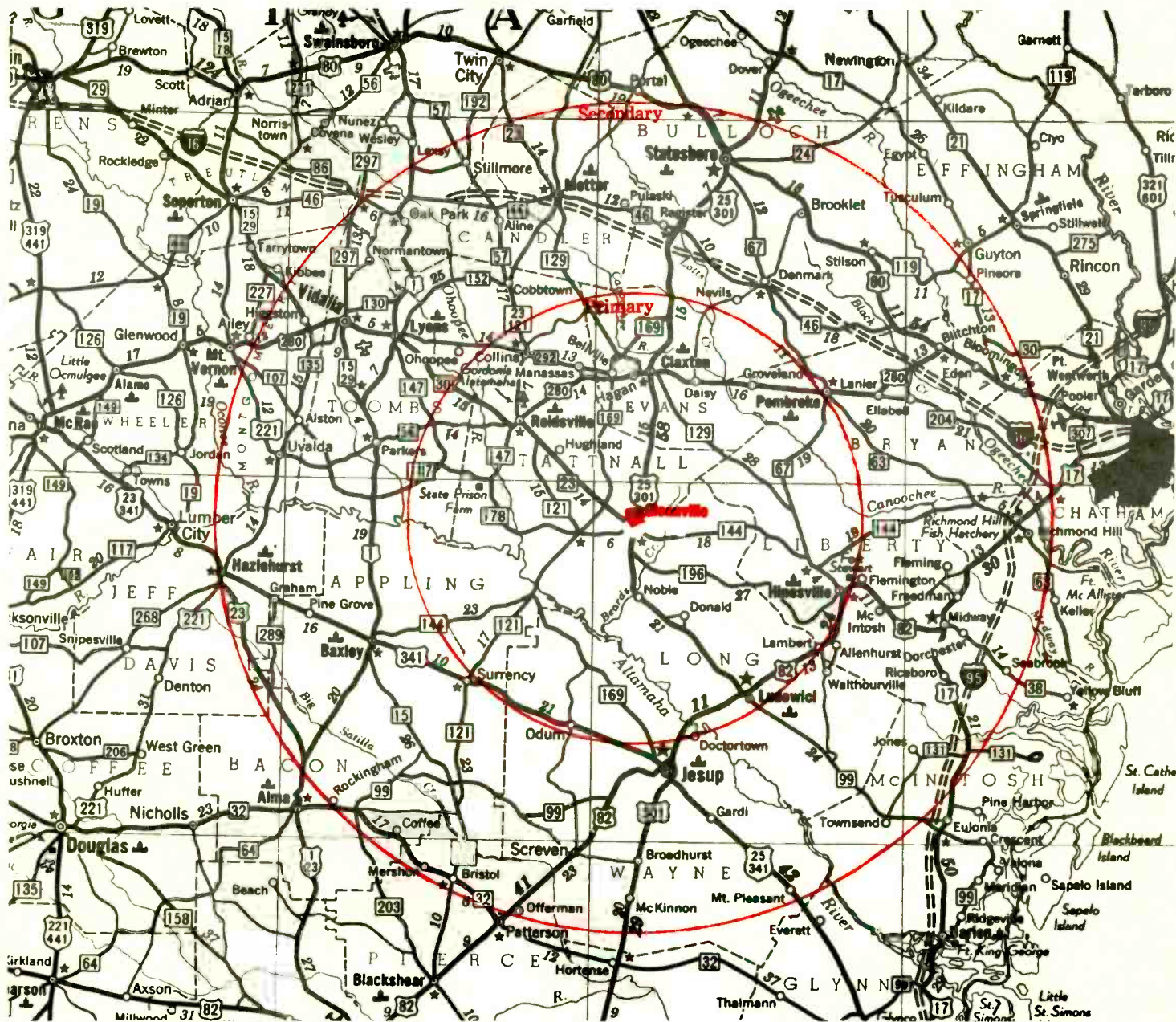
**GET MORE COVERAGE FOR YOUR ADVERTISING DOLLAR**

**On the Station where QUALITY & RESULTS count**

1,000 Watts

# COVERAGE MAP

1580 KC – Clear Channel



See Reverse Side For Local Rates

# WKIG RADIO

TATTNALL COUNTY BROADCASTING CO., INC.

P. O. Box 98

GLENNVILLE, GEORGIA 30427

TELEPHONE 912-654-3580

## LOCAL RATES

• DON P. COBB MANAGER

• ~~JERRY WALKER, MANAGER~~

Studios:

• 226 E. BOLTON STREET  
GLENNVILLE, GEORGIA

## NEWS SERVICE . . .

- UNITED PRESS INTERNATIONAL
- TRI-STATE AGRICULTURAL WEATHER SERVICE
- MOBILE TWO-WAY RADIO NEWS

Member:  
Georgia  
Association  
of  
Broadcasters

	1-12	13-25	26-51	52-103	104-259	260-300	300 up
1 hr.	45.00	40.00	35.00	30.00	25.00	22.50	20.00
1/2 hr.	31.00	23.50	16.50	15.00	12.00	11.50	11.00
1/4 hr.	15.50	12.50	9.00	8.00	6.00	5.75	5.50
5 min	6.25	5.75	5.25	4.75	4.00	3.75	3.25
Spots	3.20	2.95	2.70	2.20	1.95	1.70	1.50

Rates are net to station

Rates effective April 1, 1966

## RATES

Affiliate Stations:

• WPGA AM/FM

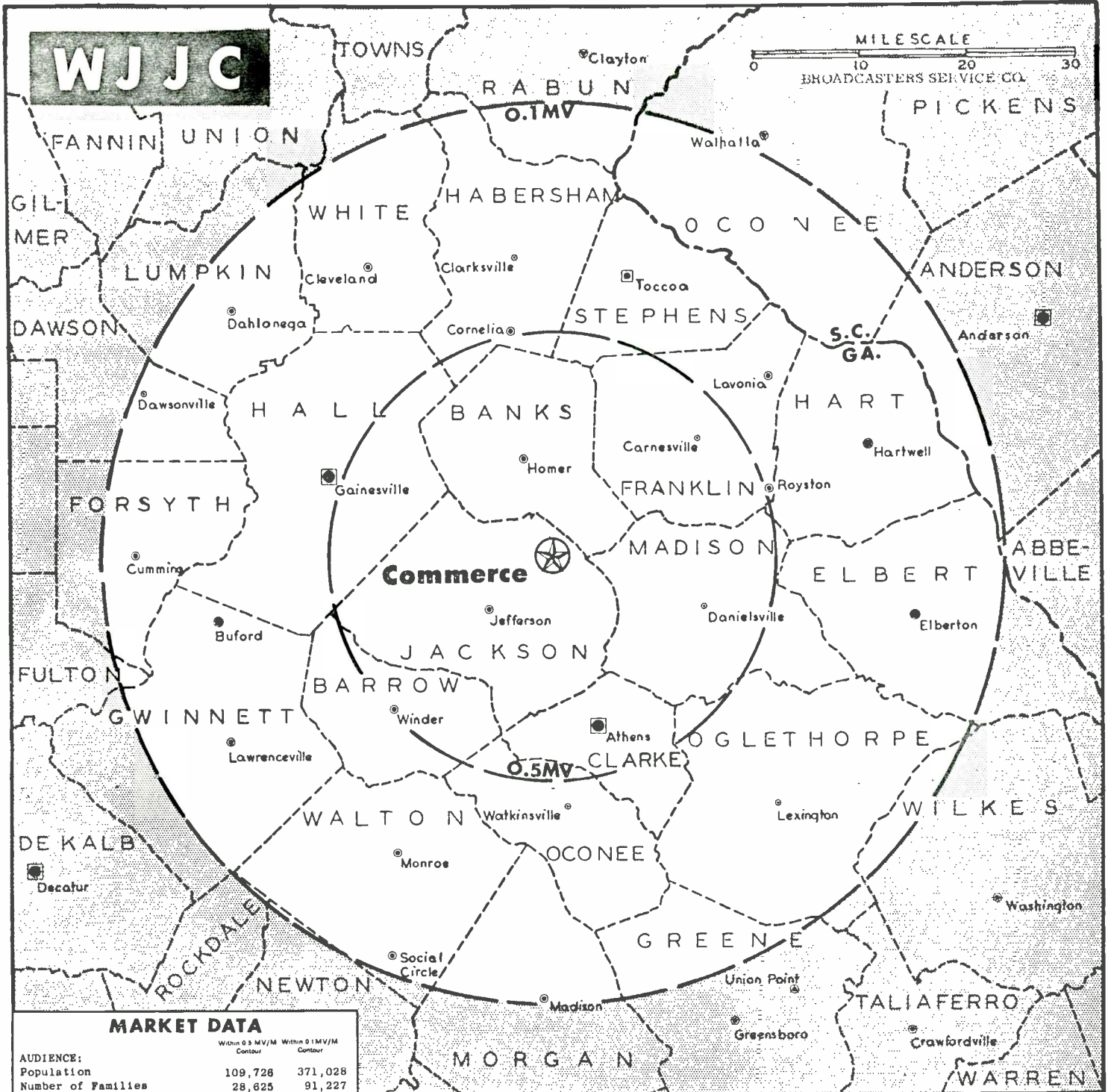
• Stereo

• Perry, Ga.

• WCLA, Claxton, Ga.

• WMAC, Metter, Ga.

# WJJC



### MARKET DATA

	Within 0.5 MV/M Contour	Within 0.1 MV/M Contour
<b>AUDIENCE:</b>		
Population	109,728	371,028
Number of Families	28,625	91,227
AM Radio Homes	23,412	80,351
Automobile Radios	22,114	78,420
Gross Income (\$000)	99,572	320,794
Yearly Payroll (\$000)	20,874	79,687
<b>COMMERCIAL: (add \$000)</b>		
Food Stores	18,639	44,184
Drug Stores	2,512	6,538
Automotive Sales	18,879	42,772
General Merchandise	8,014	25,982
Eating & Drinking Places	2,832	6,057
Hardware & Bldg. Material	7,218	16,352
Home Furnishings	3,475	12,035
Apparel Stores	3,028	10,868
Auto Service Stations	5,738	11,804
All Other Services	5,032	10,475
<b>TOTAL RETAIL SALES</b>	<b>73,592</b>	<b>241,320</b>
<b>FARM DATA:</b>		
Farm Population	46,748	198,307
AM Radio Farm Homes	11,042	47,894
Farm Income (\$000)	18,978	81,628
Farm Expenditures (\$000)	15,032	69,582

# WJJC

**1270 Kc  
1000 Watts**

*"The Friendly Voice of Jackson County"*

## Commerce, Georgia

*"Serving the Piedmont Plateau Area of Northeast Georgia with 1,000 Watts of Selling Power"*



# WJEM PROGRAM LOG

**Local News When it Happens**

5 MINUTES NEWS CASTS ON THE HOUR!

## MONDAY THRU SATURDAY

6:00 A.M. – 6:35 A.M.	Vernon Arnold Show
6:35 A.M. – 6:40 A.M.	County Agent Farm News
6:40 A.M. – 7:35 A.M.	Vernon Arnold Show
7:35 A.M. – 7:45 A.M.	Water Sports Spotter
7:45 A.M. – 8:05 A.M.	Vernon Arnold Show
8:05 A.M. – 10:15 A.M.	Bill Holland Show
10:15 A.M. – 10:30 A.M.	Snow's Exchange
10:30 A.M. – 12:00 Noon	J.C. Johnson Show
12:00 Noon – 12:15 P.M.	High Noon News
12:15 P.M. – 1:00 P.M.	J.C. Johnson Show
1:05 P.M. – 3:00 P.M.	Mike Hattaway Show
3:05 P.M. – Sign-Off	Gary Monroe Show
6:00 P.M. – 6:15 P.M.	Late Evening News Round-Up

## SUNDAY

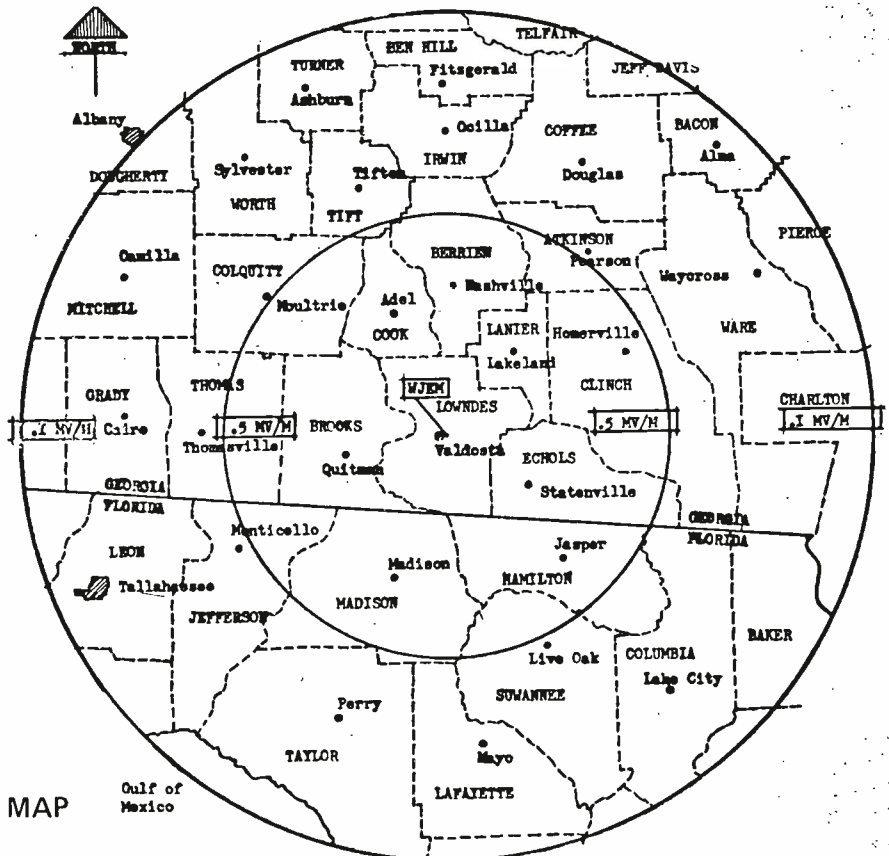
7:00 A.M. – 8:30 A.M.	Wink DeVane Show
8:30 A.M. – 9:00 A.M.	Godfrey Gospel Time
9:05 A.M. – 9:30 A.M.	Rev. Eldridge Lyons
9:30 A.M. – 10:00 A.M.	Venture of Faith
10:00 A.M. – 11:00 A.M.	Wink DeVane Show
11:00 A.M. – 12 Noon	Grace Baptist Church
12:05 P.M. – 1:00 P.M.	Big Jem Top Ten
1:00 P.M. – 5:00 P.M.	Nick Collins Show

SIGN ON: – 6:00 a.m. Local Time

SIGN OFF: – Local Sunset

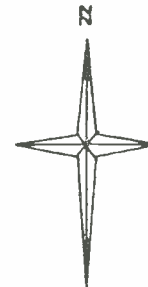
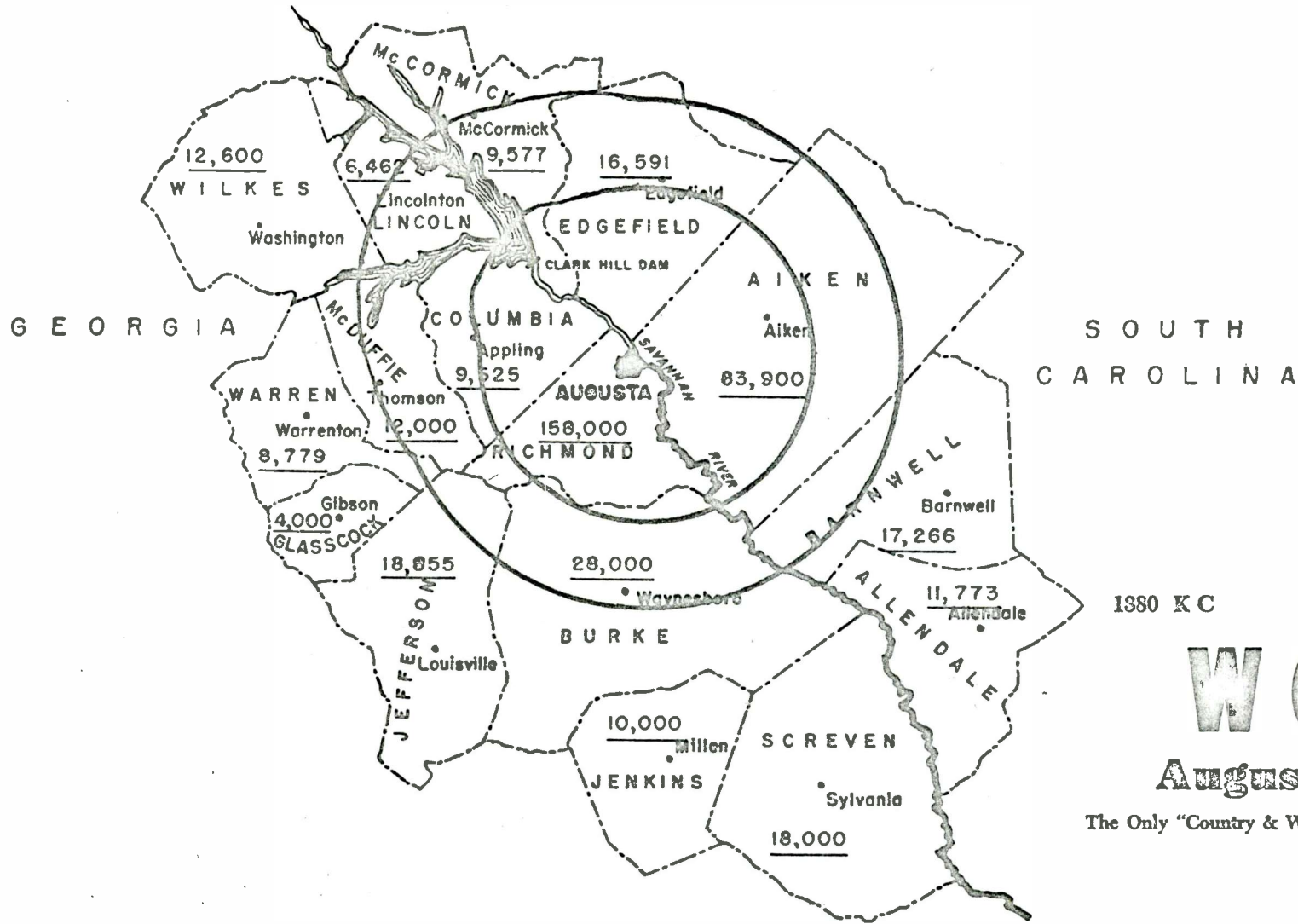
## STATION DEPARTMENT HEADS

J.C. JOHNSON  
OWNER & GENERAL MANAGER  
VERNON ARNOLD  
STATION MGR. & PROGRAM DIRECTOR  
GARY MONROE  
MUSIC DIRECTOR  
BILL HOLLAND  
FARM DIRECTOR  
EDITH JOHNSON  
WOMEN'S PROGRAM DIRECTOR  
MIKE HATTAWAY  
NEWS DIRECTOR  
CHARLES DE VANE  
CHIEF ENGINEER  
EDDIE SCOTT  
SPORTS DIRECTOR  
GAIL CROFT  
SECRETARY--BOOKKEEPER



WJEM COVERAGE MAP

Gulf of Mexico



1880 KC

1000 watts

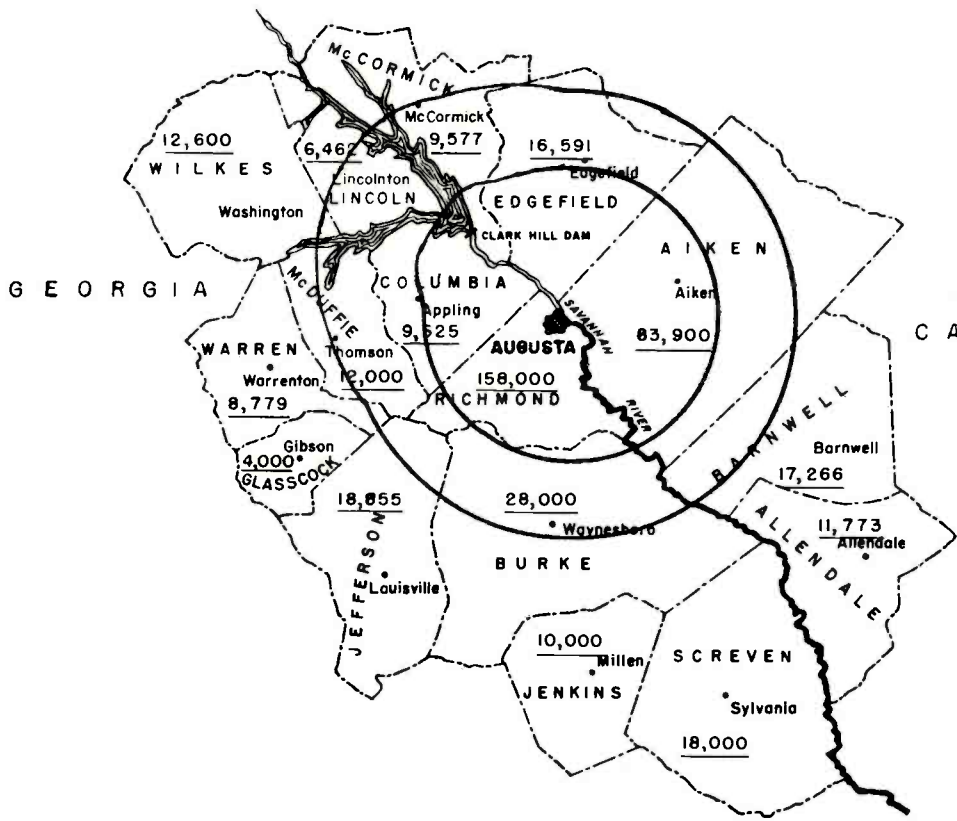
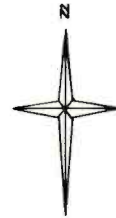
# WGUS

## Augusta, Georgia

The Only "Country & Western" Music Station in the C-S-R-A.

CENTRAL SAVANNAH RIVER AREA  
POPULATION BY COUNTIES





SOUTH  
CAROLINA

1380 KC

1000 watts

# WGUS

## Augusta, Georgia

The Only "Country & Western" Music Station in the C-S-R-A.

CENTRAL SAVANNAH RIVER AREA  
POPULATION BY COUNTIES

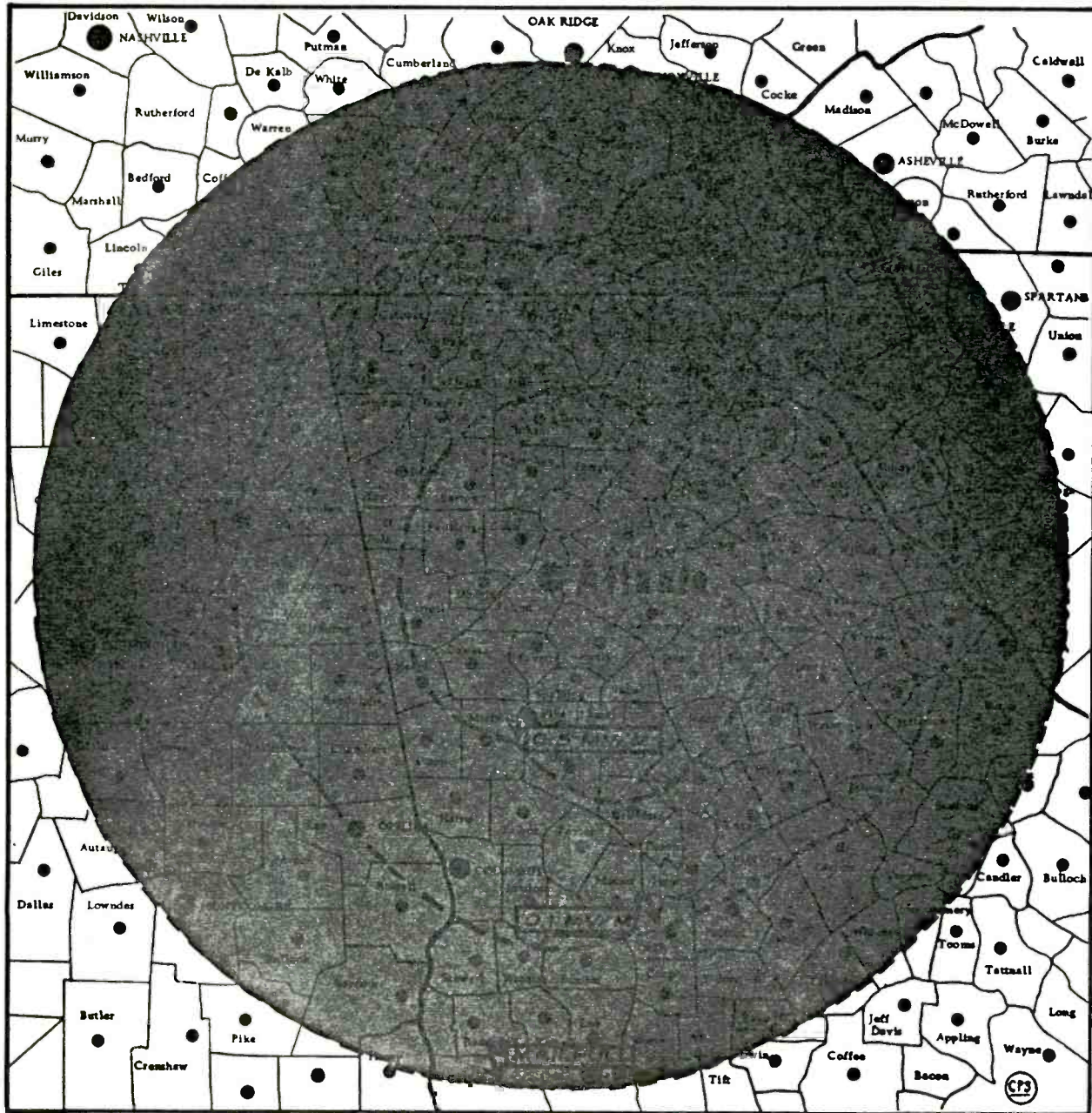
# WGUN

"THE BIG GUN IN DIXIE"

FROM 1010 K.C.

P. O. BOX 10

ATLANTA 1, GEORGIA



Serving the Armor Center.....

9-9-0 RADIO



# WGML

Serving Ft. Stewart and Coastal Georgia  
Hinesville - Ft. Stewart, Georgia

- Fort Stewart is the Army's Armor and Artillery Firing Center — the largest Military Reservation East of the Mississippi, covering 280,000 acres.
- Hinesville's Population increased by 161.7%, as reported by the U. S. Census for 1950. Liberty County had an increase of 57% during the same period.
- Serving the historical Coastal Area of Georgia with the finest hunting, fishing and water sports available. Tourist Audience? WGML's signal covers 60 miles of U. S. Highways 17 and 301 (Florida Routes).
- The Hinesville Market covers Military, Industry, Agriculture, Culture, Manufacturing, Tourists & Recreation.
- WGML Provides the Area With AP Wire News, Complete Local Coverage, Sports, Good Music and Community Service.

LIBERTY BROADCASTING COMPANY  
James H. Watson, General Manager  
Phone TR 6-3599 P. O. Box 15  
HINESVILLE, GEORGIA

### MARKET DATA:

	0.5 MVM Coverage	0.2 MVM Coverage
Total Population	264,850	481,440
Total Households	72,020	127,410
Radio Homes	70,380	124,190
Passenger Cars	96,830	148,280
Consumer Spendable Income	\$393,582,000	\$636,940,000

### RETAIL SALES:

Food Stores	\$ 61,969,000	105,993,000
Drug Stores	\$ 9,681,000	15,591,000
General Merchandise	\$ 26,244,000	39,079,000
Apparel Stores	\$ 23,260,000	32,441,000
Home Furnishings	\$ 13,543,000	22,259,000
Auto Sales	\$ 47,607,000	88,543,000
Filling Stations	\$ 26,563,000	43,271,000
Building Materials	\$ 33,211,000	64,632,000
<b>TOTAL RETAIL SALES</b>	<b>\$288,019,000</b>	<b>466,448,000</b>

### FARM DATA:

Farm Population	23,500	114,330
Farm Households	5,330	36,300
Farm Radio Homes	5,300	35,850
Gross Farm Income	\$ 42,099,000	120,933,000

SOURCE: United States Census Reports on Population, Housing, Agriculture, Retail Trade; SRDS Consumer Data; FEA Farm Survey Reports; RETMA 1952-53

Map by Appalachian



# WGML

MEMBER  
KEYSTONE NETWORK

990 KC DAYTIME

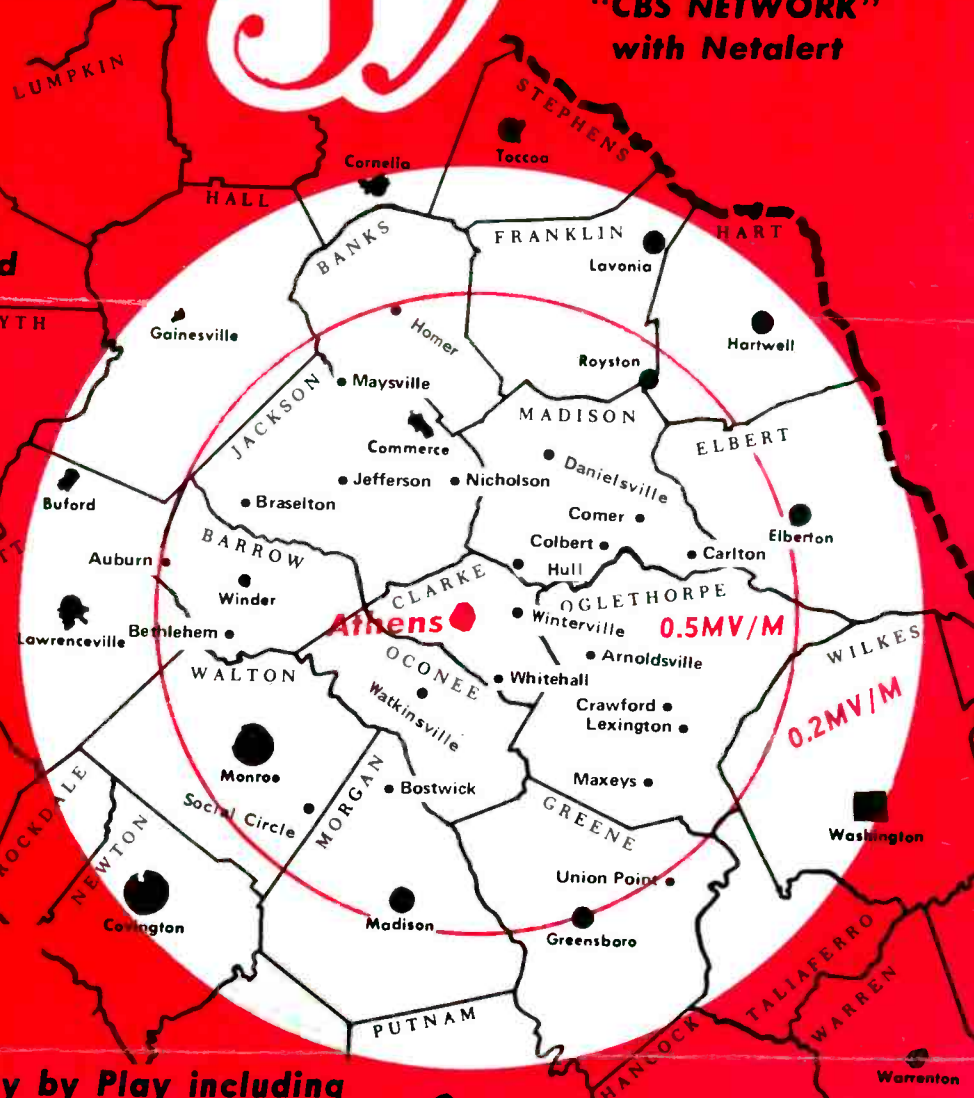
"1340 ON YOUR DIAL" . . . 1000 WATTS

# WG AU

Athens' first station.

"CBS NETWORK"  
with Netalet

Serving  
Northeast Georgia  
with Nationally-recognized  
Award-winning Local  
and Regional News and  
Adult Programming of MOR  
Music with the Quality  
Touch.



**Clarke Broadcasting Corporation**  
P. O. Box 5099  
Athens, Georgia 30604  
404-549-1340

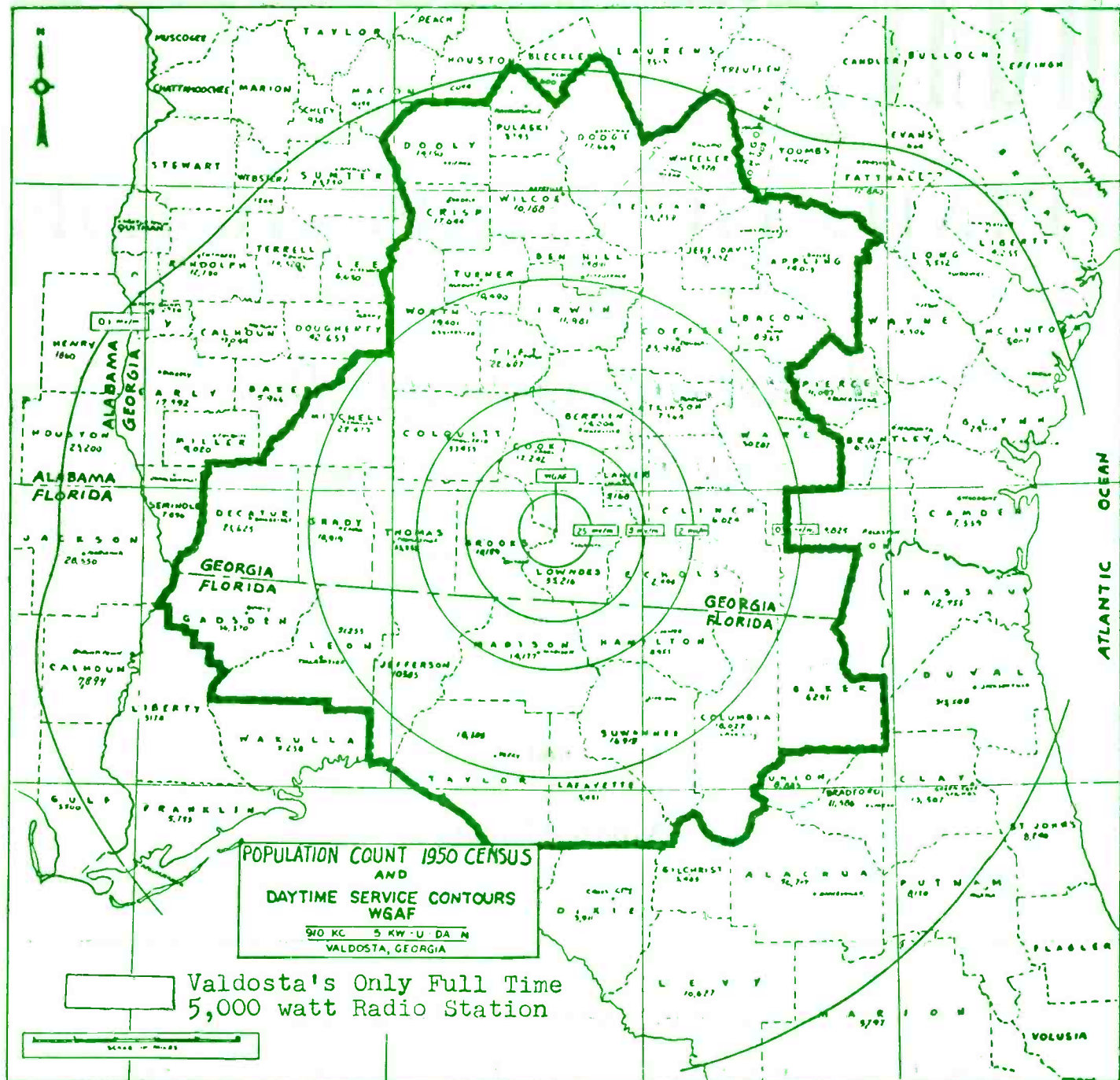
**TOTAL SPORTS** with Exclusive Play by Play including  
All Professional Sports—Atlanta Braves Baseball,  
Falcons Football, Hawks Basketball and all High School sports.

Represented in Southeast and Southwest by **Dora-Clayton Agency Inc.**, Atlanta, Ga. Nationally by **Savalli Gates Inc.** of New York.

The **WG AU Primary (10.5MV/M)** Market is completely diversified with Industrial Complexes, Educational Institutions (U of Georgia), Agricultural, Recreational and Cultural factors and more than a dozen major Research Facilities. **WG AU** delivers this High Income and loyal Primary Market of \$194,000,000 and Secondary Market of \$474,000,000 in Retail Sales.

MARKET FACTS		
WG AU Radio - Athens, Georgia		
\$1,000's Added	0.5MV/M	0.2MV/M
RETAIL SALES	194,135	473,911
Lb'r, Bldg. Mat'l, Hwe	12,091	29,516
Gen. Merchandise	22,648	55,288
Food Stores	44,068	107,577
Auto've Dealer	40,730	99,429
Gas Service Sta's	16,950	41,377
Apparel Acc'y's	10,870	26,534
Furn'te & Home Fng's	5,539	13,521
Househd Appl's	2,968	7,246
Eating & Drinking	9,469	23,115
Drug & Prop'y	6,717	16,348
Other Retail	17,553	42,849
Non-Store Retailers	4,532	11,062
-----		
POPULATION	152,263	320,318
HOUSEHOLDS	46,140	97,066
All figures are from the U. S. Census and other sources and are delineated and updated by Ed Felker & Associates, Inc. Suite 1-D Forrest Gardens, Box 141, Ambler, Pa. 19002, 215-643-0637 8/15/68		

# Coverage Map WGAF Market



The Area Enclosed by Heavy Lines Represents the Area in Georgia and Florida From Which Sufficient Mail is Received to Indicate Complete Coverage

# WGAF

# MARKET

## TIME BUYERS GUIDE

### *Market and Coverage Data*

5000 WATTS - DAY AND NIGHT

910 KC - <sup>CBS</sup> ~~ABC~~ Affiliate

Covering South Central Georgia

and

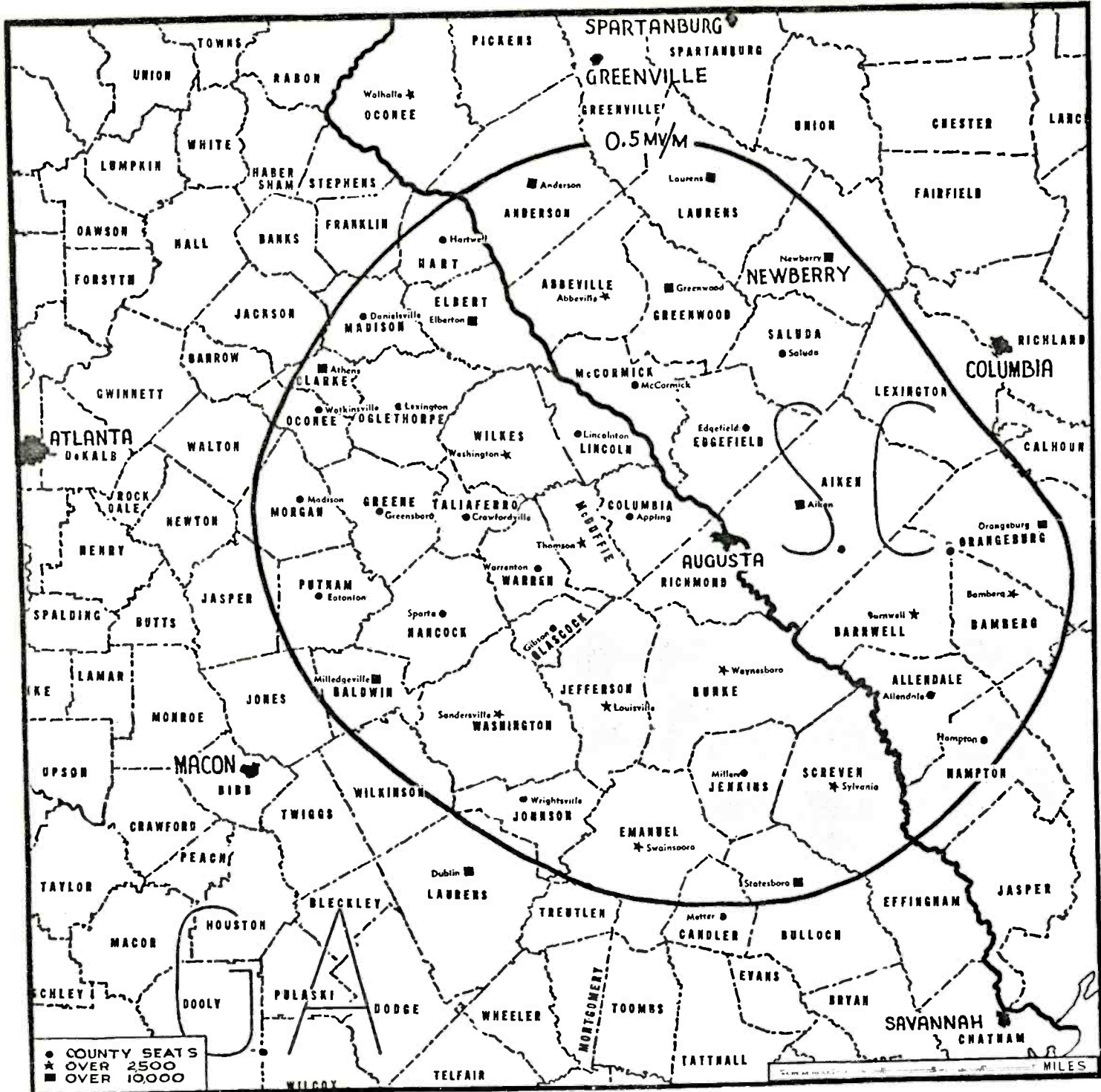
North Florida

VALDOSTA, GEORGIA

912-242-5520  
TELEPHONE 910-~~TWX 5061~~

Representative, ~~JOHN E. PEARSON CO.~~

~~NEW YORK - CHICAGO - LOS ANGELES - DALLAS - ATLANTA~~



(0.5MV/M based on measurements by Ring & Clark, Radio Engineers, and FCC Engineering data)



## FOR BEST RESULTS

Buy ALL the Trading Area, \*122,300 families

City Zone 47,535 Families

Retail Trade Area 74,765 Families

covers every county and MORE. ALWAYS YOUR BEST BUY.

\*Source. Audit Bureau of Circulation.

"World's Finest Peach Market"



"Heart of the Peachland"

Fort Valley, Georgia

Georgia's richest farming region — cotton, pecans, soybeans — and the Nation's finest peach producing area.

WFPM features Georgia Tech football, NASCAR Races.

Proven Audience Reaction!

1150 On the Dial — 1000 Watts

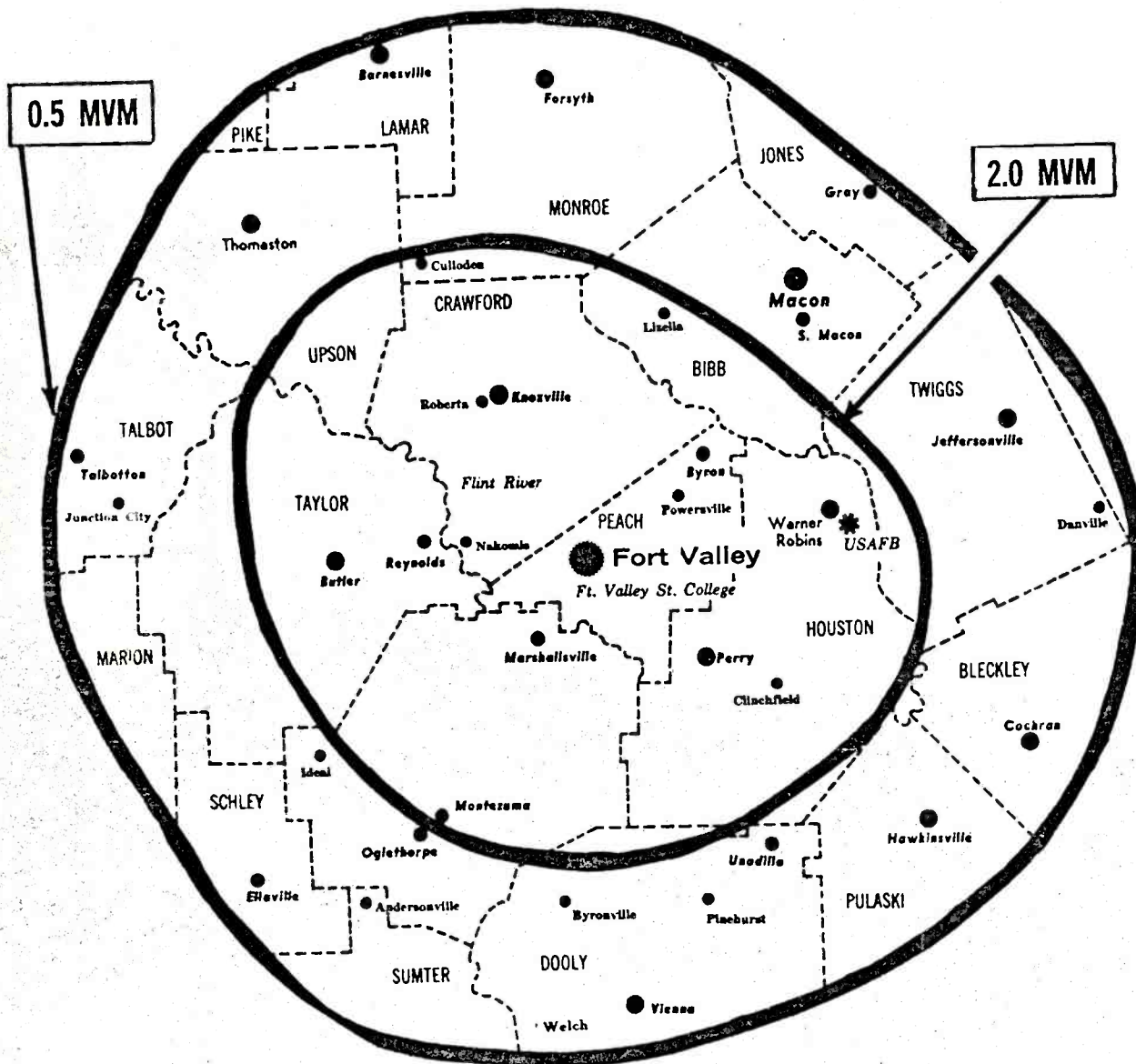
Paul Reehling

President & General Manager

Box 934

Phone (912) 825-5547

FORT VALLEY, GEORGIA



# WFPM

WFPM's Only Rate Card - All Rates Net!

	26	52	104	260	500
60 Sec.	2.90	2.80	2.60	2.00	1.60

1150 On the Dial — 1000 Watts  
FORT VALLEY, GEORGIA

MARKET DATA:	2.0 MVM Coverage	0.5 MVM Coverage
Population	171,500	78,000
Households	45,360	22,000
Radio Homes	45,920	21,200
Automobiles	64,230	26,000
Spendable Income	\$315,103,000	1,501,993,000
<b>RETAIL SALES:</b>		
Food Stores	\$ 60,154,000	259,335,000
Drug Stores	\$ 7,703,000	36,692,000
Gen'l. Merchandise	\$ 23,712,000	102,277,000
Apparel Stores	\$ 6,594,000	43,900,000
Home Furnishings	\$ 8,547,000	43,991,000
Auto Sales	\$ 41,667,000	185,915,000
Service Stations	\$ 17,452,000	85,508,000
**Total Retail Sales	\$187,704,000	918,891,000
<b>FARM DATA:</b>		
Population	9,800	63,900
Gross Income	\$ 17,376,000	115,057,000

Source: SRDS Consumer Data exclusively.

PREPARED BY MARKET DATA ASSOCIATES



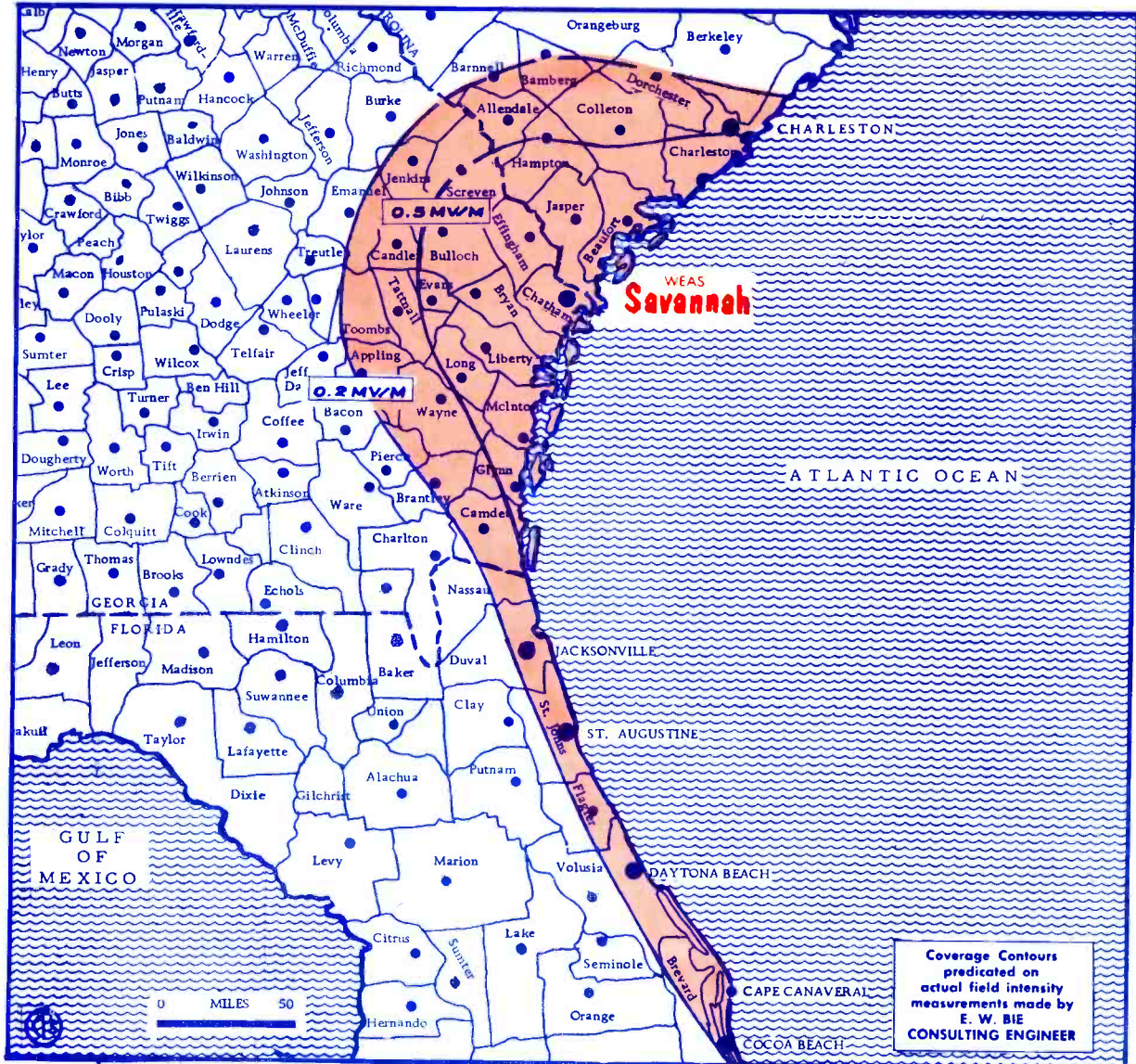
# WEAS

900 kc.  
**5000**  
Watts

The  
**MIGHTY "90"**  
IN SAVANNAH, GA.

A "Dee" RIVERS STATION None more **POWERFUL** in the Coastal Empire!

128 W. TAYLOR STREET - SAVANNAH, GEORGIA - P. O. BOX 737 - TELEPHONE 234-7264



EVEREADY ADVERTISING  
1817 Broadway • Nashville 4, Tenn.

Coverage Contours  
predicated on  
actual field intensity  
measurements made by  
E. W. BIE  
CONSULTING ENGINEER

### MARKET DATA

	0.5 MV/M	0.2 MV/M
Total Population	641,300	1,580,900
Total Households	171,890	441,600
Total Radio Homes	168,452	432,768
Spendable Income	\$ 890,446,000	\$ 2,221,145,000
<b>TOTAL RETAIL SALES</b>	<b>\$ 572,247,000</b>	<b>\$ 1,663,303,000</b>
Food Sales	\$ 145,596,000	\$ 411,735,000
Drug Sales	\$ 20,959,000	\$ 64,983,000
General Merchandise	\$ 58,216,000	\$ 149,388,000
Apparel Stores	\$ 45,620,000	\$ 114,560,000
Home Furnishings	\$ 32,148,000	\$ 85,260,000
Automotive Sales	\$ 103,409,000	\$ 330,582,000
Filling Stations	48,641,000	142,842,000
Total Farm Population	\$ 73,700	\$ 166,300
Farm Gross Income	\$ 61,279,000	\$ 182,310,000

SOURCE: SRDS Consumer Market Data; May - 1961



# 5000 WATTS 900 ON YOUR SAVANNAH RADIO DIAL

1000 Sparkling, Selling Watts at 990 Daily!

THE  
BIG D

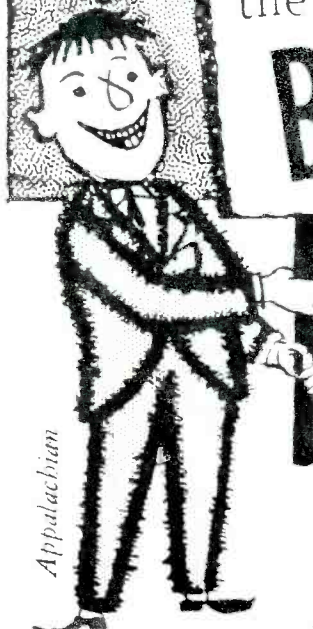
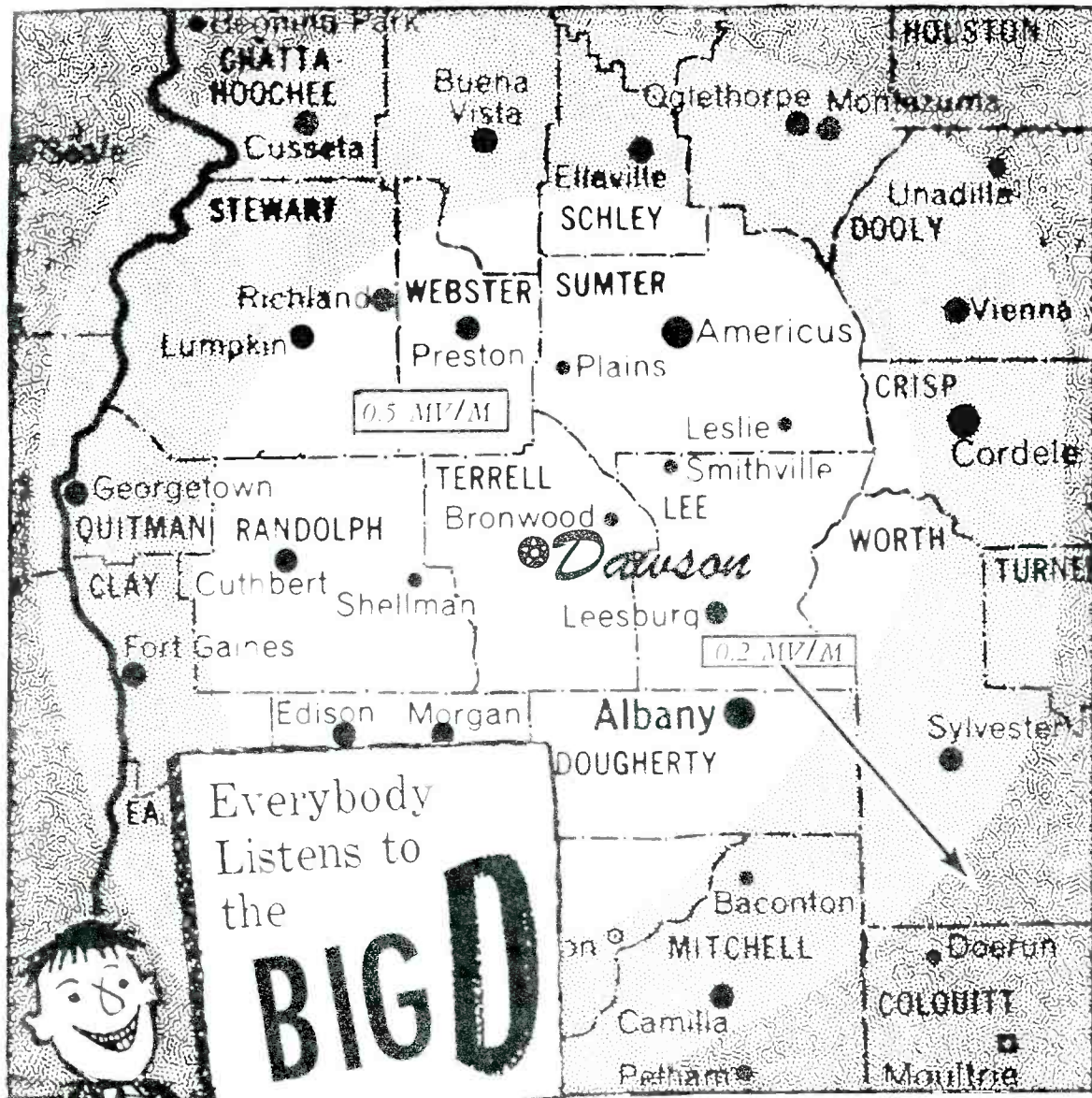
**WDWD**

THE  
BIG D

Dawson, Georgia

- Penetrating 23 Counties, WDWD offers a strong and Respected Editorial Policy, Terrific Music and Intense Sports Coverage
- Featuring Local News Coverage in our entire area, several remote newscasts daily backed up with best State, National and World UPI News
- DAWSON is the center of a progressive farming area and is the scene of rapidly expanding industries, including Yale Rubber Company's new \$1,300,000 plant and the U. S. Peanut & Pecan Research Laboratory, built for \$2,500,000

The Dawson Broadcasting Company  
 W. C. Woodall, Jr. President & General Manager  
 P. O. Box 390 Dawson, Georgia Phone WY 5-5521



Everybody  
Listens to  
the  
**BIG D**

SOUTHWEST GEORGIA'S MOST POWERFUL STATION

**WDWD**

1000 WATTS CLEAR CHANNEL AT 990 KCS.

National Representative: INDIE SALES, INC.

**MARKET DATA:**

	Totals 0.5 MV/M Coverage	Totals 0.2 MV/M Coverage
Total Population	151,630	279,290
Total Households	40,765	75,380
Total Radio Homes	39,900	74,160
Passenger Cars	41,006	80,350
Spendable Income	\$181,783,000	\$345,425,000

**RETAIL SALES:**

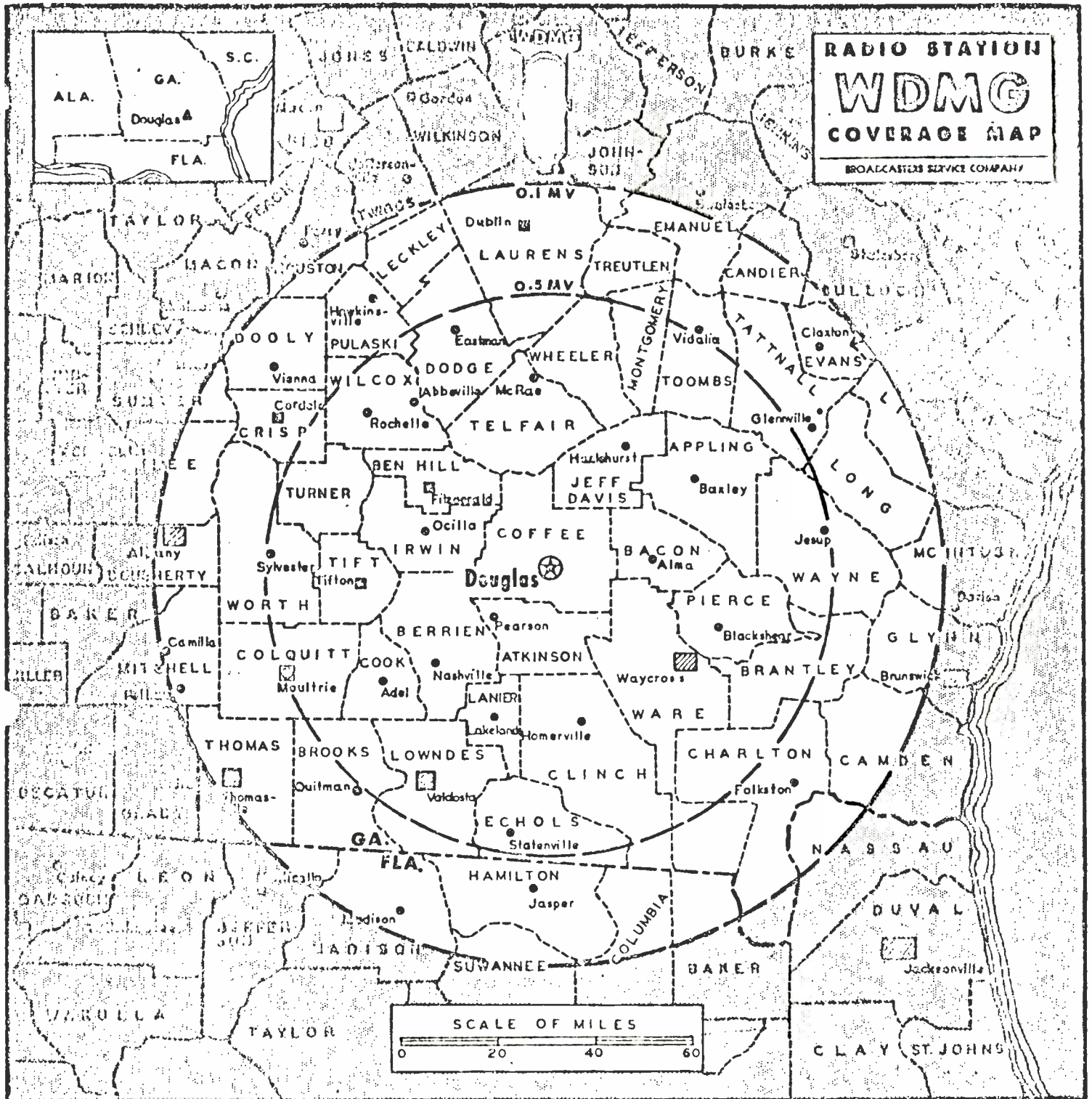
Food Stores	\$ 31,503,000	\$ 54,646,000
Drug Stores	\$ 7,812,000	\$ 10,961,000
General Merchandise	\$ 14,542,000	\$ 28,745,000
Apparel Stores	\$ 7,846,000	\$ 10,331,000
Home Furnishings	\$ 6,575,000	\$ 13,110,000
Auto Sales	\$ 26,601,000	\$ 44,707,000
Filling Stations	\$ 11,880,000	\$ 21,563,000
Farm Stores	\$ 3,547,000	\$ 5,870,000
Building Materials	\$ 10,526,000	\$ 19,258,000
Total Retail Sales	\$136,864,000	\$232,765,000
Wholesale Sales	\$ 50,007,000	\$ 70,321,000
Service Trades	\$ 9,578,000	\$ 16,235,000

**FARM DATA:**

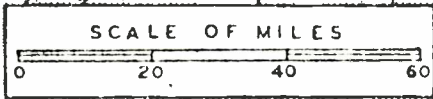
Farm Population	35,300	104,100
Farm Households	9,435	27,040
Farm Radio Homes	9,400	26,880
Passenger Cars	9,860	28,975
Farm Tractors	4,995	9,214
Gross Income	\$ 48,724,000	\$ 143,921,000

SOURCE: United States Census of Population, Housing, Retail Trade, Wholesale Sales, Service Receipts and Agriculture, SRDS Consumer Market Data, Progressive Farmer Survey, RETAIL

Appalachian



**RADIO STATION**  
**WDMG**  
**COVERAGE MAP**  
 BROADCASTERS SERVICE COMPANY



MARKET DATA	
POPULATION	762,357
RADIO HOMES	204,690
FARM RADIO HOMES	68,700
AUTOMOBILE RADIOS	153,635
GROSS INCOME \$	587,867,000
RETAIL STORES	3,916
RETAIL SALES \$	498,253,000

# WDMG DOUGLAS GEORGIA

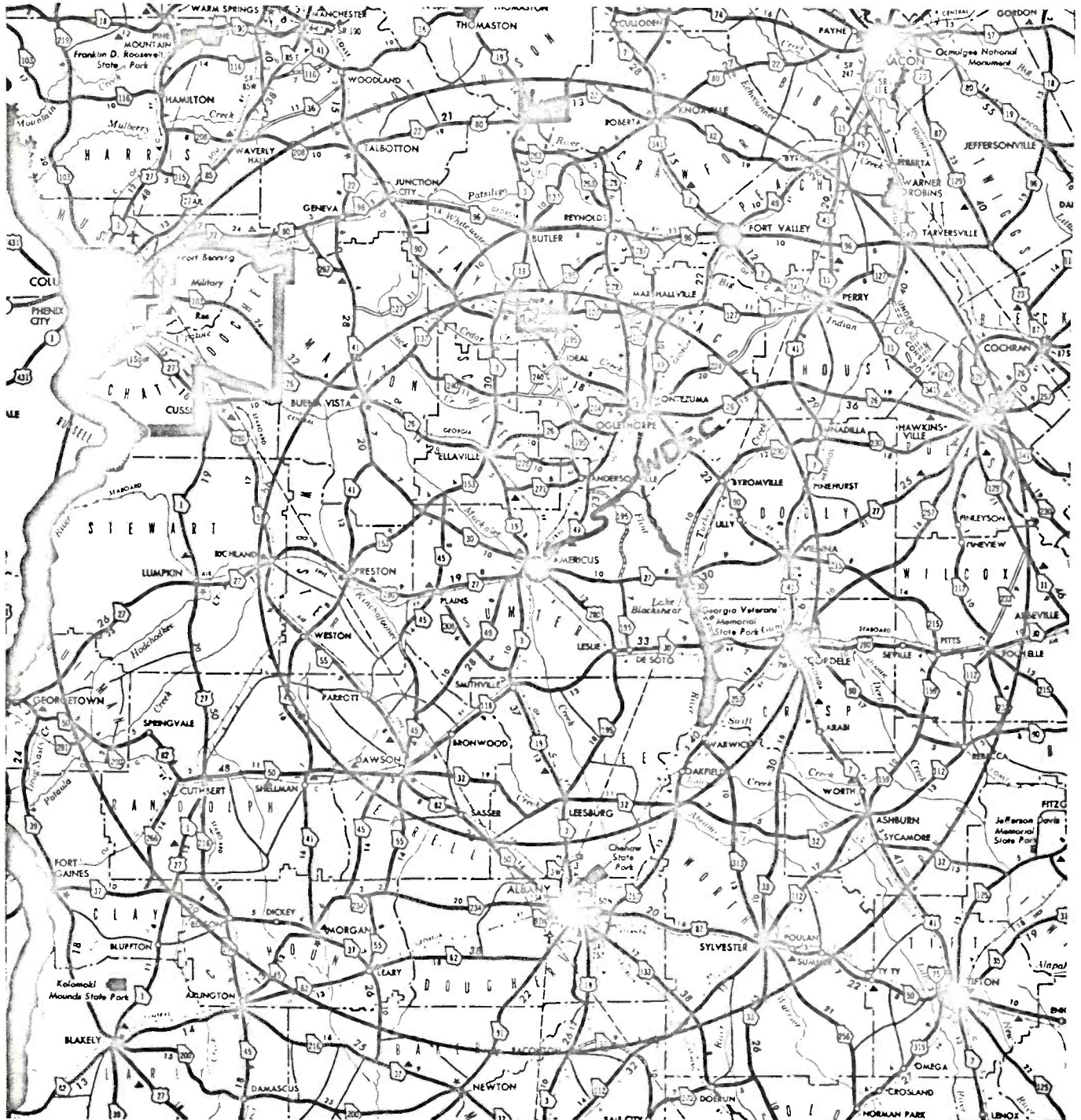
**860 Kc**    **5000 Watts**

The Voice of the South Georgia Empire



THE AMERICUS BROADCASTING COMPANY

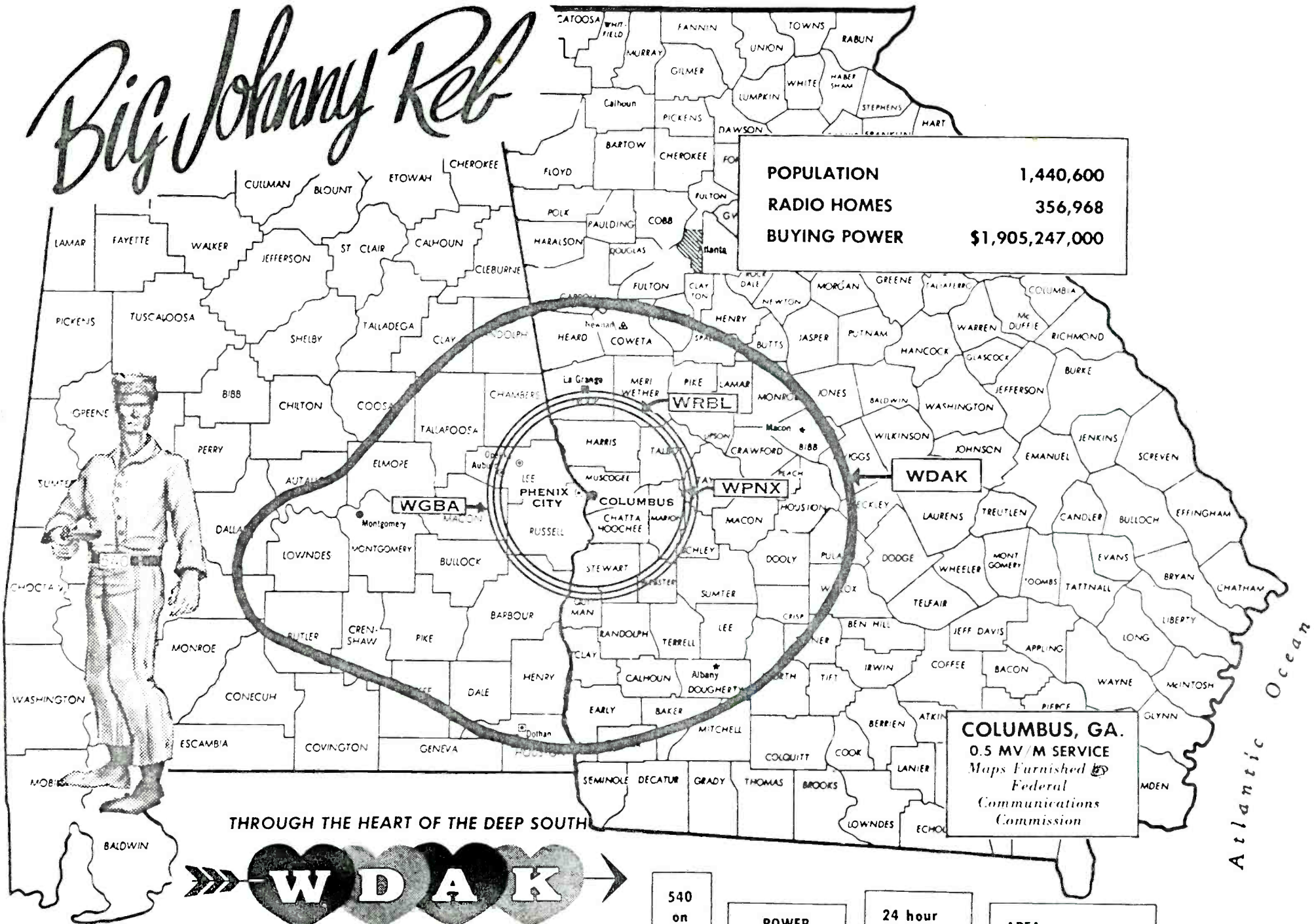
1290 KILOCYCLES • 1000 WATTS • PHONE 924-3681 • REMBERT BUILDING • AMERICUS, GEORGIA



Georgia's First "Station Of The Year" Award Winner



# Big Johnny Reb



POPULATION	1,440,600
RADIO HOMES	356,968
BUYING POWER	\$1,905,247,000

**COLUMBUS, GA.**  
 0.5 MV/M SERVICE  
 Maps Furnished by  
 Federal  
 Communications  
 Commission

THROUGH THE HEART OF THE DEEP SOUTH

**WDAK**  
 COLUMBUS, GEORGIA

540  
 on  
 the  
 DIAL

POWER  
 5000 Watts

24 hour  
 CLEAR  
 CHANNEL

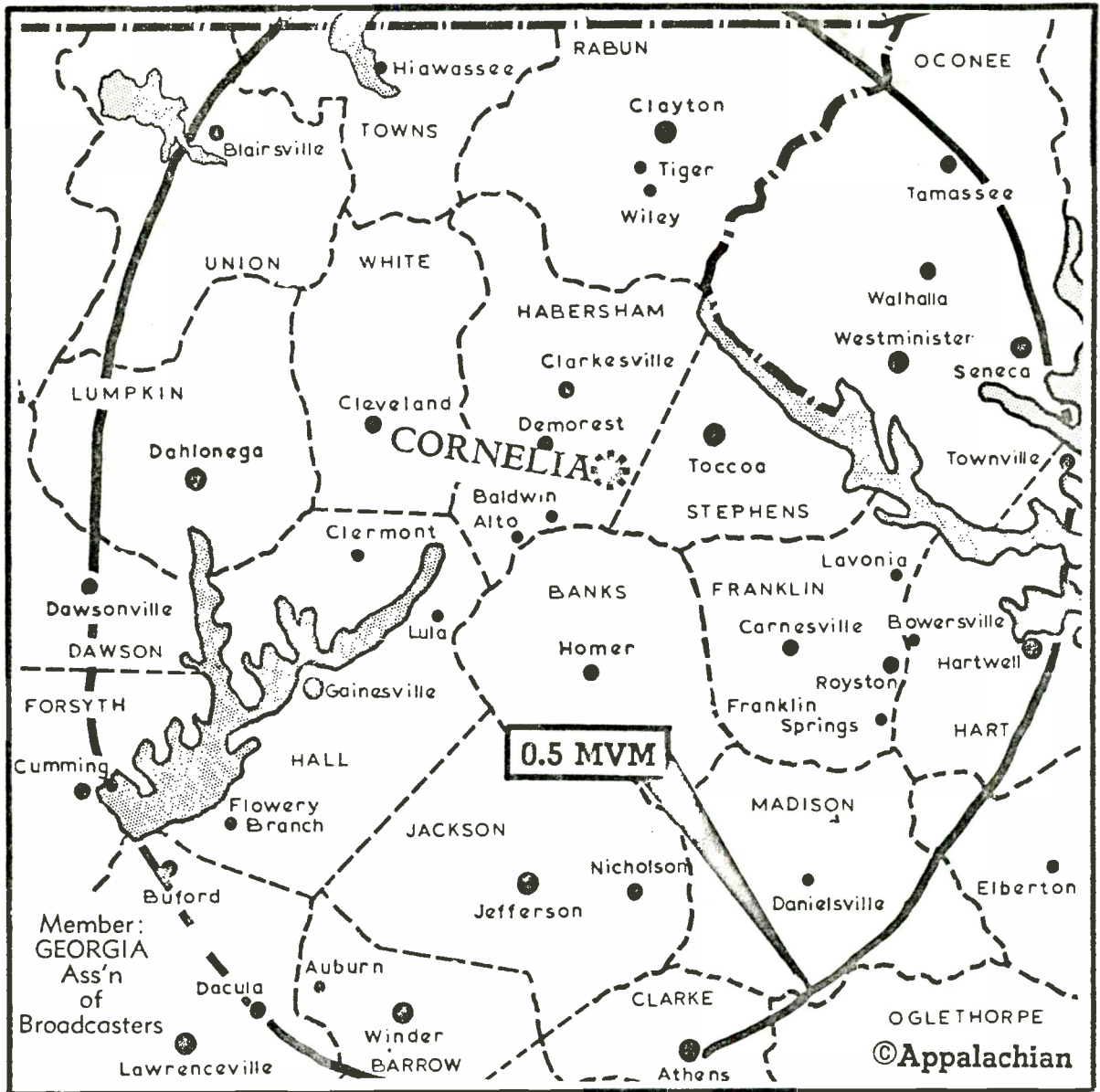
AREA  
 22,700 Sq. miles

Atlantic Ocean

# W C O N

AM 1450 KC  
1000 Watts  
Daytime  
250 Watts  
Nighttime

Since 1953,  
Serving . . .  
Georgia's Rich  
Poultryland and  
Industries, the  
Tourist Industry,  
Rich Farming Area.  
Big Shopping Center.  
Land of Many Lakes.  
Studio in  
Clarkesville, Ga.



# W C O N

**CORNELIA, GEORGIA**  
*"Home of the Big Red Apple"*

**Sparkling Personalities**  
**Community Newscasts**  
**Adult Music All Day**  
**UPI News Service**  
**Weather Service**  
**Sports Coverage**

*1000 Watts Days—250 Watts Nights*

**JOHN C. FOSTER**  
Owner and Manager

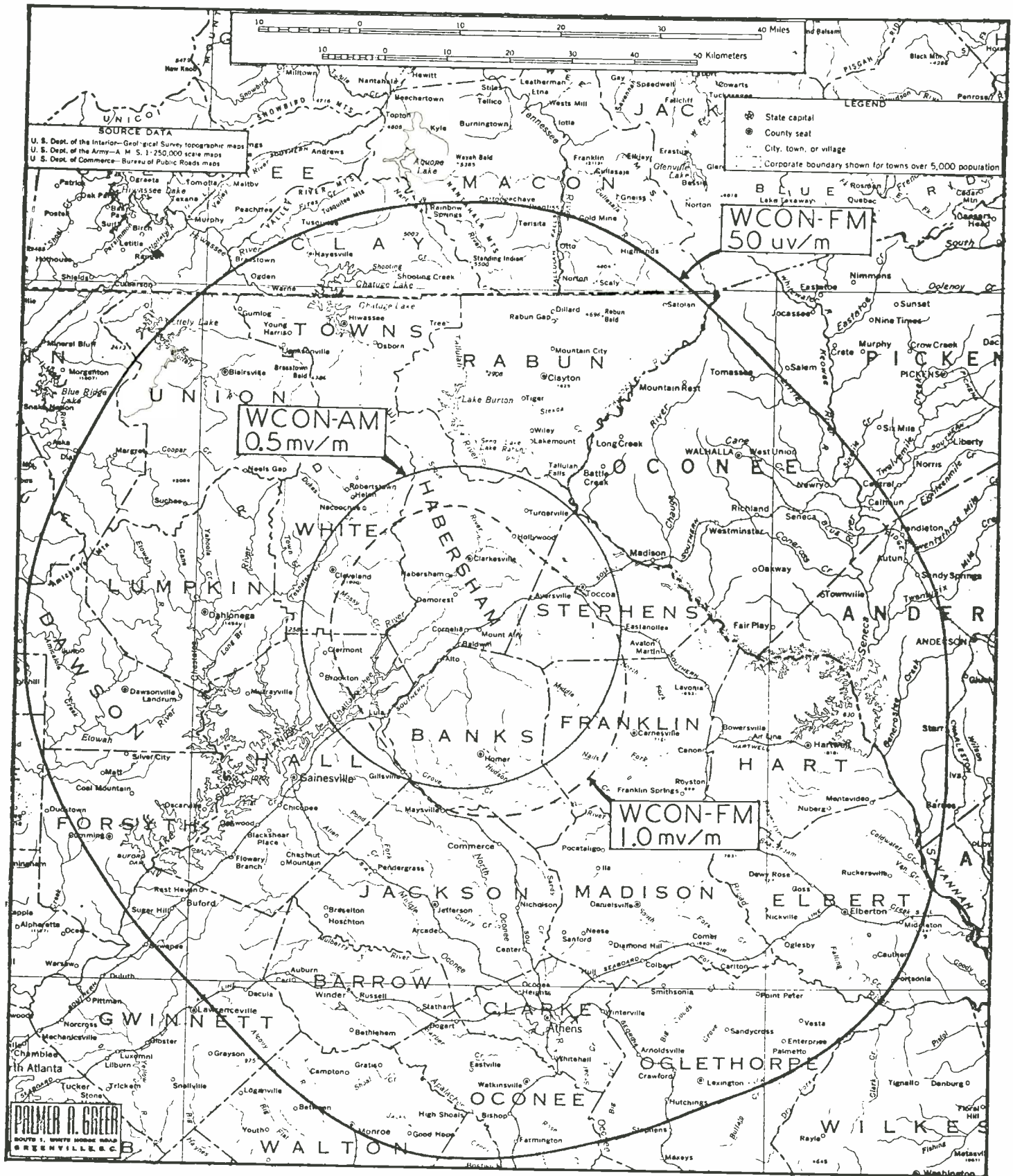
P. O. Box 239 Phone (Area 404) 778-2241  
**CORNELIA, GEORGIA**

**MARKET DATA:**

	0.5 MVM Coverage
Total Population .....	308,400
Households .....	83,450
Radio Homes .....	83,120
Automobiles .....	100,390
Consumer Spendable Income .....	\$371,610,000
<b>RETAIL SALES:</b>	
Food Stores .....	\$ 61,556,000
Drug Stores .....	\$ 8,004,000
General Merchandise .....	\$ 31,921,000
Apparel Stores .....	\$ 12,232,000
Home Furnishings .....	\$ 13,099,000
Auto Sales .....	\$ 57,042,000
Service Stations .....	\$ 25,474,000
—TOTAL RETAIL SALES .....	\$277,309,000
<b>FARM DATA:</b>	
Farm Population .....	47,600
Gross Farm Income .....	\$138,505,000

SOURCE; 1963 SRDS Consumer Market Data.

*Designed by Appalachian Advertising Agency  
Black Mountain, North Carolina*



THE COMPUTED SERVICE CONTOURS

**WCON-AM**  
 1450 kHz

SERVING  
 PROSPEROUS NORTHEAST GEORGIA  
 FROM  
 CORNELIA, GEORGIA

**WCON-FM**  
 99.3 mHz

JOHN C. FOSTER,  
 PRESIDENT & GEN. MGR.

BOBBIE C. FOSTER,  
 VICE - PRESIDENT & OFFICE MGR.

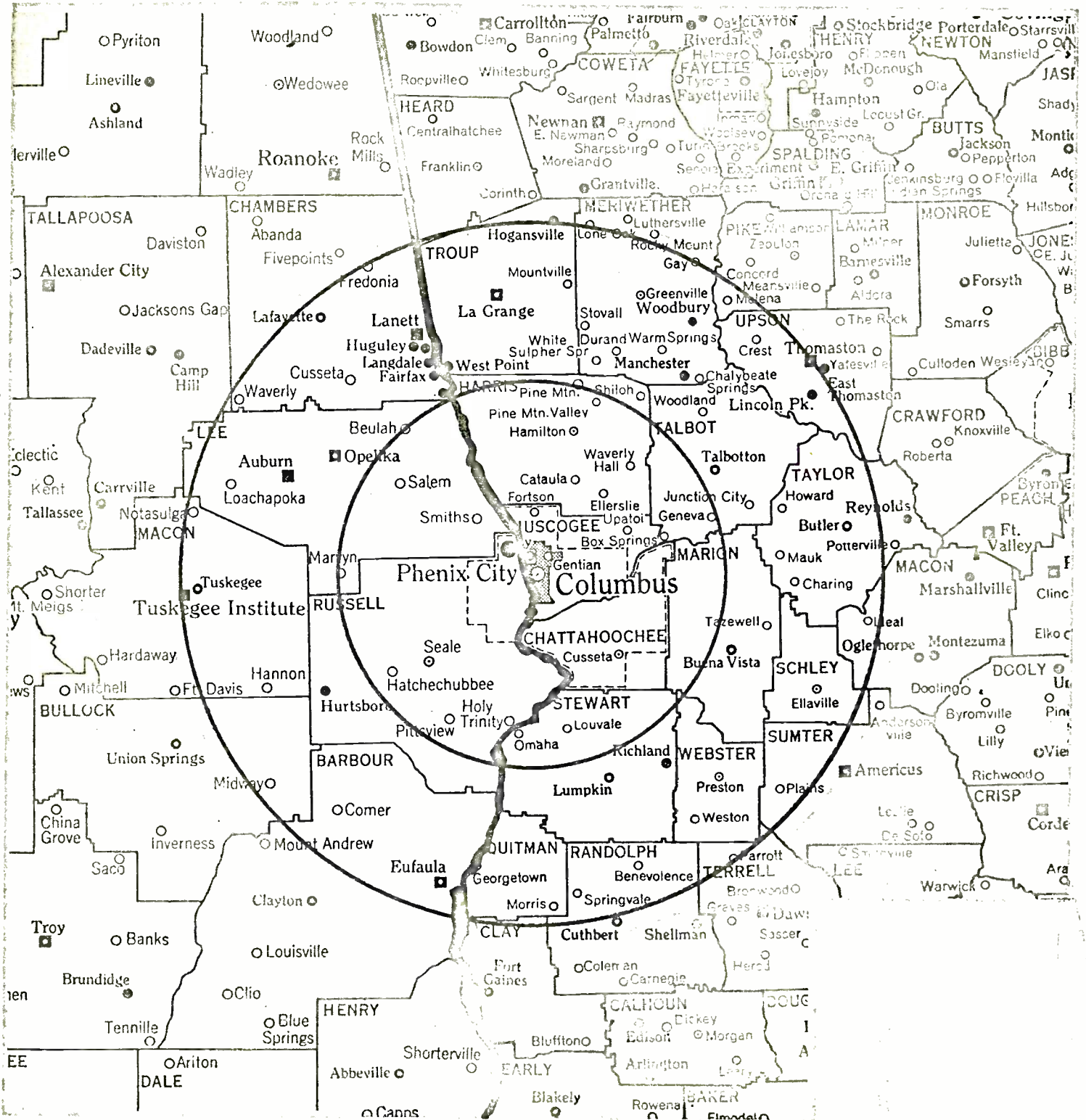
# WCIS

# COVERAGE MAP

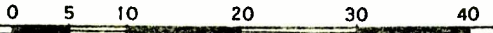
## ACTION RADIO 158

## 1000 watts at 1580

P.O. BOX 229 - COLUMBUS, GEORGIA 31902 - TELEPHONE 404 327-3648

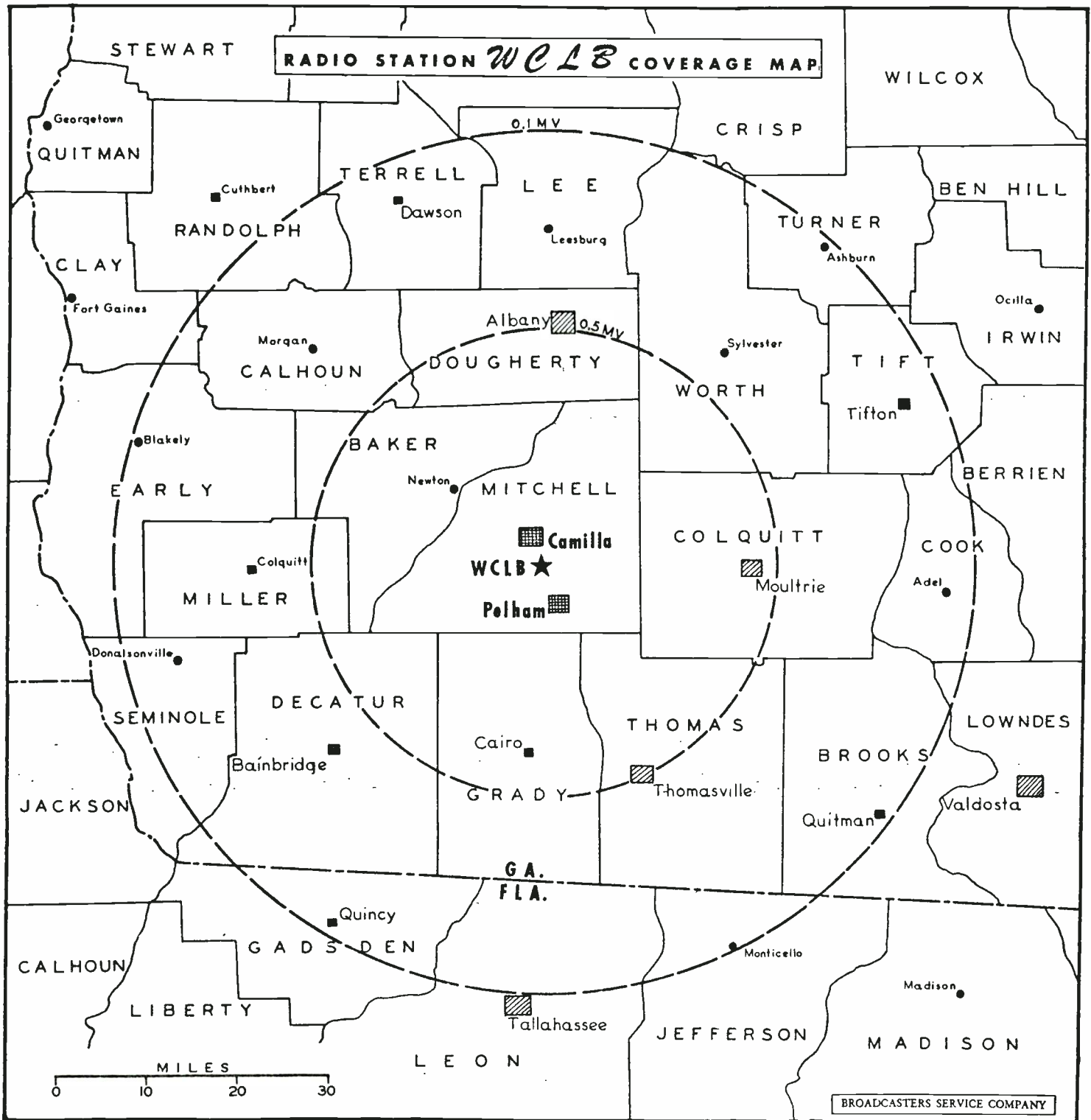


SCALE IN MILES



**STUDIO AND OFFICES, COMMERCE BUILDING - 1214 FIRST AVENUE**





# WCLB

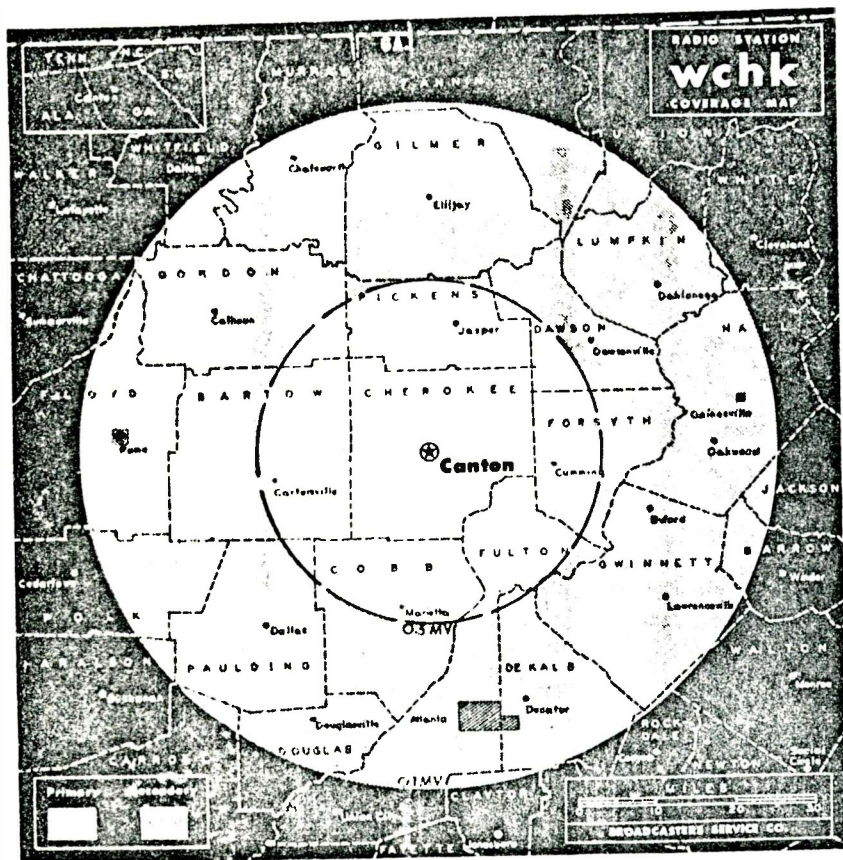
*"The Radio Voice of Mitchell County"*

1220 KC - 1000 WATTS

Drawer 113 Camilla 31730 - P. O. Box 328 Pelham 31779

Telephone: Camilla 336-5351

THE **ONE** SURE WAY TO REACH **ALL**  
 SEGMENTS OF THE NORTH GEORGIA  
 BROILER INDUSTRY IS **wchk!**



wchk is the **ONLY** radio station  
 in the world's largest broiler  
 producing county!

— — — —  
 wchk — Winner of Seven  
 Major Awards —

— — — —  
 wchk — Winner of 1957  
 Georgia Farm Bureau  
 "Service to Agriculture"  
 Trophy

— — — —  
**GROWERS**  
**DEALERS**  
**HATCHERYMEN**  
**MEDICATION MEN**  
**FEED MEN**  
**FARMERS**

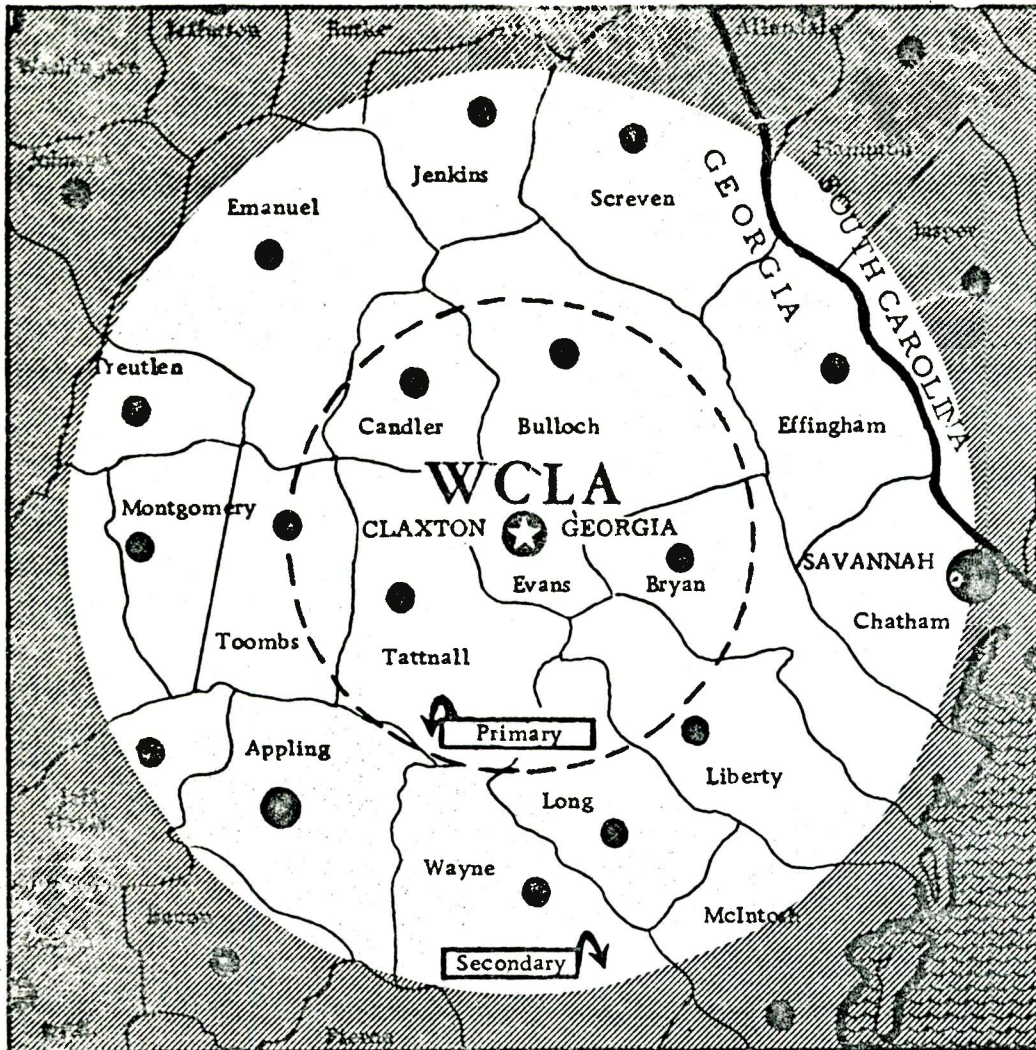
Call Canton — Greenwood 9-2101 — **MIKE McDOUGALD**  
**BOB PETERSON**

**THE NUMBER ONE RADIO STATION IN THE WORLD'S NUMBER ONE BROILER MARKET —**

RADIO STATION **wchk** CANTON, GEORGIA

**1290 Kilocycles ★ 1000 Watts ★ Box 1290**

**"GEORGIA'S GOOD NEIGHBOR"**



1000 WATTS **WCLA** 1470 KC  
**CLAXTON, GEORGIA**

**"FRUIT CAKE CAPITOL OF THE WORLD"**  
**HOME OF WORLD FAMOUS OLD FASHION CLAXTON FRUIT CAKE**  
**OPERATING HOURS: 6:00 A.M. TO LOCAL SUNSET**

# WCLA

**"WORLD'S ONLY DRIVE-IN RADIO STATION"**

**Keystone Network . . . Georgia Cracker Network**

WCLA places all emphasis on diversified programming—  
 Local, National and World News; Local and Regional Sports  
 Events; Farm News; Weather Information—plus music to  
 please our listeners.

Many bonus listeners on U. S. 301, nation's most traveled  
 North-South route. Attractive billboards invite motorist to tune  
 1470 for music, news and weather as they travel.

Representative: **IN ATLANTA: HARRY J. CANNON**

**EVANS COUNTY BROADCASTING CO., INC.**

HOWARD C. GILREATH, *President*  
 LOWELL L. REGISTER, *Vice-President*  
 DON SPORTS, *General Manager*

Post Office Box 427

Claxton, Georgia

### MARKET DATA:

	Within Primary	Within Secondary
Total Population	291,300	580,000
Total Households	18,660	97,960
Total Radio Homes	18,286	77,714
Spendable Income	\$ 68,955,000	482,938,000

### RETAIL SALES:

Food Sales	\$ 14,732,000	82,088,000
Drug Sales	\$ 2,247,000	12,406,000
General Merchandise	\$ 4,526,000	33,632,000
Apparel Stores	\$ 3,399,000	27,301,000
Home Furnishings	\$ 2,178,000	17,404,000
Automotive Sales	\$ 14,186,000	69,840,000
Filling Stations	\$ 7,558,000	33,940,000
<b>TOTAL RETAIL SALES</b>	<b>\$ 66,797,000</b>	<b>392,936,000</b>

### FARM DATA:

Total Population	35,600	92,200
Farm Gross Income	\$ 35,703,000	82,855,000

SOURCE: SRDS Consumer Market Data; July 1960

Prepared by Radio Market Share Dept.  
 Everett Letter & Advertising Service  
 211 Broadway - Nashville, Tennessee

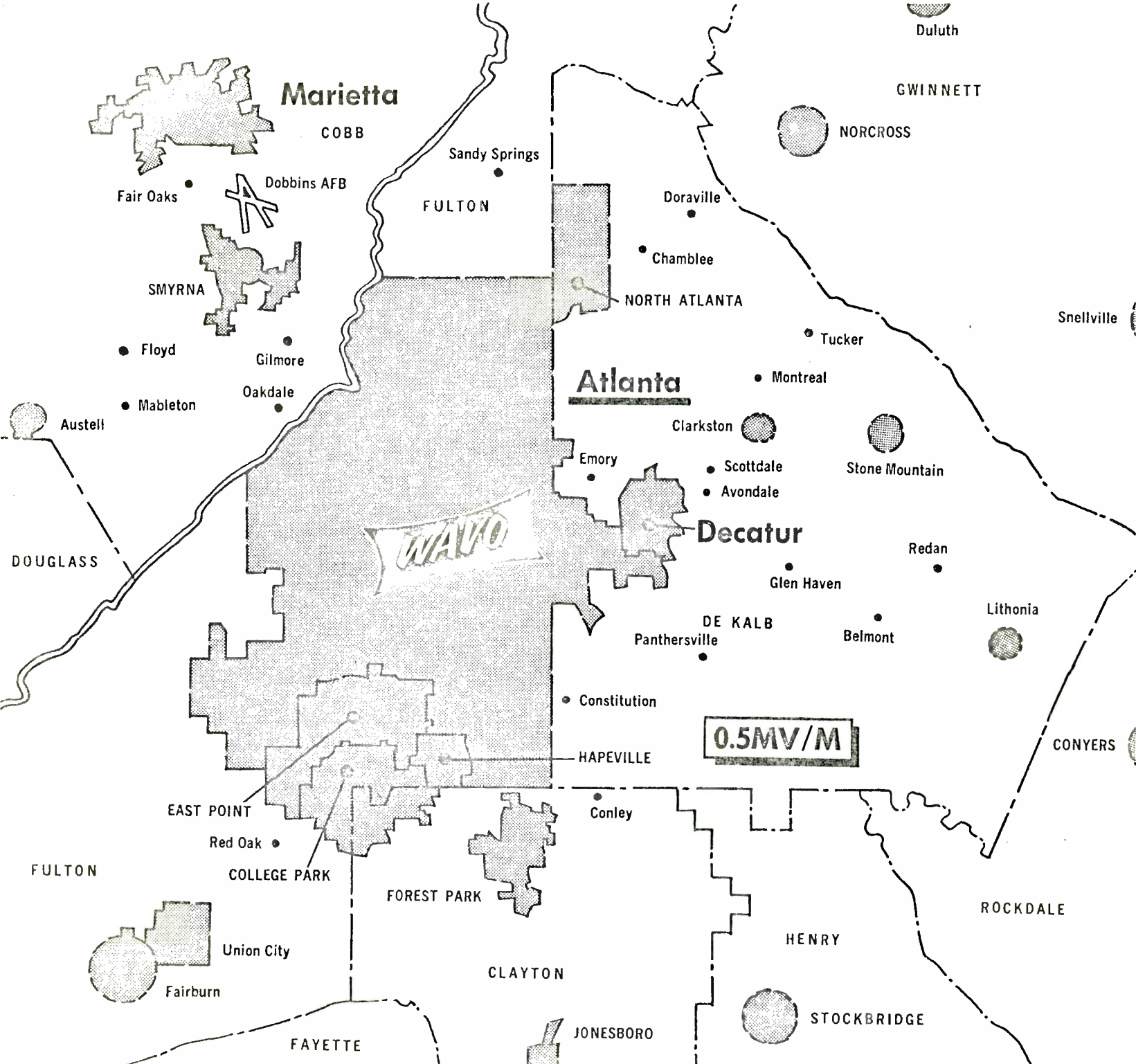
# WAVO

Atlanta (Decatur), Georgia

at **BOB JONES** University STATION

1420 K C - AM

associated with WAVQ-FM, 94.9 M C ATLANTA



MARKET FACTS WAVO-AM 0.5MV/M		Furniture & Home Furn'gs	
TOTAL RETAIL SALES	\$884,529,000	Appliances	\$15,970,000
Lumber, Bldg., Mat'l, Hdwe.	\$63,650,000	Eating & Drinking Places	\$40,816,000
General Merchandise	\$110,212,000	Drug & Prop'y Stores	\$29,209,000
Food Stores	\$204,327,000	Other Retail Stores	\$84,283,000
Automotive Dealers	\$152,629,000	Non-Store Retailers	\$30,791,000
Gas Service Stations	\$72,489,000	Population	932,547
Apparel & Acces'ys	\$53,251,000	Households	287,224

All figures are from the U.S. Census and other sources and are delineated and updated to 3/15/64 by Ed Felker & Associates, 39 Cutchogue Trail, Medford Lakes, N.J.

THIS IS GEORGIA'S SECOND MARKET

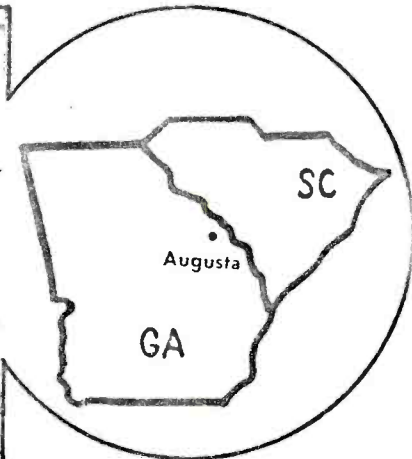
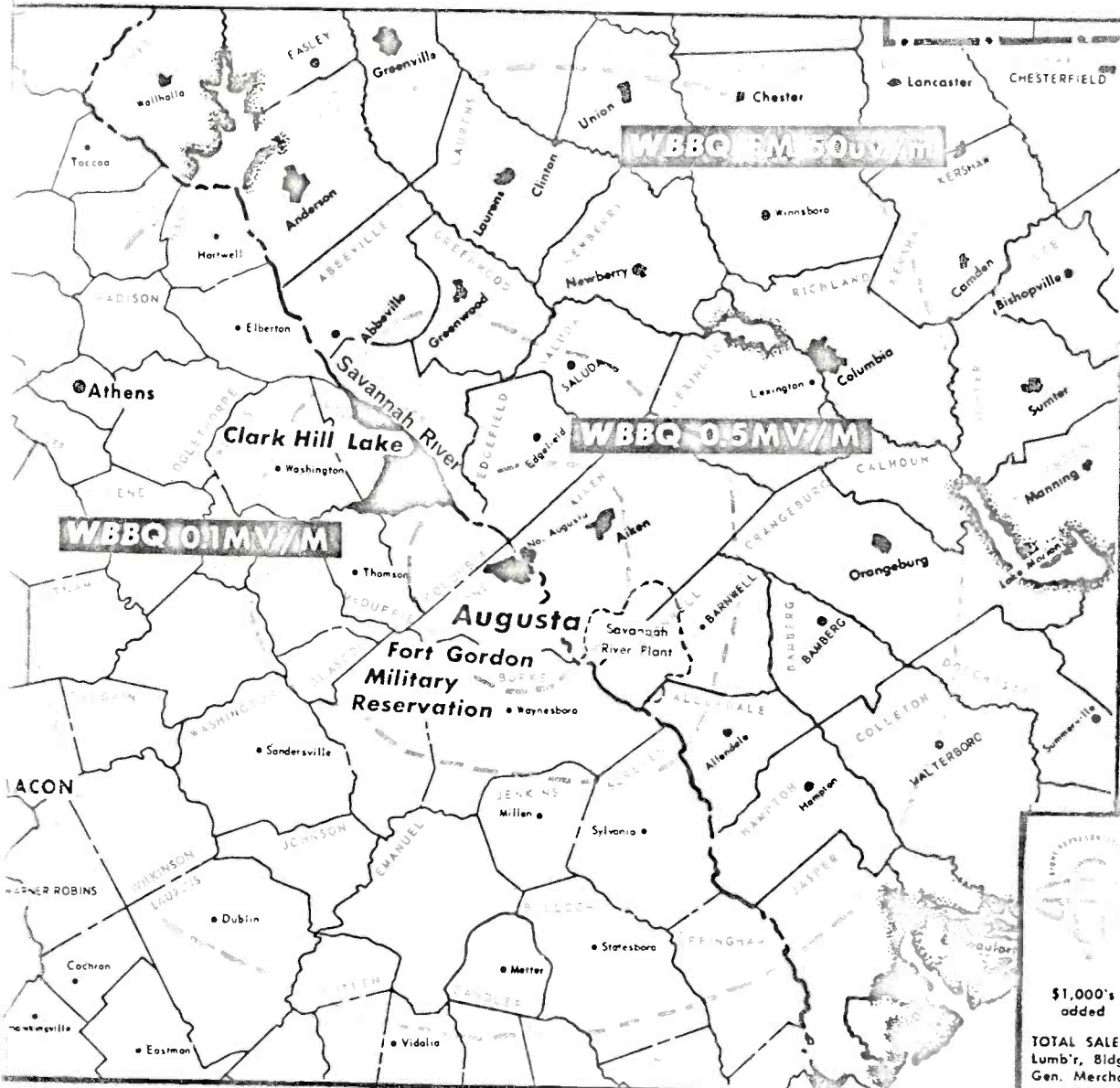
# AM WBBQ FM

Established 1948 Augusta, Georgia

1340 KC 1,000 W/m

100% and 100% HORIZONTAL

**Twenty Four Hour News by WBBQ's Nationally Recognized News Staff, Associated Press and Mutual Network Integrated Within Strong Local Personality Shows Featuring Contemporary Music.**



**Home of the Gigantic Savannah River Atomic Energy Plant, Mammoth Fort Gordon Army Post, The Huge Medical College of Georgia School and Hospital Complex and Numerous World Wide Industries.**

**Augusta is also the Home of WBBQ, one of the Highest Pulse, Hooper and ARB Rated Mutual Affiliate Stations in the Nation. WBBQ's Overwhelming Listener and Advertiser Acceptance can be Attributed to this policy Statement— "First We Serve, Then We Sell".**

STONE REPRESENTATIVES, INC.

### MARKET FACTS

\$1,000's added	AM		FM
	0.5MV/M	0.1MV/M	50 uv/m
TOTAL SALES	331,235	454,763	2,287,077
Lumb'r, Bldg. Mat'l, Hdwe.	20,630	28,324	142,444
Gen. Merchandise	38,643	53,054	266,811
Food Stores	75,190	103,230	519,161
Automotive Dealers	69,495	95,411	479,837
Gas Service Stations	28,920	39,705	199,683
Apparel & Acces'y	18,546	25,462	128,053
Furniture & Home Furng's	9,451	12,975	65,255
Elec. Appl's	5,064	6,953	34,967
Eating & Drinking	16,156	22,181	111,550
Drug & Prop'y	11,461	15,735	79,134
Other Retail Stores	29,949	41,127	206,787
Non-store Retailers	7,732	10,615	53,387
Population	255,800	350,355	1,805,029
Households	77,515	106,168	546,957

All figures are from the U.S. Census and other sources and are delineated and updated by Ed Felker & Associates, 207 E. Broad St., Palmyra, N. C. 08065 9/15/67

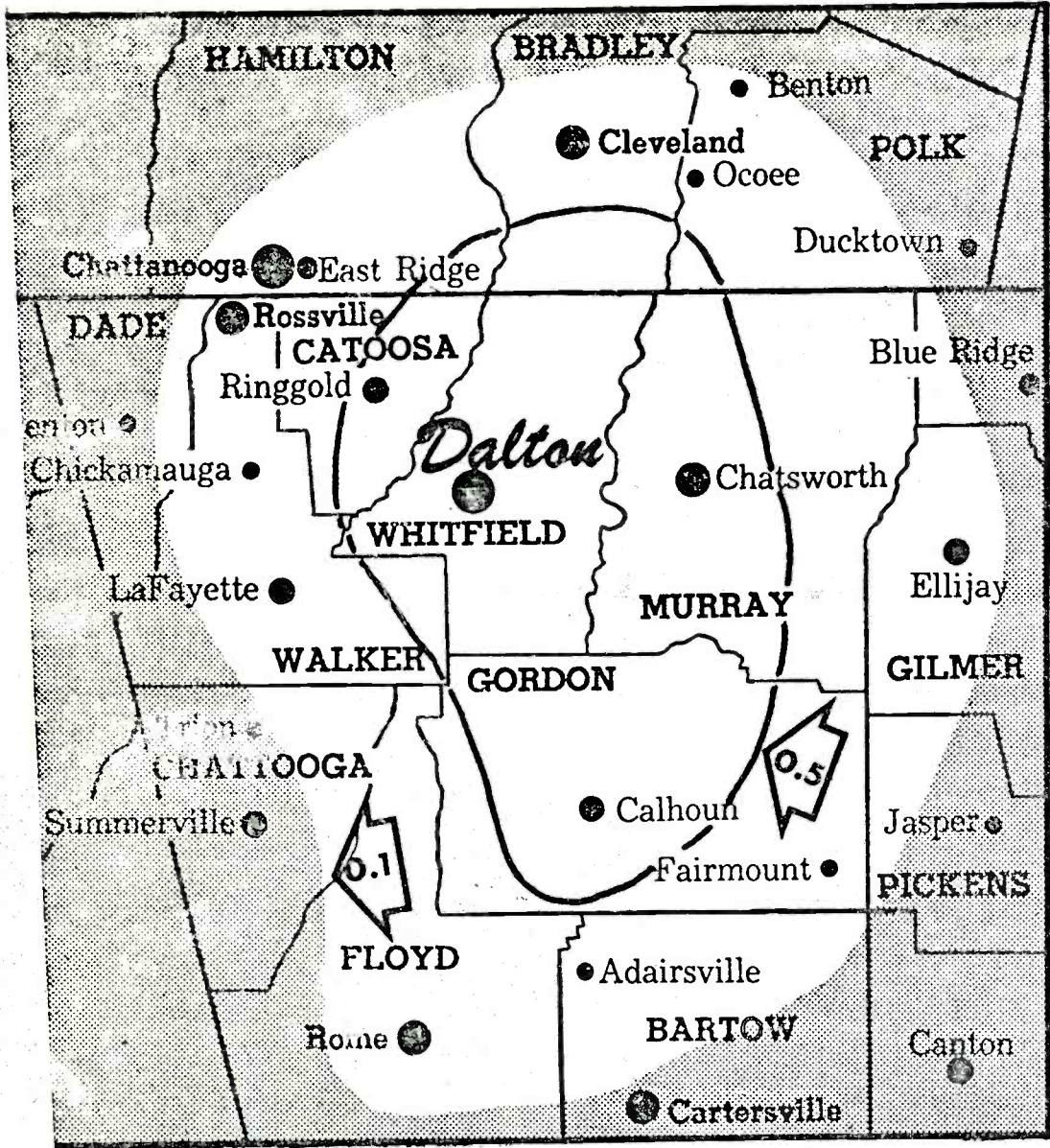
In Dalton, Georgia, Buy . . .

# WBLJ

Serving the Tufted Textile Center of the Nation

- WBLJ, broadcasting since 1940, is the pioneer voice of North Georgia. Rated "Number One" in area listenership, WBLJ's programming is tailored to this area with full-time local news coverage plus AP world-wide news and up-to-the-minute area fishing and hunting conditions.
- WBLJ covers Dalton and Whitfield county, the Tufted Textile Center of America, as well as Chatsworth, which boasts a sizeable talc industry and tourist trade.

**WBLJ, North Georgia's Pioneer Voice,**  
is owned and operated by  
**North Georgia Radio, Inc.**  
Werner Wortsman, President  
Box 811 Dalton, Ga.



# WBLJ

Dalton, Georgia

AP WIRE NEWS  
LOCAL NEWS  
BETTER MUSIC  
1230 KC

1000 Watts Day; 250 Watts Night

MARKET DATA:	0.5 MVM Coverage	0.1 MVM Coverage
Total Population	94,100	562,140
Total Households	25,920	159,930
Radio Homes	24,450	156,330
Passenger Cars	37,250	190,140
Consumer Spendable Income	\$110,319,000	835,920,000
<b>RETAIL SALES:</b>		
Food Stores	\$ 17,480,000	155,927,000
Drug Stores	\$ 2,872,000	23,958,000
General Merchandise	\$ 5,859,000	68,968,000
Apparel Stores	\$ 4,181,000	32,310,000
Home Furnishings	\$ 3,413,000	35,269,000
Auto Sales	\$ 15,848,000	119,066,000
Filling Stations	\$ 7,805,000	58,289,000
Building Materials	\$ 9,937,000	62,196,000
<b>TOTAL RETAIL SALES</b>	<b>\$ 73,358,000</b>	<b>687,654,000</b>
<b>FARM DATA:</b>		
Farm Population	24,100	82,335
Farm Households	5,880	20,004
Farm Radio Homes	5,800	20,000
Gross Farm Income	\$ 41,260,000	94,783,000

Design by Appalachian Advertising Associates.

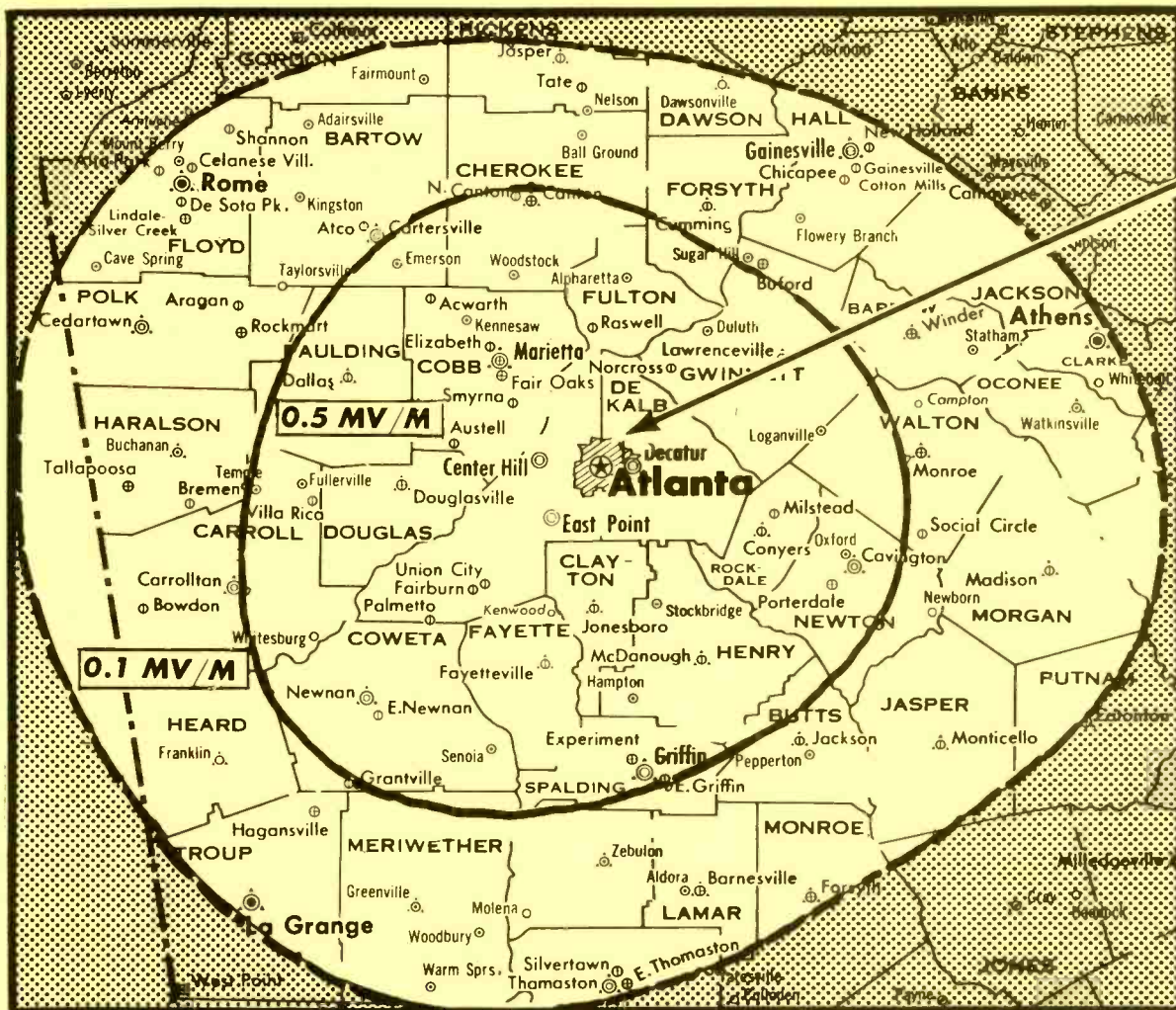
SOURCE: United States Census Reports on Population, Housing, Agriculture, Retail Trade; SRDS Consumer Data; REA Farm Survey Reports; RETMA. (1962-63)

# WAOK

ATLANTA—1380

SERVING ATLANTA  
24 HOURS A DAY  
— 5000 WATTS —

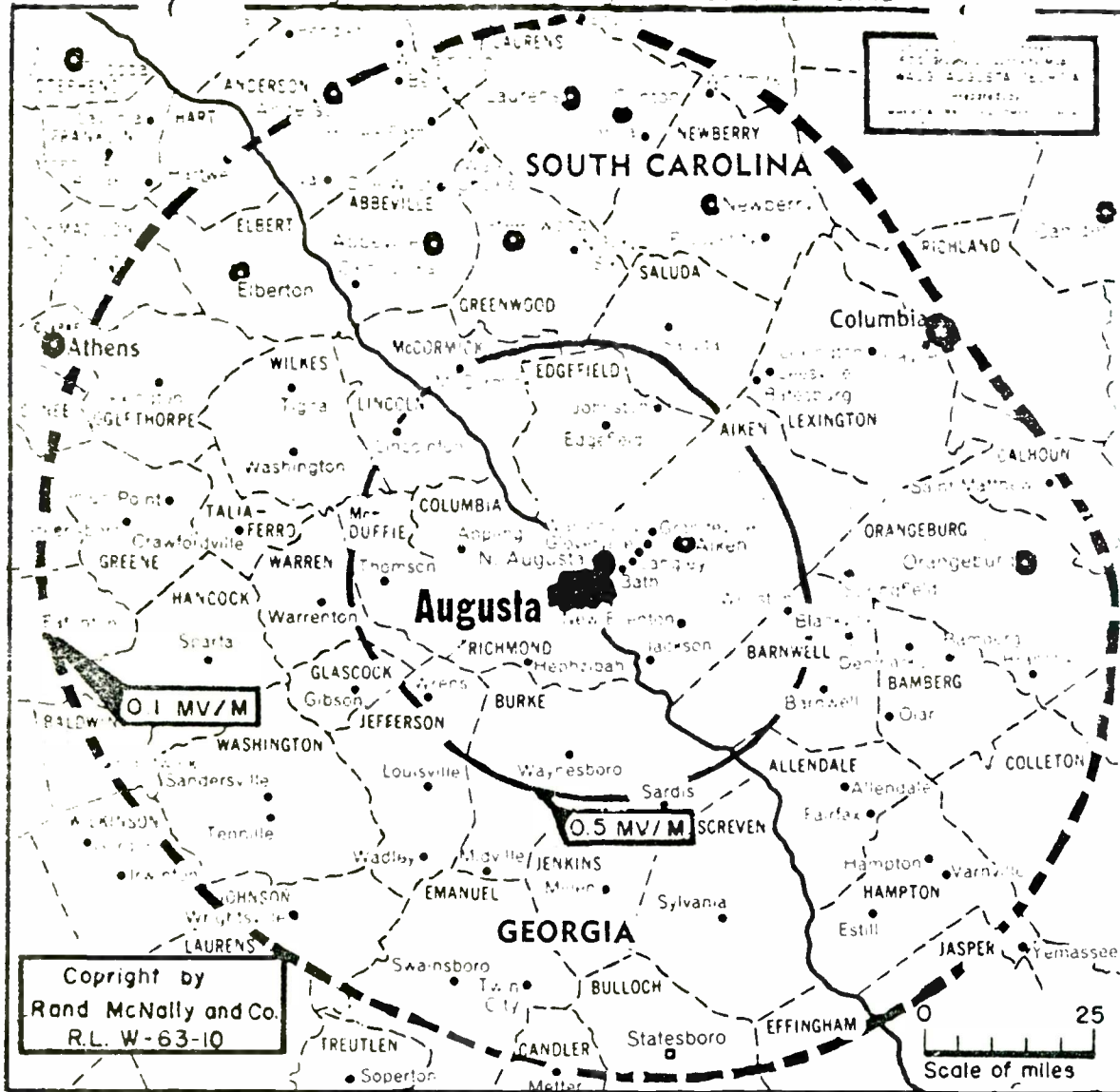
## COVERAGE MAP



### WAOK DATA

Metropolitan Population (SRDS)	1,427,400
Black Metropolitan Population (SRDS)	316,555
Percentage of Black Population in the City of Atlanta (1970 Census) at	51.3%

Serving 32 Counties in Georgia and South Carolina



Copyright by  
Rand McNally and Co.  
R.L. W-63-10

THERE ARE 395,000 NEGROES IN WAUG'S COVERAGE AREA!!



Southeastern Representative: Dora Clayton, Atlanta

5000 WATTS DAYTIME AT 1050 KC

PROGRAMMING 100% TO REACH THE NEGRO AUDIENCE

AUGUSTA'S PIONEER NEGRO RADIO VOICE

5000  
WATTS  
AM



5000  
WATTS  
FM

FOR REGIONAL REACH - PHONE RE 3-1111  
**Augusta, Georgia**

THE GARDEN CITY BROADCASTING CO., INC.  
J. Louie Solomon, E.V.P. & General Manager  
P. O. Box 3367 Phone RE 3-4441  
AUGUSTA, GEORGIA, U.S.A.

MARKET DATA:	0.5 MV/M	0.1 MV/M
	Coverage	Coverage
*Total Population	323,600	1,045,000
*Negro Population	111,250	305,000
*Total Households	81,230	240,000
*Negro Households	28,790	127,000
*Total Radio Homes	69,920	230,000
*Negro Radio Homes	27,390	100,000
*Total Autos Owned	98,630	315,700
*Negro-Owned Autos	29,195	107,100
*Spensible Income (CSI)	\$115,912,000	\$1,301,290,000
*Negro C.S.I.	\$ 59,557,000	211,345,000

RETAIL SALES:		
*Food Stores	\$ 76,180,000	197,891,000
*Drug Stores	\$ 8,781,000	25,262,000
*Gen'l. Merchandise	\$ 37,532,000	101,820,000
*Apparel Stores	\$ 18,291,000	45,870,000
*Home Furnishings	\$ 12,762,000	37,541,000
*Auto Sales	\$ 61,221,000	172,900,000
*Service Stations	\$ 27,917,000	89,755,000
***Total Retail Sales	\$290,249,000	759,007,000

FARM DATA:		
*Total Farm Population	27,500	165,800
*Negro Farm Population	18,080	108,650
*Gross Income	\$ 41,942,000	262,818,000

SOURCE: (\*ISRDS Consumer Market Data; Ebony Magazine; Georgia State Highway Commission; South Carolina Highway Department; The Research Triangle.



# Contact **WACL** for Complete Information About:

University of Georgia Football, Basketball and Baseball  
Waycross and Ware County High School Football and Basketball  
ABC Radio Network  
Soap Box Derby  
Mobile Broadcasts  
On-Location Broadcasts  
And Other Special Events



*Mobile News Cruisers*

# **COVERAGE MAP AND MARKET DATA**

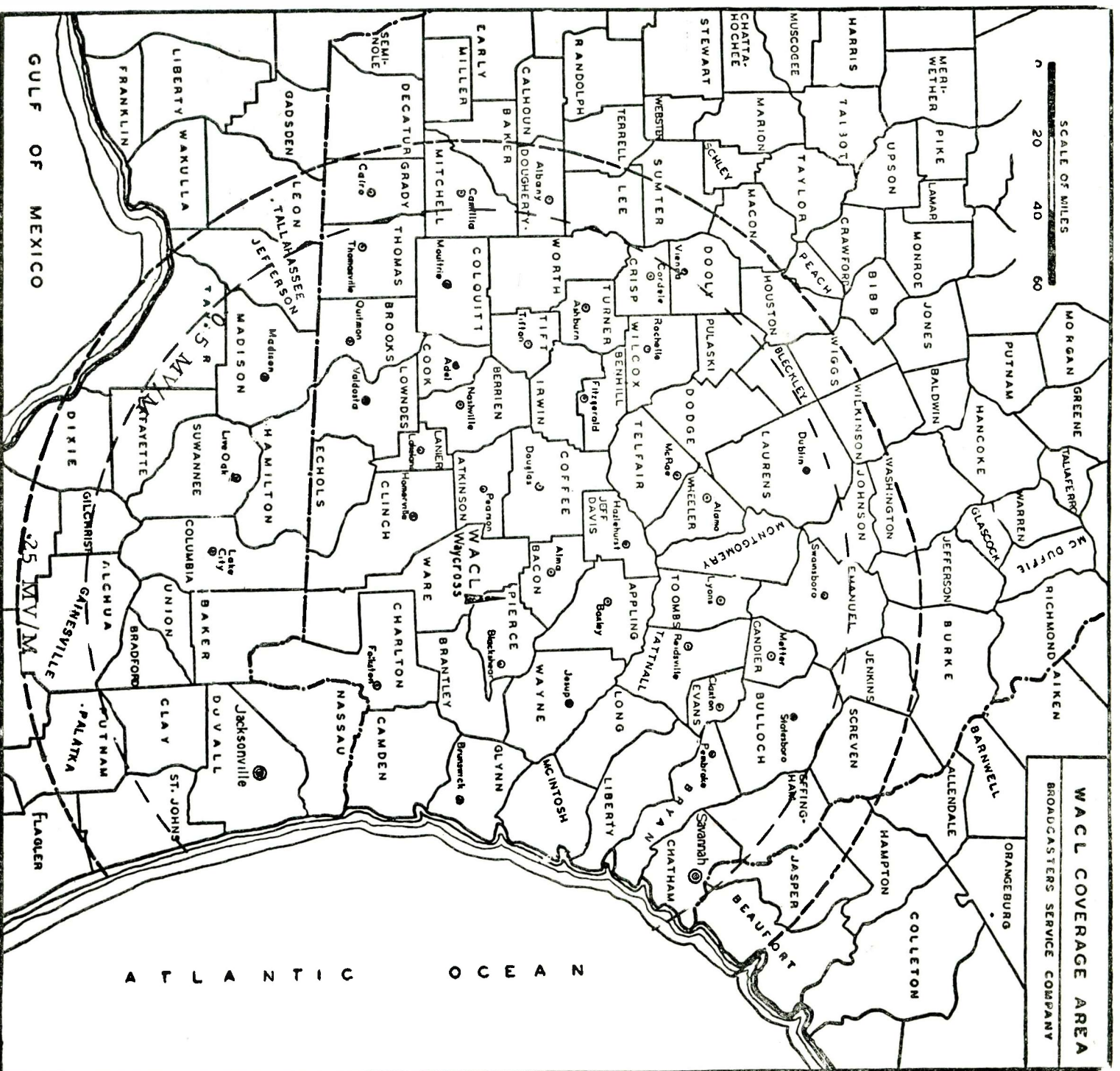


**570 KC**

**WAYCROSS, GEORGIA**

**5000 WATTS**

*"Serving Almost Everyone in Georgia and Florida with 5,000 Watts of  
Diversified Programming --- Something for Everyone"*



0.5MV/M area calculated according to FCC ground wave field intensity charts and using soil conductivity according to the FCC's soil conductivity map for this coverage area. .25 MV/M area is known to be our good market coverage area.

*Serving 64 Counties in Georgia, Florida and South Carolina*

Waycross is the largest city in the largest county in the largest state east of the Mississippi River. It is the county seat of Ware county which has an area of 921 square miles or 583,680 acres. Ware has the largest forest area of any Georgia county, with 508,969 of its acres in woodland. Forest products are a major source of income. Ware is the largest pulpwood county in the state. Waycross is a festival city with scheduled events including Camellia Show in January. Tour of Homes and Gardens in April, Ware Pine Festival in April, Satilla REA in May, Okfenokee Invitational Golf Tournament in June, Tobacco Jubilee in August, Georgia State Championship Rodeo in October, 14-County Okfenokee Agricultural Fair in November and Georgia State Okfenokee Midget Bowl and Dixie Classic on Thanksgiving weekend. Waycross has the largest pecan processing plant in the South and third largest in the world, Sioux Honey Association is part of the largest honey processing plant in the world, King Edward Cigar is part of the largest cigar manufacturing plant in the world. Daily output of the Waycross plant is over a million cigars. Waycross is the largest diversion point for fruits and vegetables on the Atlantic Coast Line Railroad and is one of the largest naval stores centers in the world. District government offices in Waycross include the Georgia State Patrol, Georgia Game and Fish Commission, Georgia Forestry Commission, Social Security, Georgia State Employment Office, Regional Health Office, Georgia Department of Public Welfare, U. S. Fish and Wildlife, District Veterans Administration Office and District Welfare Office. Waycross also has the famous Baptist Village, two vocational-technical schools and the University of Georgia Off-Campus Center. Cash farm market facilities include five tobacco auction warehouses, livestock auction, market, hog market, gum processing plant, pulpwood markets, lumber mills, wood yards, pecan processing plants, honey processing plants, hides and fur market, grist mills, corn and grains markets, creosoting plant, abattoirs, meat packing companies, broiler market, egg market, vegetable market, candy factories, naval stores plants, rubber products company and wood laminating plant.

**MARKET DATA**

	Ware County	Within 0.5 MV/M Coverage
Total population	37,000	1,226,100
Households	9,900	379,000
Effective buying income per house	\$ 4,843	
Retail Sales	\$41,500,000	\$1,457,576,000
Food Sales	\$10,400,000	\$ 364,665,000
Drug Sales	\$ 1,800,000	\$ 53,764,000
Automotive Sales	\$ 9,100,000	\$ 279,962,000



**big WULF radio**

**P.O. Drawer 1987  
ALMA, GEORGIA 31510**

**WULF RADIO**



**American  
Information  
Radio Network**

**A SERVICE OF**



**NEWS**



*big* **WULF** *radio can*  
*create business for you*

**SPOT RATE**

1 MINUTE OR LESS . . . . . \$2.25  
MINIMUM: 10 spots to be run 2 per day for any 5  
consecutive days.

PROGRAM LENGTH	FREQUENCY BASIS		
	52X	156X	260X
60 Minute	40.00	30.00	25.00
30 Minute	16.50	15.50	14.50
15 Minute	9.75	9.25	8.75
10 Minute	7.75	7.25	6.75
5 Minute	5.75	5.25	4.75

**Exclusive Bulletin Reports—\$3.00**

Remote Broadcast Rates Upon Request

Telephone (912) 632-4271

CALL - WRITE - VISIT

RATES

EFFECTIVE

JUNE 15, 1973