

SECONDARY

PRIMARY

WACY
1460
1000

COMPUTED CONTOURS

AMBROSE W. KRAMER
CONSULTING RADIO ENGINEER

GULF

MISSISSIPPI

SOUND

MOBILE

MOBILE

BAY

RON S
B

CHANDELEUR ISLANDS

MISS LA.

Ship Island Pass

Horn Island

Petit Bois I

Dauphin I

Fort Mobile Point

Cat I

Ship I

Gulfport

Biloxi

Despot Springs

D'Iberville

Wool Market

Lymn

Saubier

McHenry

Perkinston

Factory Wharves

Luca's

Agricola

Wilner

Churchula

Creola

Prichard

Hurley

Big Point

Sawmill

Theodore

St Elmo

Grand Bay

Mon Louis

Bayou La Batre

Coden

Settlement

Fort

Fort Mobile Point

Settlement

Woods Point

Wade

Wade

Wade

Wade

Wade

Wade

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Wade

Wade

Wade

233'

Tower 291'

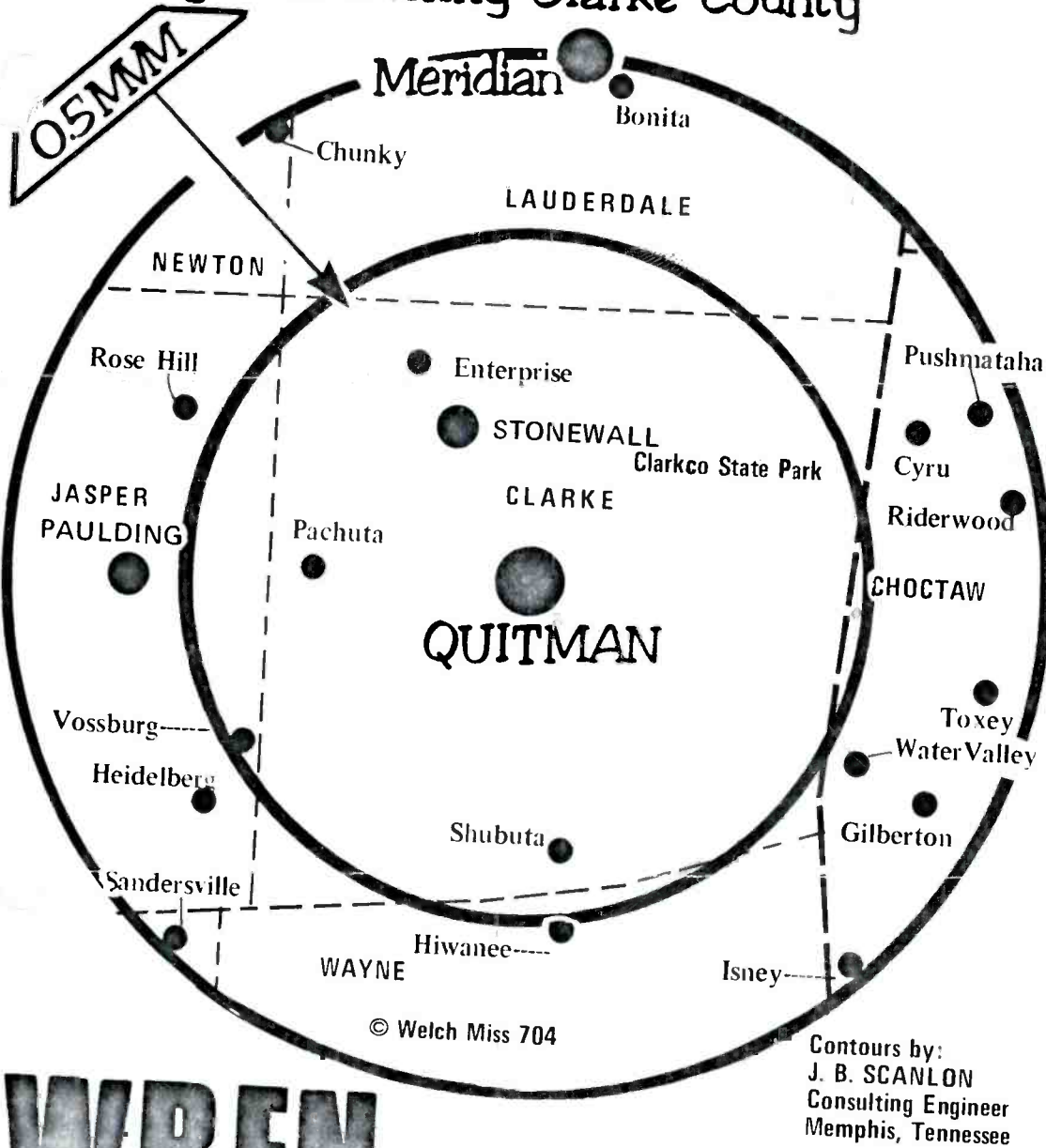
240'

30'

30°

4

Serving and Selling Clarke County



A Profile of WBFN-land

QUITMAN is the growing county seat of a growing, thriving Clarke County... which leads the State of Mississippi in oil, natural gas and timber production.

QUITMAN and CLARKE COUNTY natural resources are matched by a growing industrialization.

CLARKE COUNTY is home to Erwin Mills, one of the nation's largest denim mills; Quitman Knitting Mills; "Ole Diz" Charcoal Briquettes; Southern Household Products; Gay Doors, Inc.; Millen Industries; Quitman Lumber Co. and the MacFein Manufacturing Company.

CLARKE COUNTY is a growing recreational area with Clarko State Park and a new 900-acre lake and rec area.

Contours by:
J. B. SCANLON
Consulting Engineer
Memphis, Tennessee

WBFN

FIRST IN MISSISSIPPI IN OIL,
GAS, TIMBER RESOURCES!

1000 Watts
1500 KHz
Daytime
Service

The bright sound of
Quitman, Mississippi

- * Variety Music
- * UPI News Wire
- * Strong Local News
- * Total Farm Coverage
- * Strong on Religion
- * Area Sports News
- * Community Involvement

WBFN RADIO

A.C. Ott Jr., Owner-General Manager
Postal Drawer 70
Phone 601-776-2931

Quitman, Miss. 39355

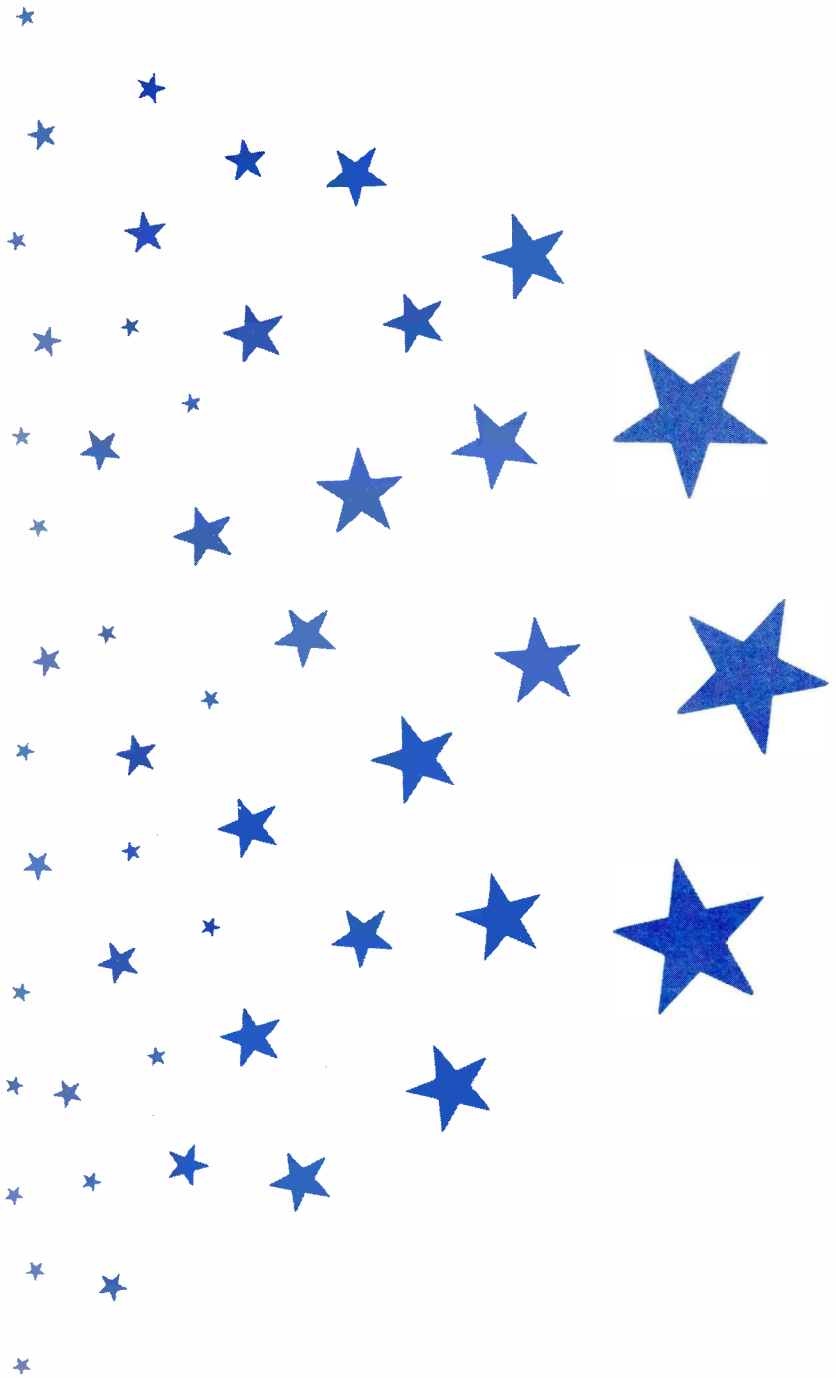
Market Data:	0.5 MVM Coverage	0.2 MVM Coverage
Population	16,220	108,570
Households	4,480	31,890
Radio Homes	4,290	30,590
Auto Ownership	5,370	41,860
Farm Population	2,510	9,640
Spendable Income	\$ 27,915,000	214,732,000
RETAIL SALES	\$ 17,632,000	174,372,000
Food Stores	\$ 4,931,000	30,229,000
Drug Stores	\$ 422,000	4,867,000
Department Stores	\$ 2,256,000	25,189,000
Apparel Shops	\$ 583,000	12,920,000
Homefurnishings	\$ 722,000	6,982,000
Auto Dealers	\$ 2,642,000	33,173,000
Service Stations	\$ 1,800,000	15,553,000
Farm Income Gross	\$ 4,002,000	16,884,000

SOURCE: SRDS Consumer Data 1970. ©

WBFN RADIO, the only fulltime news and advertising medium with exclusive service of Clarke County.

WBFN RADIO is strong on local and county-wide news coverage, backed up with UPI state and national wire news, strong on religious broadcasts... on top of all local community events for complete involvement.

Prepared by: **RADIO Unlimited**

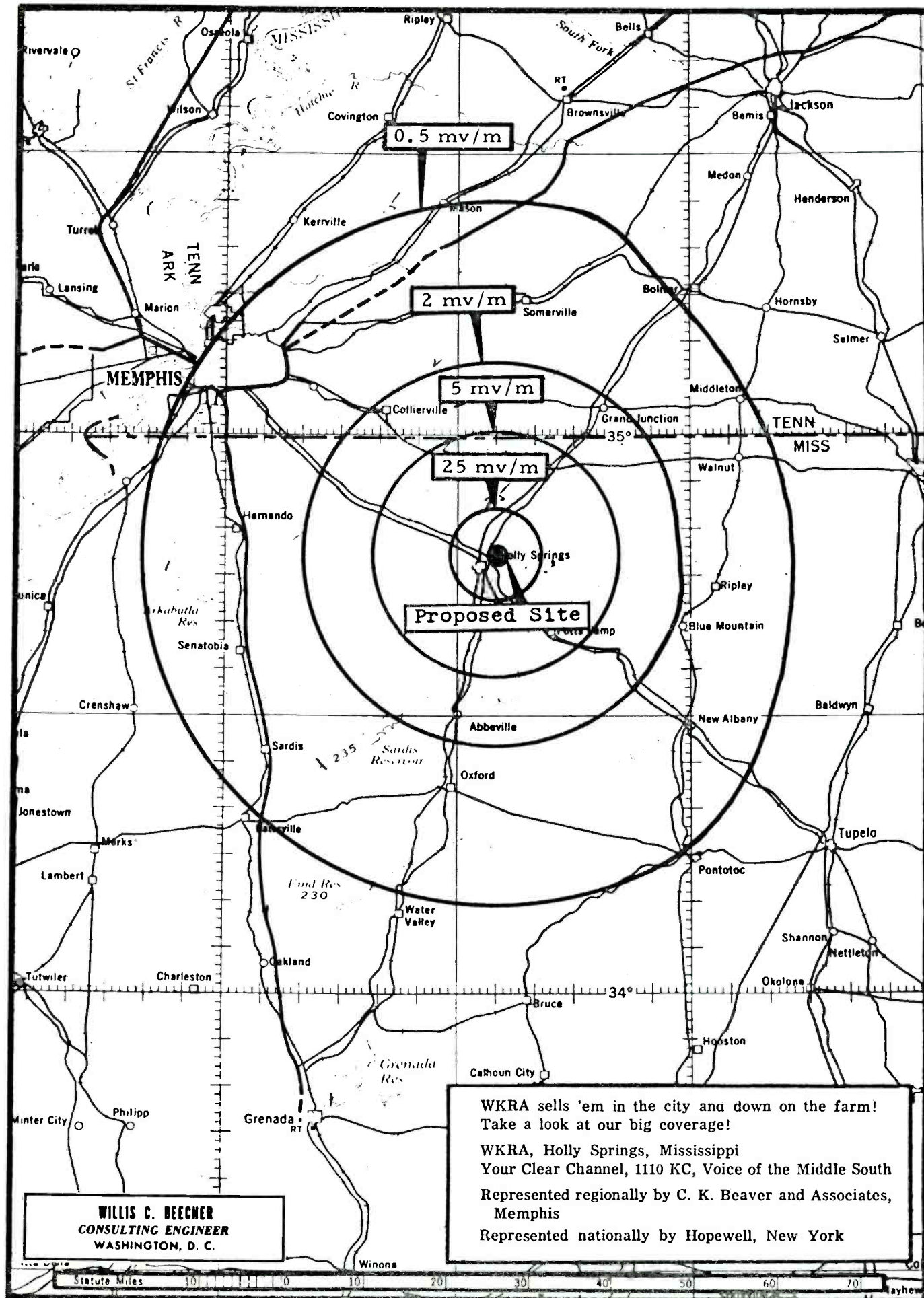


WHII'S CLEAR CHANNEL, 1000 WATT, ALL-AMERICAN SOUND, APPEALS TO EVERY AGE GROUP. EACH MUSICAL HOUR FEATURES A FORMAT OF MODERN COUNTRY MUSIC, GOSPEL, POPULAR, ROCK, RHYTHM AND BLUES AND EASY LISTENING, BLENDED TOGETHER WITH NATIONAL, STATE, AND LOCAL NEWS - ALSO SPORTS AND WEATHER NEWS. WHII'S TIGHT, FAST PACED FORMAT IS REFRESHING TO LISTEN TO AS WELL AS BEING EDUCATIONAL, INFORMATIVE AND ENTERTAINING. EXTENSIVE RESEARCH WAS MADE IN DETERMINING THE WANTS AND NEEDS OF WHII'S LISTENERS AND ADVERTISERS. WHII IS TRULY THE ALL AMERICAN SOUND OFFERING THE ADVERTISER MORE LISTENERS FOR EACH DOLLAR INVESTED.

THE ALL AMERICAN SOUND

WHII - CLEAR CHANNEL - 1570
P. O. BOX 548
BAY SPRINGS, MISSISSIPPI 39422
(601) 764-3151

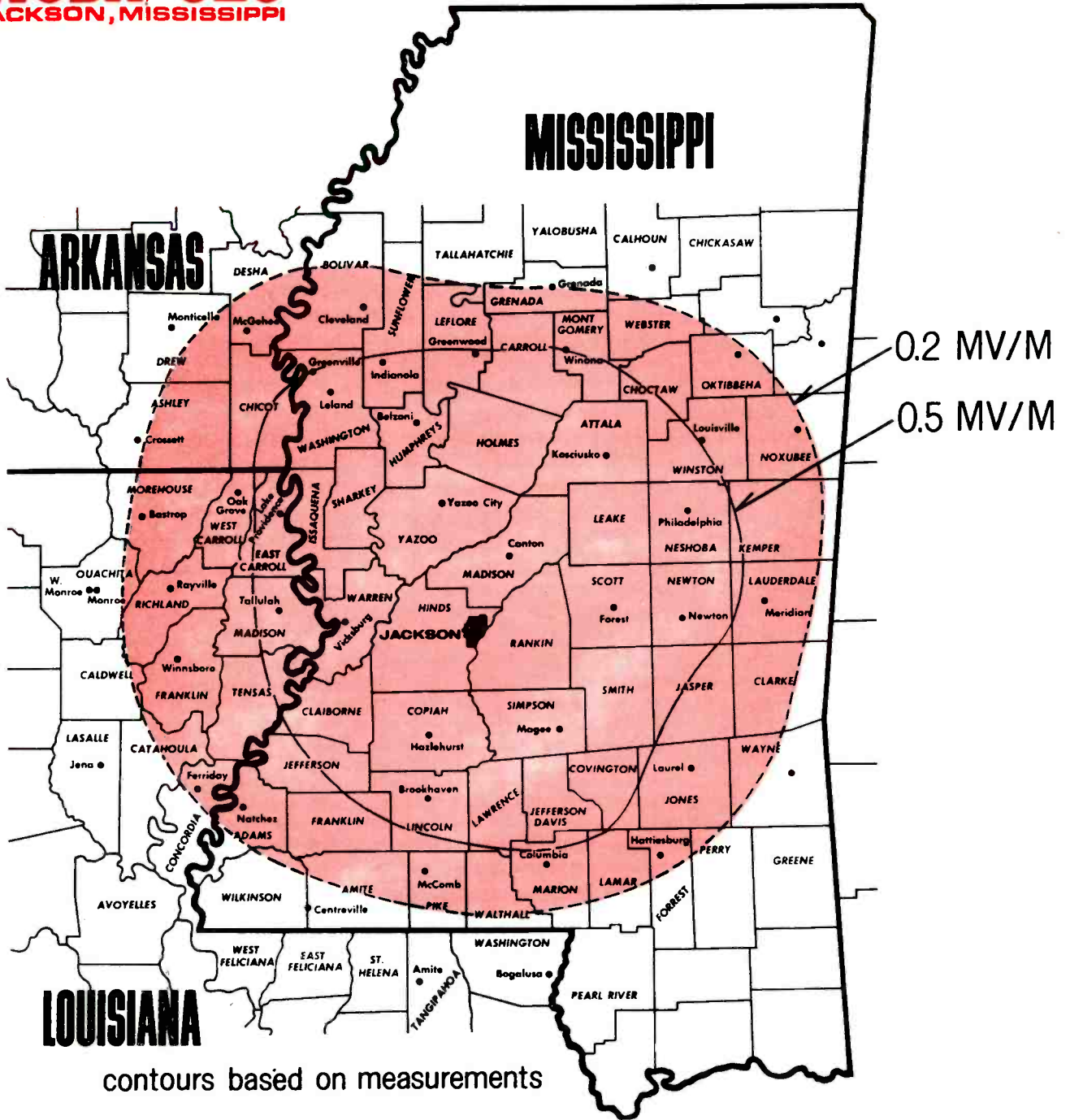
Clear Channel 1570



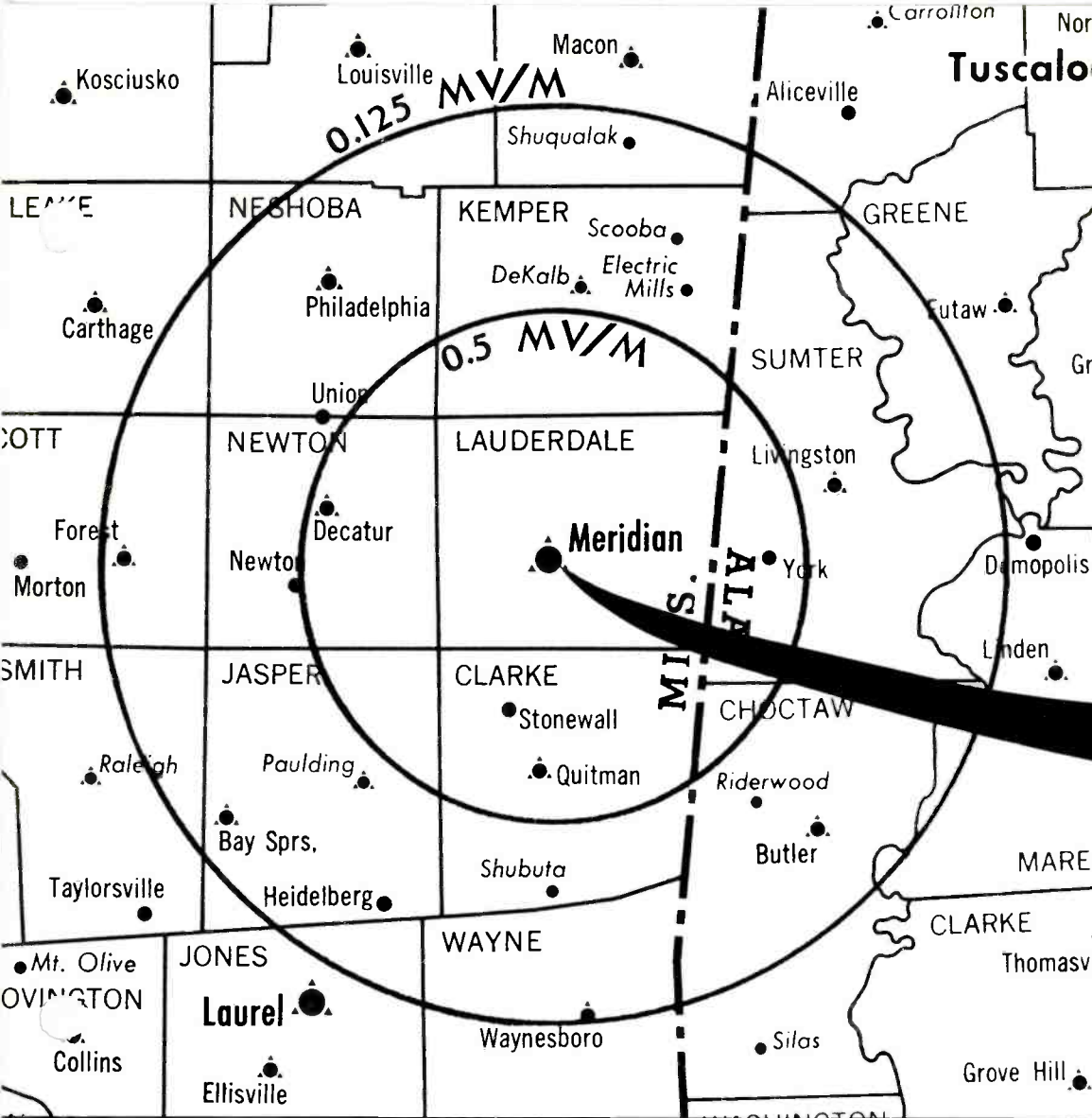
WILLIS C. BEECHER
 CONSULTING ENGINEER
 WASHINGTON, D. C.

WKRA sells 'em in the city and down on the farm!
 Take a look at our big coverage!
 WKRA, Holly Springs, Mississippi
 Your Clear Channel, 1110 KC, Voice of the Middle South
 Represented regionally by C. K. Beaver and Associates,
 Memphis
 Represented nationally by Hopewell, New York

THE VOICE OF MISSISSIPPI
WJDX 620
 JACKSON, MISSISSIPPI



lamar life radio & television / p.o. box 2171 / jackson, mississippi 39205



The Only
Negro Programming
Serving This Area!

★
LOCATED IN THE CENTER
OF THIS
\$313,000,000+
18 COUNTY MARKET AREA

MERIDIAN

WQIC

5000 WATTS 1390 KC

INDUSTRIAL — AGRICULTURAL MARKET

County	% Negro	Net Income	Retail Sales	Type Store	Meridian and 18 Counties
CLARKE	39.2	\$15,007,000	\$ 7,596,000	Foods	\$69,536,000
JASPER	49.9	15,175,000	8,800,000	Eating & Drinking Places	10,744,000
JONES	25.6	89,689,000	54,391,000	General Merchandise	48,879,000
KEMPER	58.8	8,808,000	5,274,000	Apparel	18,756,000
LAUDERDALE	34.9	103,991,000	80,567,000	Home Furniture, Radio, TV	13,285,000
LEAKE	40.6	15,321,000	10,944,000	Automotive	65,270,000
NESHOBA	22.3	20,891,000	12,836,000	Gas Stations	28,273,000
NEWTON	31.6	20,033,000	15,085,000	Lumber-Bldg., Hardware	23,154,000
NOXUBEE	71.6	13,175,000	9,133,000	Drugs, Sundries	10,237,000
SCOTT	38.1	20,254,000	21,211,000		
SMITH	22.6	12,719,000	6,764,000		
WAYNE	35.6	16,461,000	9,317,000		
WINSTON	43.0	18,108,000	10,141,000		
Ala.					
CHOCTAW	49.5	16,045,000	12,487,000		
GREENE	81.2	9,823,000	7,635,000		
MARENGO	62.1	26,672,000	21,138,000		
PICKENS	44.7	20,374,000	11,618,000		
SUMTER	76.3	16,099,000	8,162,000		

TOTAL POPULATION 419,755 **5,000 WATTS—1390 KC**

TOTAL NEGRO—42.6%

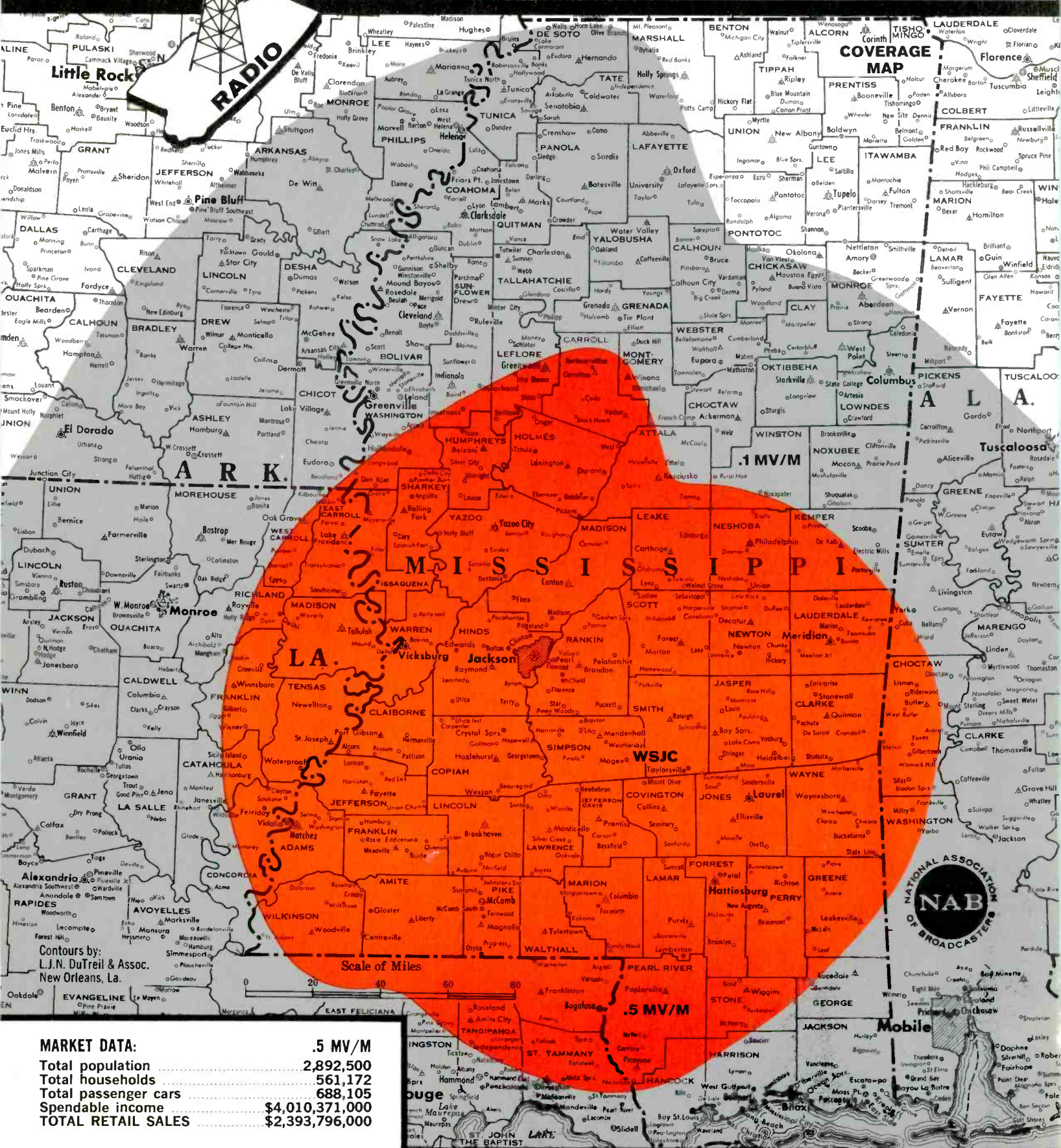
18 COUNTIES 178,720 **TOTAL NET INCOME** \$458,645,000

100% NEGRO PROGRAMMING **TOTAL RETAIL SALES** \$313,099,000

Figures from Sales Management Survey of Buying Power—
June 10, 1964—U. S. Census of Population, 1960

WSJC

P.O. BOX 426
MAGEE, MISSISSIPPI



RADIO

COVERAGE MAP

MARKET DATA:

Total population	2,892,500
Total households	561,172
Total passenger cars	688,105
Spendable income	\$4,010,371,000
TOTAL RETAIL SALES	\$2,393,796,000

FARM DATA:

Total farm population	215,750
Total farm income	\$611,388,000

50,000 WATTS
810 KHZ CLEAR CHANNEL

RT133 Copyright AMERICAN MAP CO., INC.

WORV ★ Solid Soul Radio at 1580!

Hattiesburg...

HATTIESBURG, the "Hub City" -- is located in south central Mississippi . . . 110 miles from New Orleans; 102 miles from Mobile; 90 miles from Jackson and 70 miles from the Mississippi Gulf Coast. Four railroads and four major highways form the "spokes" to support Hattiesburg as the "Hub" city.

Because of its strategic location . . . HATTIESBURG is the Gateway to the rich forestry, mineral, agricultural resources of south Mississippi.

92 INDUSTRIES are located in the Hattiesburg Retail Trading Zone . . . with an employment total exceeding 8,000.

The University of Southern Mississippi (with more than 8,000 students), William Carey College, NASA developments and Camp Shelby military reservation all add important revenues to the economy of Hattiesburg.

WORV RADIO is Soul Radio for the area's 71% Negro population -- day-to-day programming with religion intermixed with the top tunes of the day with News -- and community service events . . . truly the station that keeps Hattiesburg "turned on"!

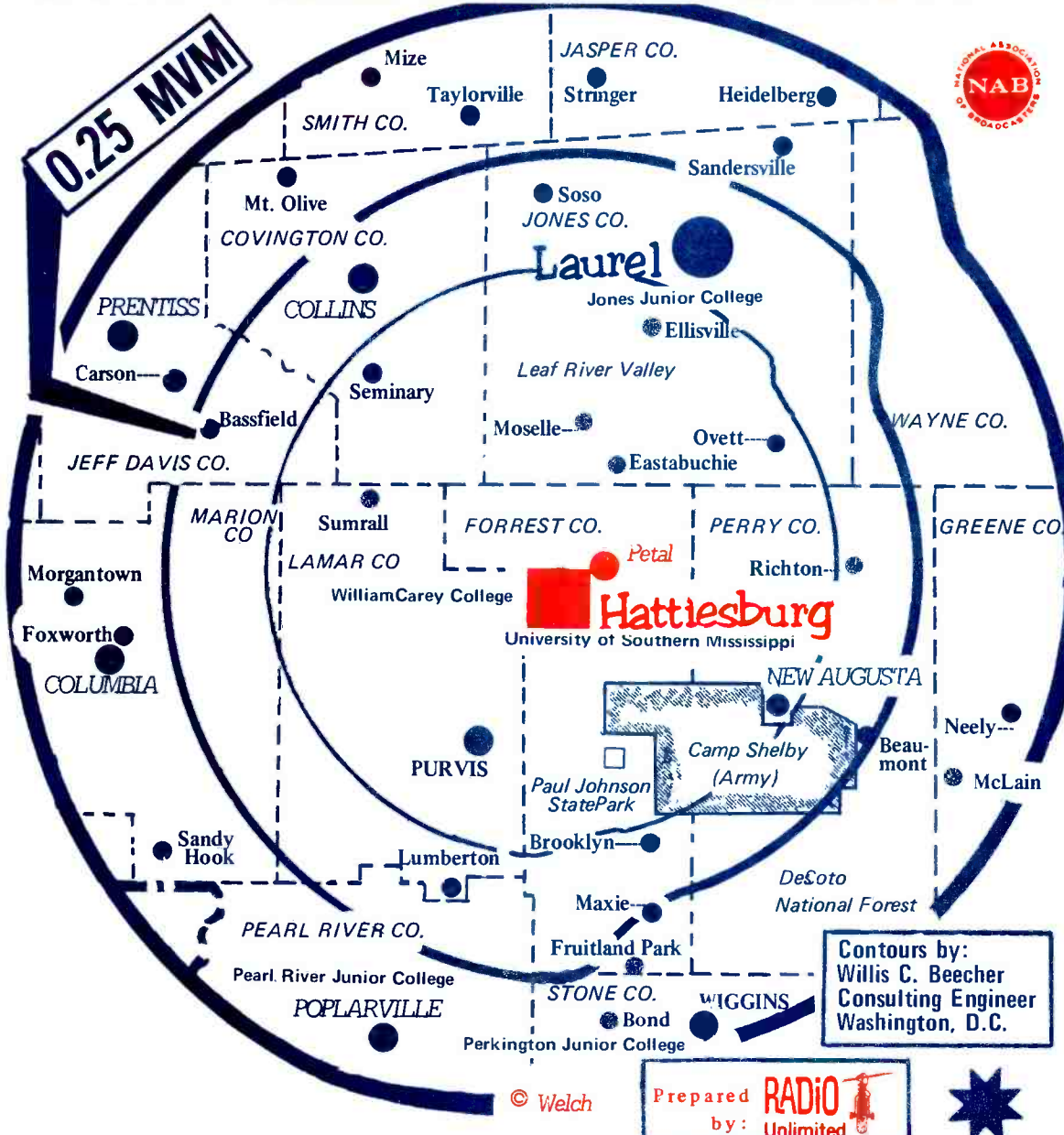
WORV RADIO broadcasts with a power of 1000 "Rocking" Watts at 1580 -- at the Top of the Dial -- from 7 AM 'til Sundown.

WORV'S NATIONAL RATE CARD

Times	60 Sec.	30 Sec.
1	\$5.00	\$4.00
26	4.75	3.80
52	4.50	3.60
104	4.25	3.40
156	4.00	3.20
312	3.75	3.00
624	3.50	2.80

Agencies: 15/0

Represented Nationally by:
GREENER, HIKEN & SEARS
In the Southland, by:
BERNARD I. OCHS CO.



Contours by:
Willis C. Beecher
Consulting Engineer
Washington, D.C.

Prepared by: **RADIO Unlimited**

WORV

Hattiesburg, Mississippi

1580 KC

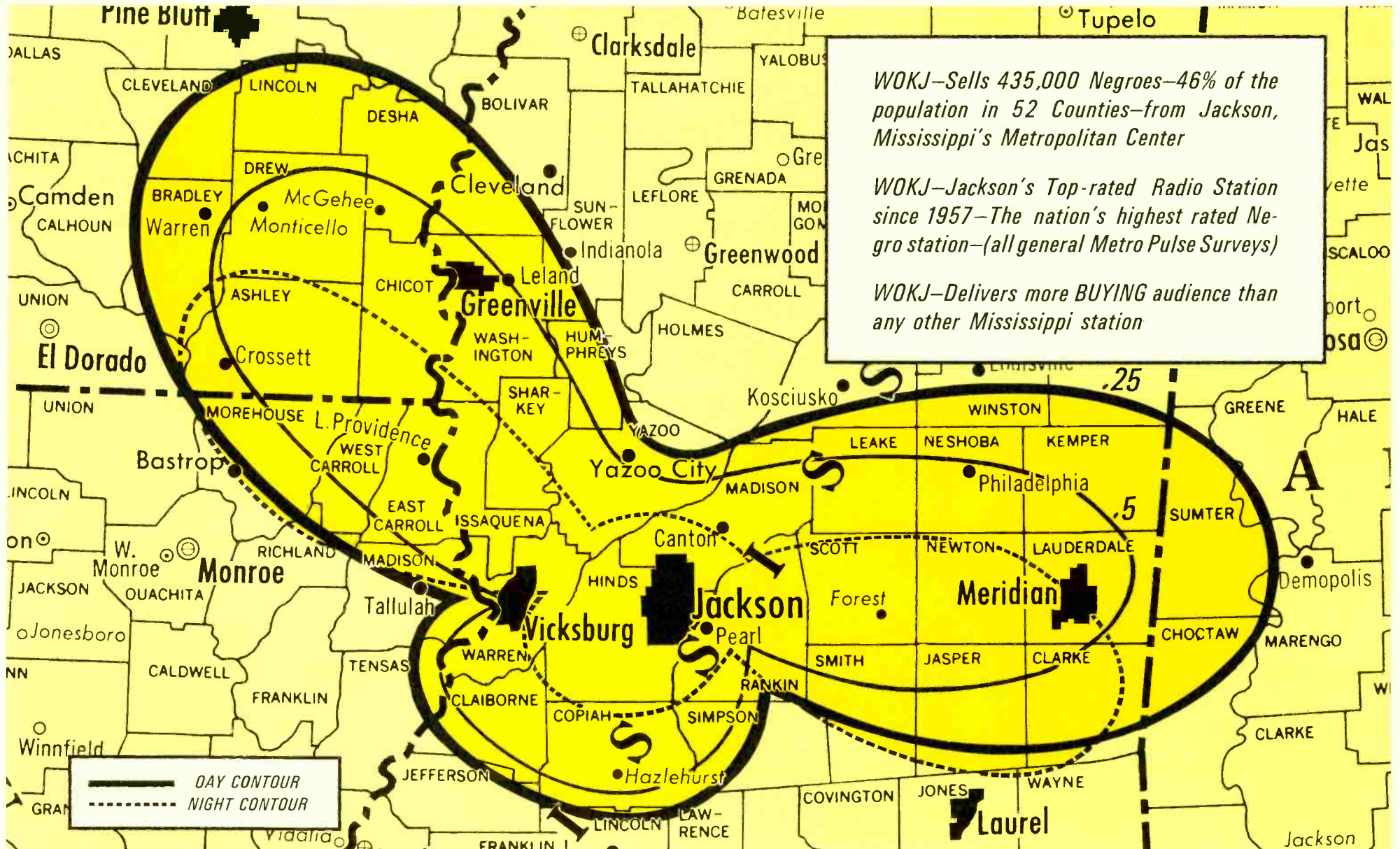
1000 WATTS

Market Data:	0.25 MVM Coverage	0.1 MVM Coverage
Population	163,500	253,400
Negro Population	93,540	192,100
Households	44,670	68,990
Negro Households	27,150	41,150
AM Radio Homes	43,780	67,620
Spendable Income	\$314,621,000	465,508,000
TOTAL RETAIL SALES	\$202,403,000	298,636,000
Food Stores	\$ 46,107,000	67,997,000
Drug Stores	\$ 7,603,000	11,336,000
Dept. Stores	\$ 28,439,000	40,961,000
Apparel Shops	\$ 14,554,000	19,167,000
Homefurnishings	\$ 11,670,000	16,493,000
Auto Dealers	\$ 46,154,000	64,732,000
Service Stations	\$ 18,310,000	27,373,000
Automobiles	62,060	95,110
Farm Population	15,100	31,500
Farm Income	\$ 30,361,000	61,745,000

SOURCE: SRDS Consumer Market Data; Research Bureau, Fisk University. ©

Circuit Broadcasting Co.
Vernon C. Floyd
President & General Manager
604 Gussie Avenue
Phone (601) 582-7013
Hattiesburg, Mississippi 39401

THE NATION'S HIGHEST RATED NEGRO STATION



WOKJ—Sells 435,000 Negroes—46% of the population in 52 Counties—from Jackson, Mississippi's Metropolitan Center

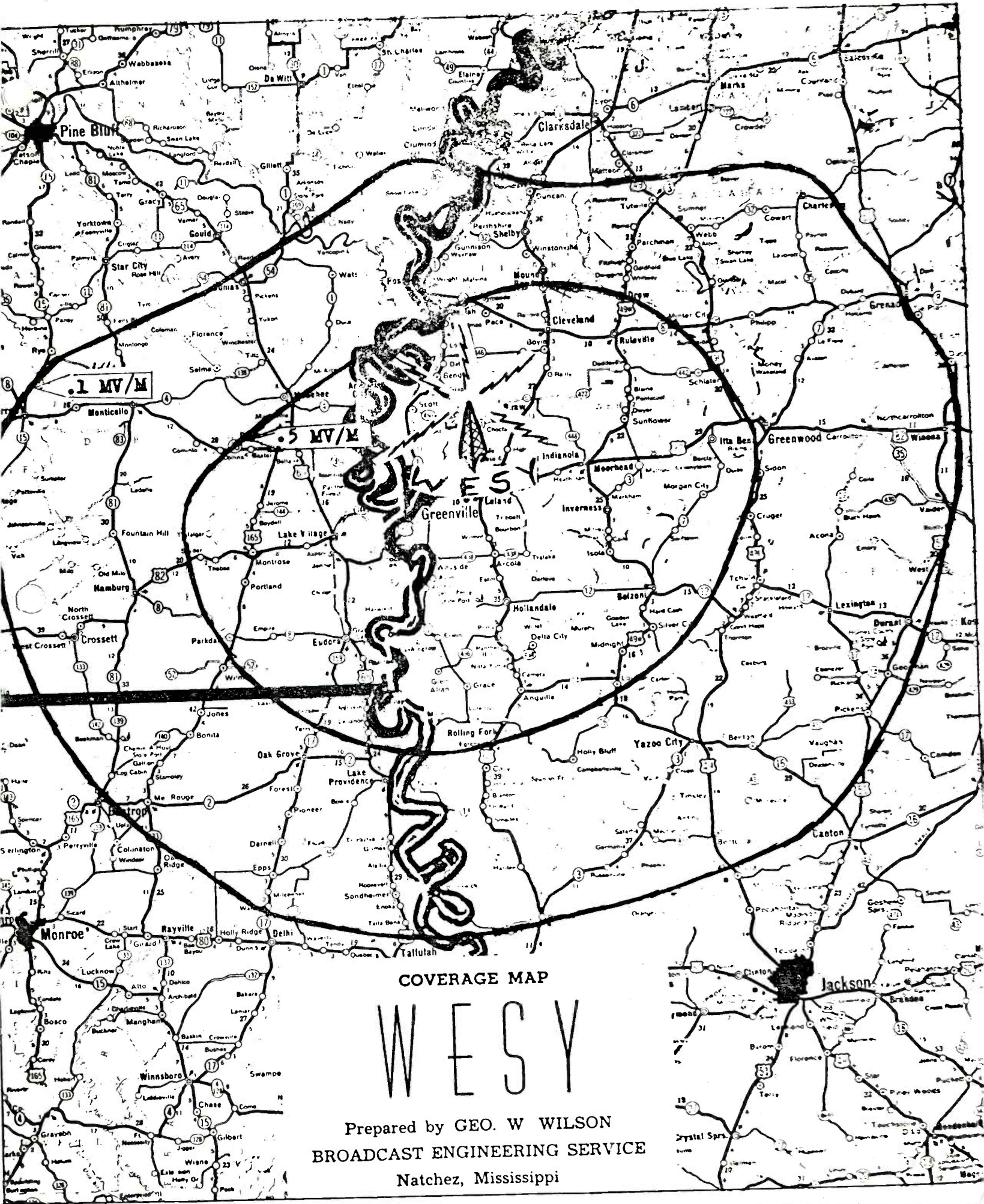
WOKJ—Jackson's Top-rated Radio Station since 1957—The nation's highest rated Negro station—(all general Metro Pulse Surveys)

WOKJ—Delivers more BUYING audience than any other Mississippi station

WOKJ

50,000 WATTS AT 1550 KC

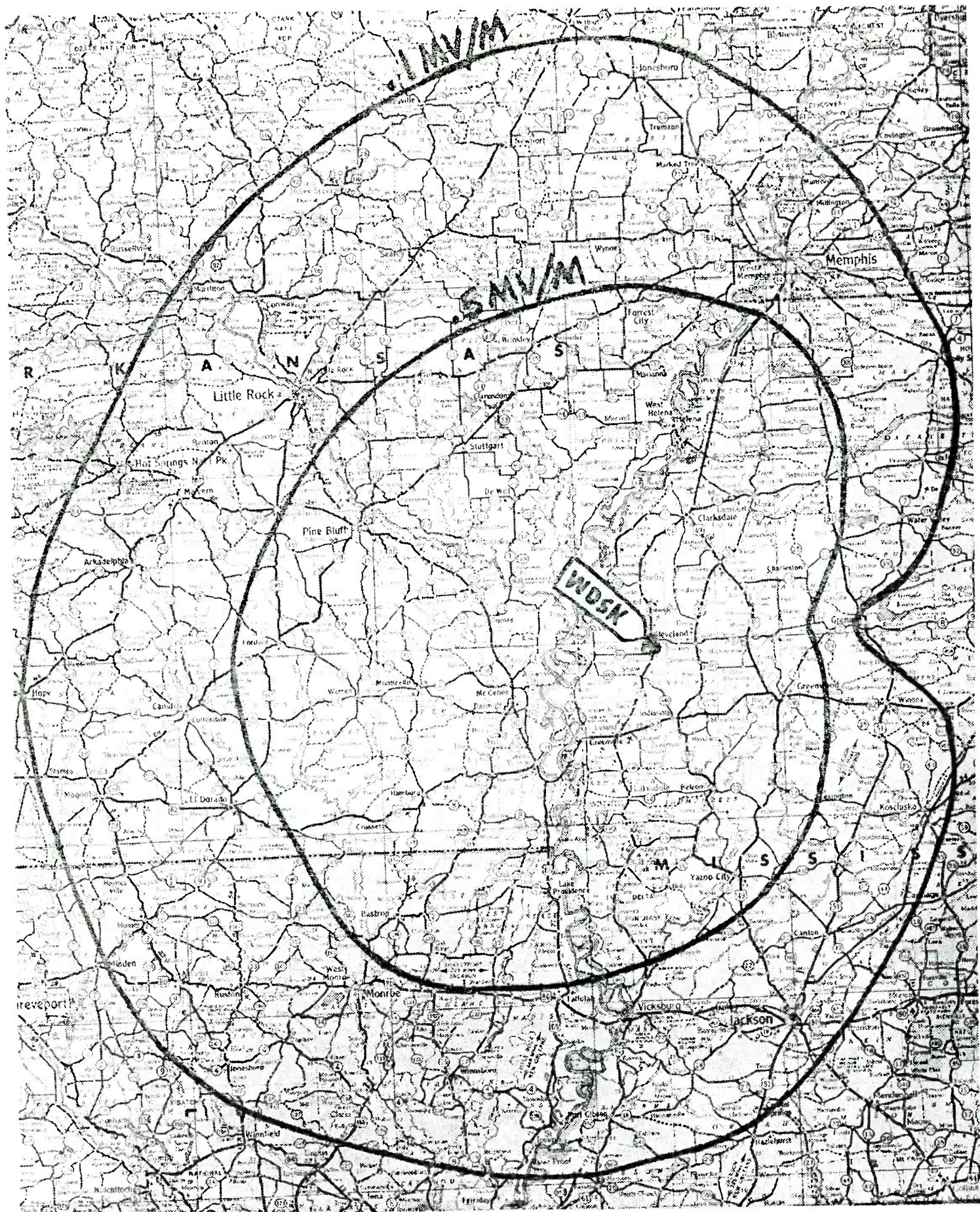
THE NATION'S MOST POWERFUL EBONY VOICE NIGHT AND DAY
 POST OFFICE BOX 3228 / JACKSON, MISSISSIPPI 39207 / TELEPHONE (601) 354-4096



COVERAGE MAP

WEST MISSISSIPPI

Prepared by GEO. W WILSON
BROADCAST ENGINEERING SERVICE
Natchez, Mississippi



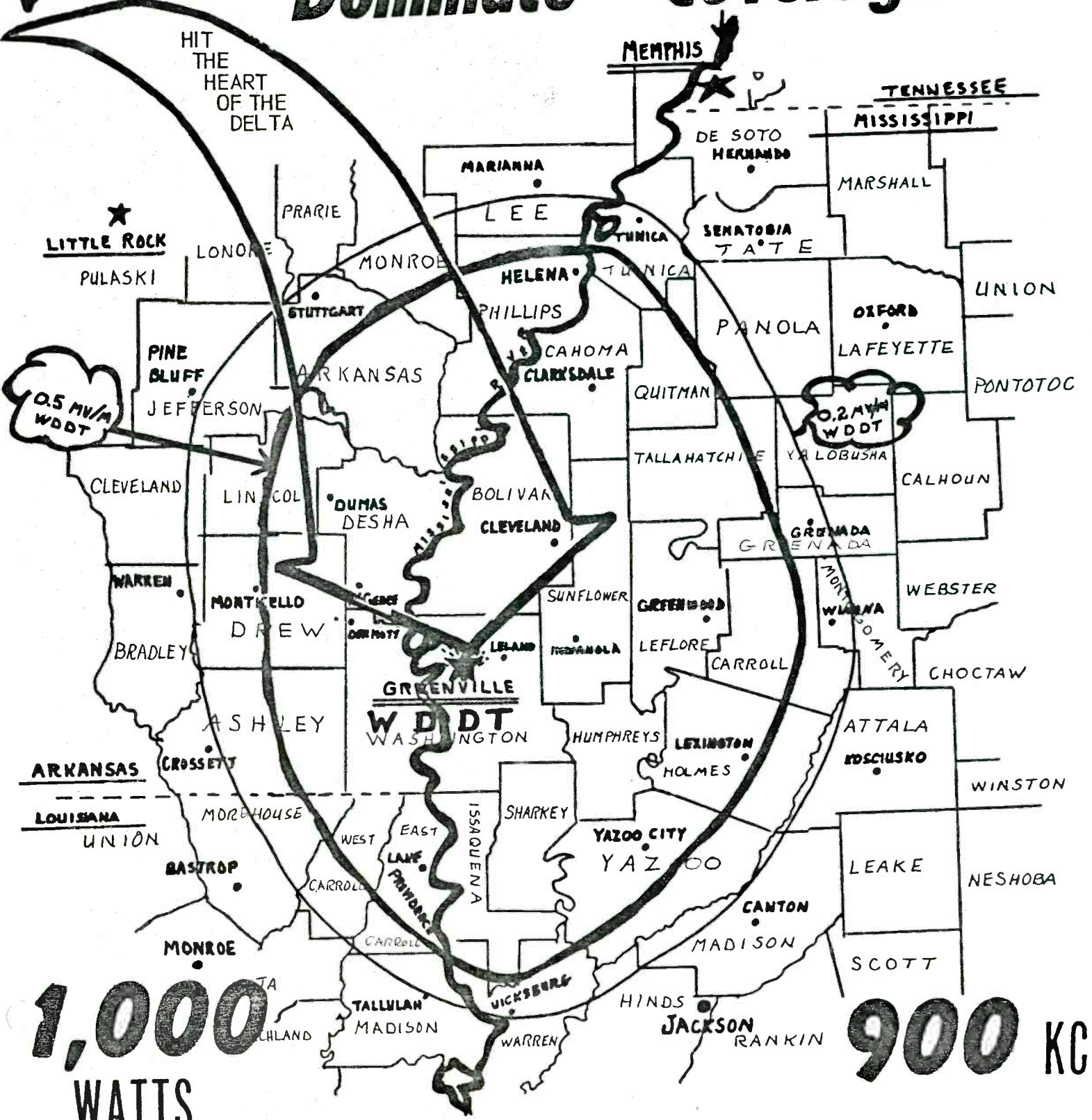
WDSK

1000 Watts - Daytime

Here's WDDT'S

*the fast growing
Mississippi, Arkansas,
Louisiana delta.*

Dominate Coverage



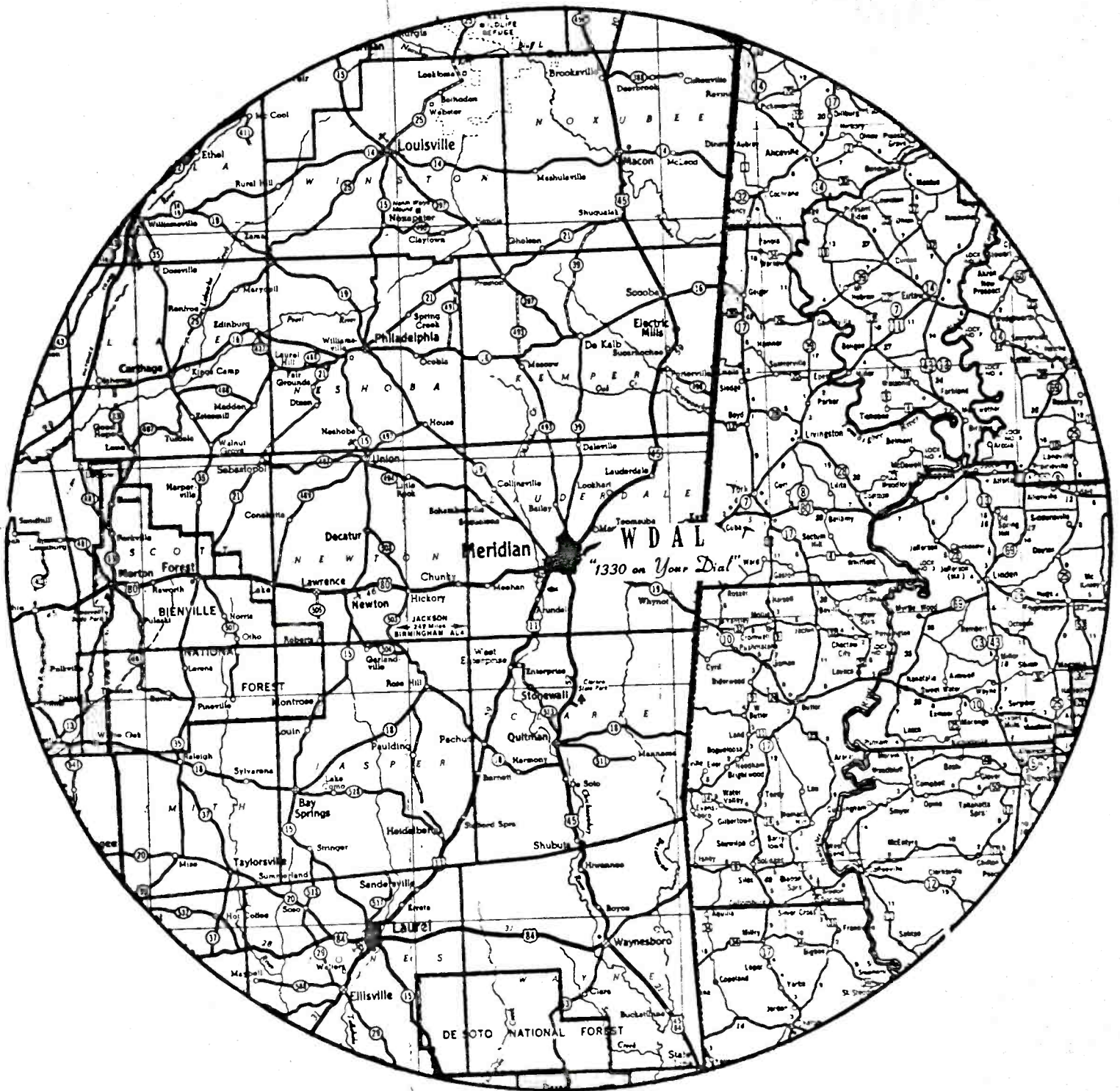
100 WATTS

1330 KC

WDAL

"THE COUNTRY MUSIC SOUND"

COVERING EAST MISSISSIPPI AND WEST ALABAMA



"Country Music and Gospel Music All Day Every Day"

P. O. Box 125

Phone 48 3-4891

DAN HOLLINGSWORTH, Manager



0.5 mv/m

0.1 mv/m

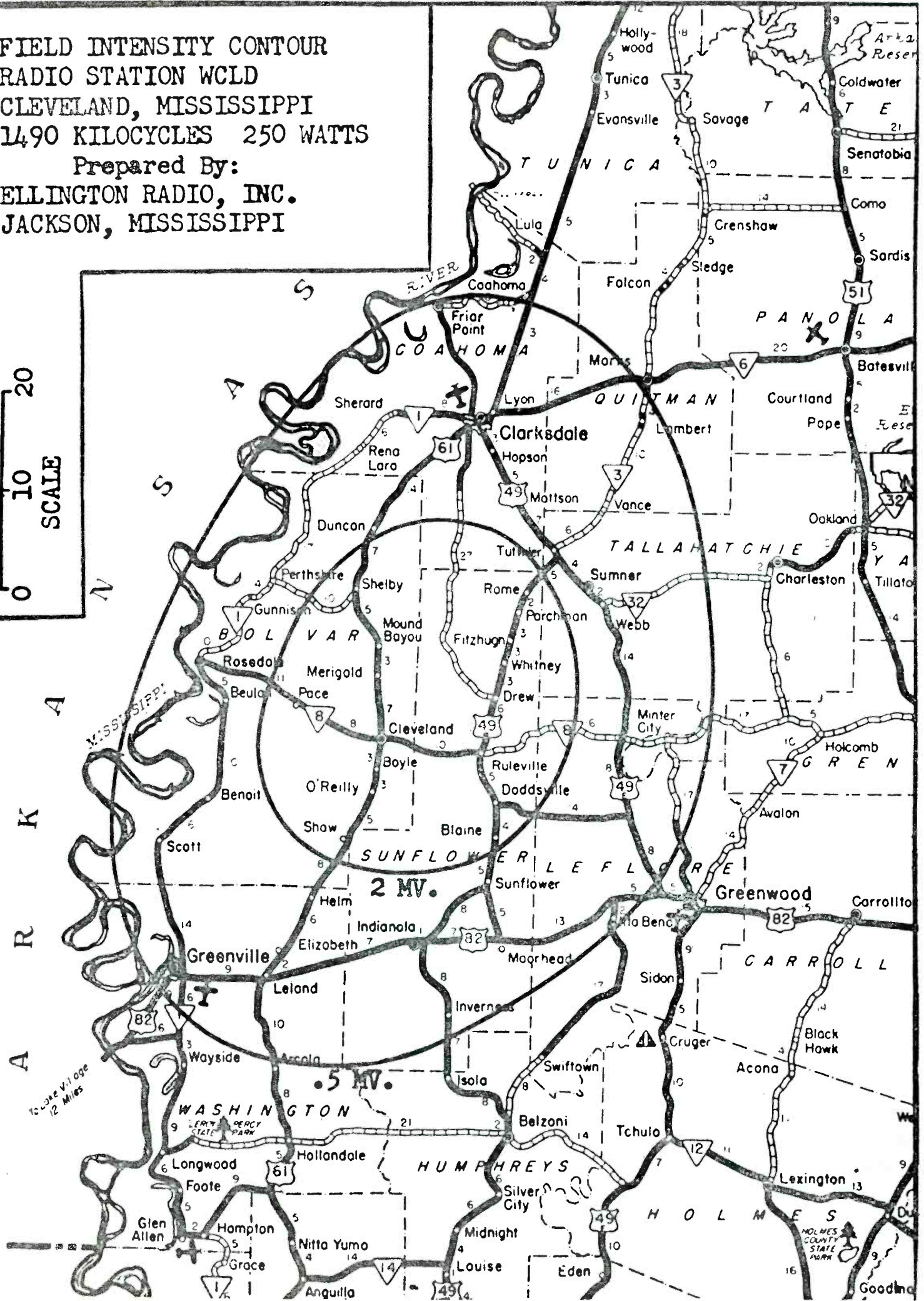
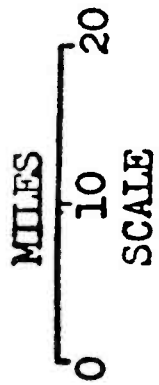
CONDUCTIVITY VALUES ASSUMED
SAME AS FCC SOIL MAP

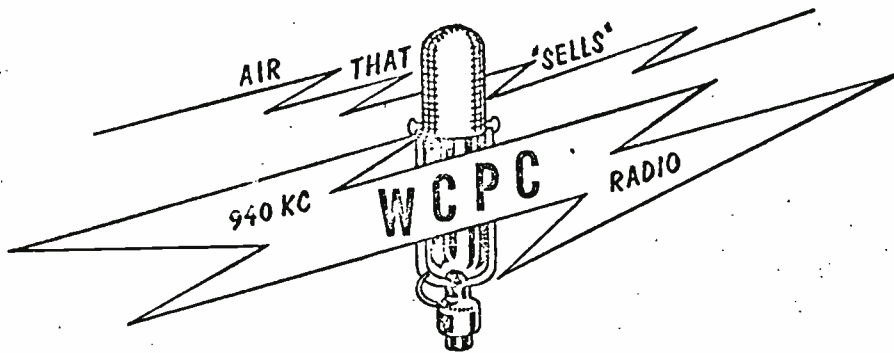
RADIO STATION WBKH
Hattiesburg, Mississippi
 880 K. C. 5,000 WATTS

GUY C. HUTCHESON
 CONSULTING RADIO ENGINEER
 ARLINGTON, TEXAS

FIELD INTENSITY CONTOUR
RADIO STATION WCLD
CLEVELAND, MISSISSIPPI
1490 KILOCYCLES 250 WATTS

Prepared By:
ELLINGTON RADIO, INC.
JACKSON, MISSISSIPPI





P. O. BOX 569

HOUSTON, MISSISSIPPI 38851

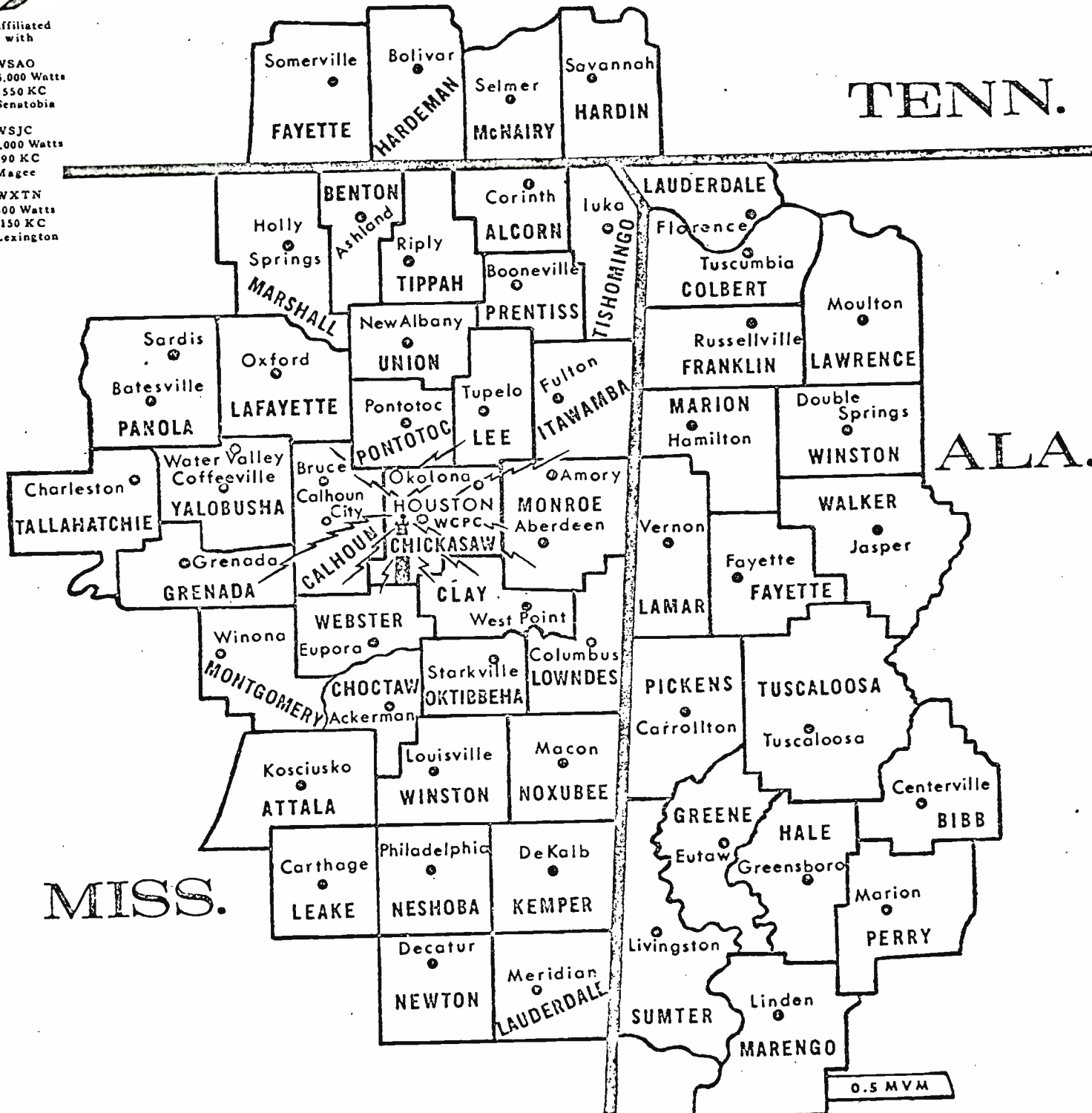
Area Code 601
456-3071

Affiliated with

WSAO
5,000 Watts
1550 KC
Senatobia

WSJC
1,000 Watts
790 KC
Magee

WXTN
500 Watts
1150 KC
Lexington



MISS.

TENN.

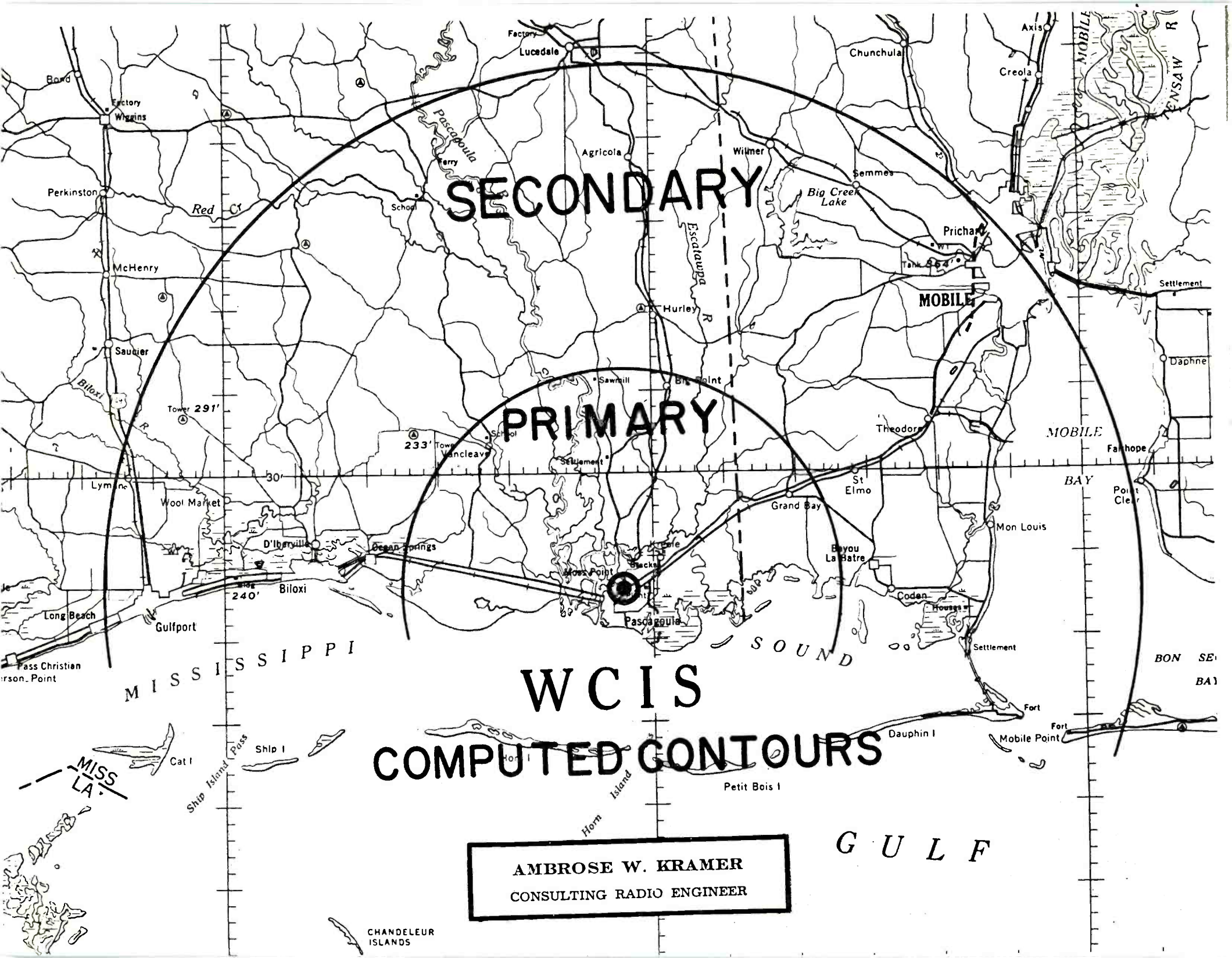
ALA.

940 KC

Clear Channel Daytime
Mississippi's Most Powerful Radio Institution

50,000 WATTS

0.5 MVM



SECONDARY

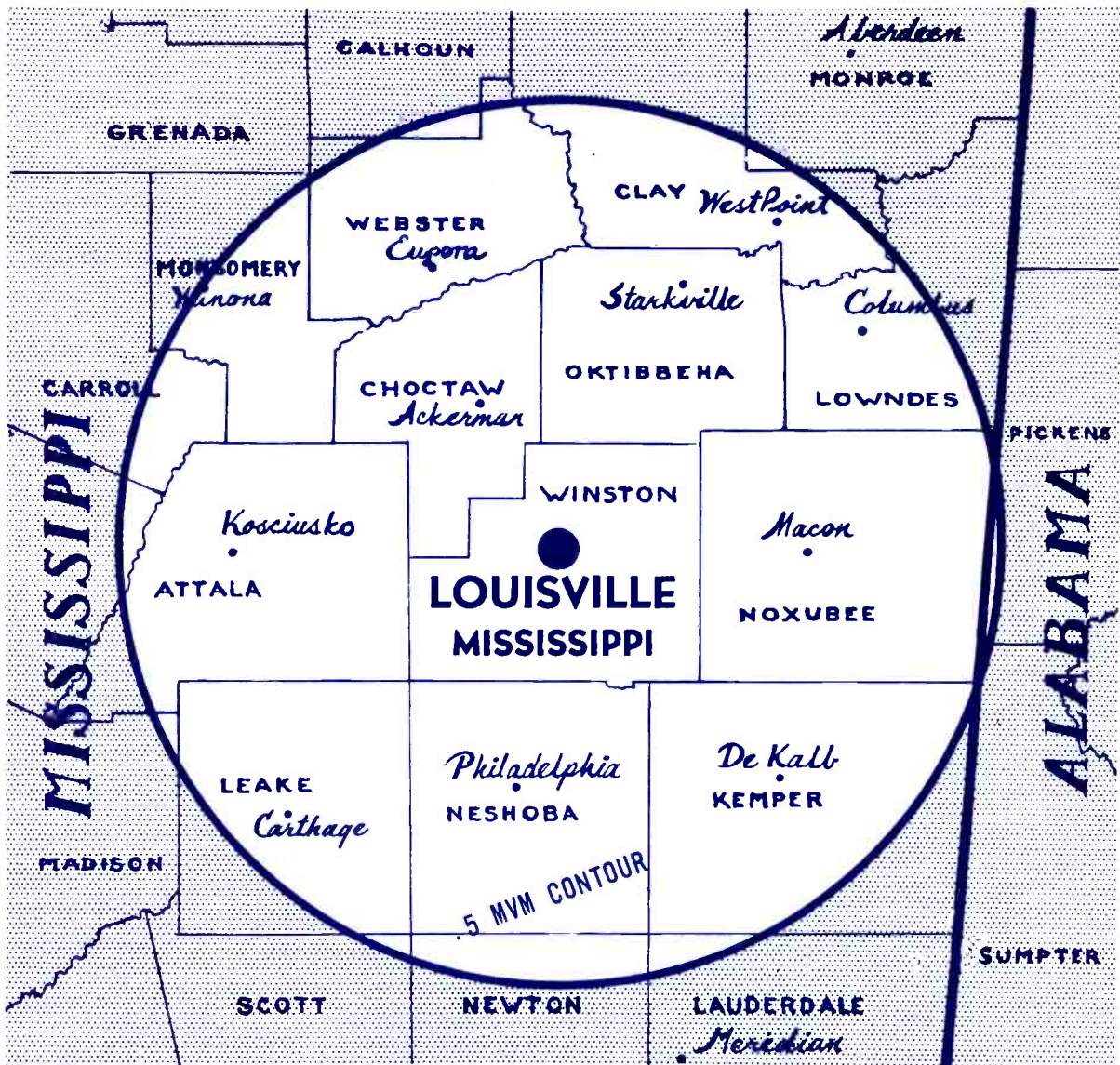
PRIMARY

WCIS

COMPUTED CONTOURS

**AMBROSE W. KRAMER
CONSULTING RADIO ENGINEER**

GULF



abc ABC RADIO NETWORK

5000 WATTS

WLSM

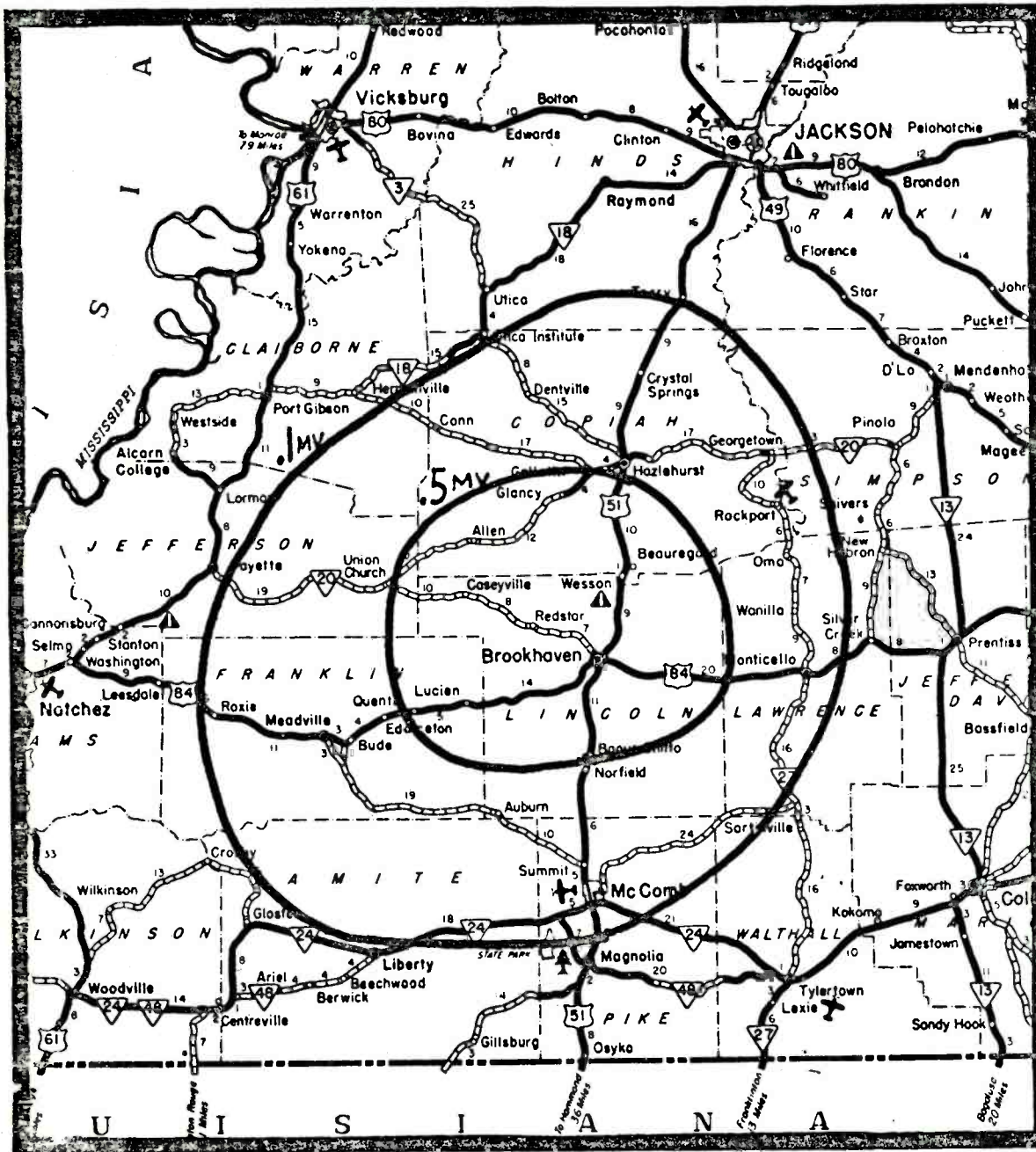
1270 K C

THE NEW SOUTH RADIO NETWORK

Serving A 15 County Area
With Over 200,000 People

LOUISVILLE, MISSISSIPPI

PHONE 773-3481



WJMB

MUSIC · NEWS · SPORTS
at 1340 KC

*Local Programming
means*

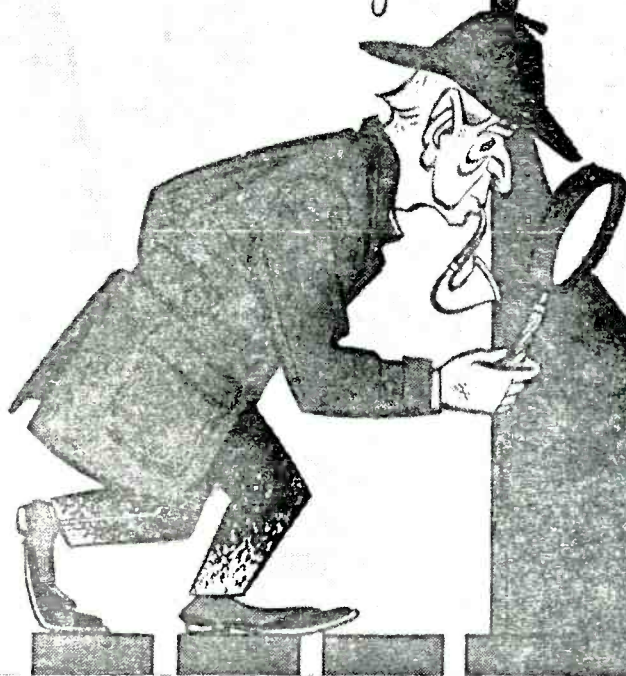
*Local Listeners
for effective*

Local Merchandising

Brookhaven Broadcasting Co. Inc.
Brookhaven, Mississippi

This Map Reproduced by Permission State of Mississippi Planning Commission

... Lookin' For
A Real Buy In
Advertising?



WJRL

CALHOUN CITY, MISSISSIPPI

QUALITY PROGRAMING

"Country Music"

1530 ON YOUR DIAL

Weather Reports, Market Reports,
Farm Information
"News and Weather"
Live At Fifty Five

ROBBIE ROBERTS, MGR.
WJRL RADIO
P. O. Box 605
Calhoun City, Miss.

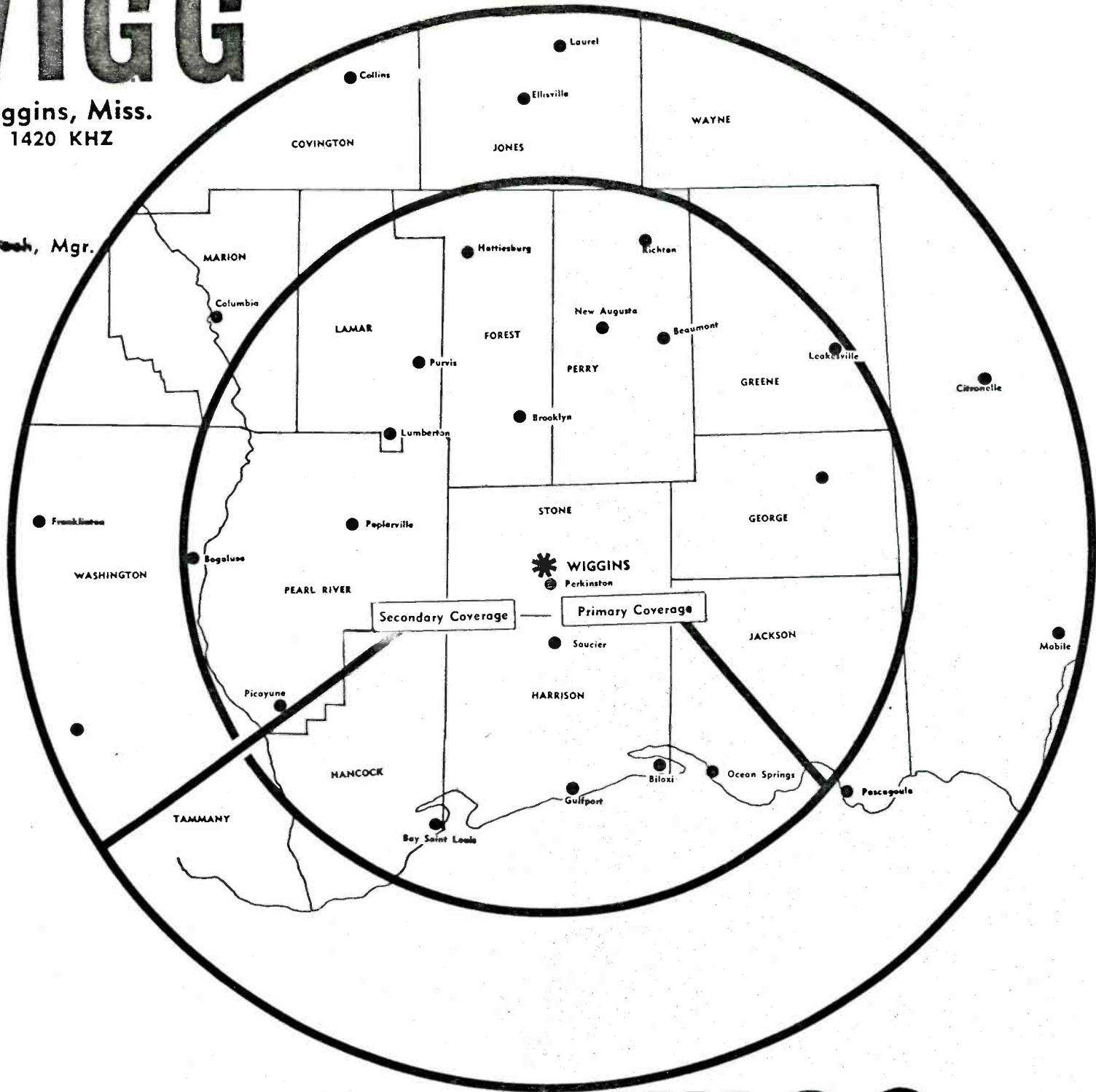
"Country Radio"

"Calhoun County's Only Daily News Media"

WIGG

Wiggins, Miss.
1420 KHZ

~~Charles Mathis~~, Mgr.



WIGG

"Our Best Salesman Is Results."

Wiggins, Mississippi

owned & operated
by Stone County Broadcasters, Inc.

Charles Mathis, President
Clyde Hurlbert, Secy. & Treas.

Bovce Holleman, V. P.

Market Data

Population exposure—500,000

Total income—\$200,000,000

THE AREA'S MOST POWERFUL STATION

WFFF

The Friendly Giant

WFFF'S Program Format is Outstanding for:

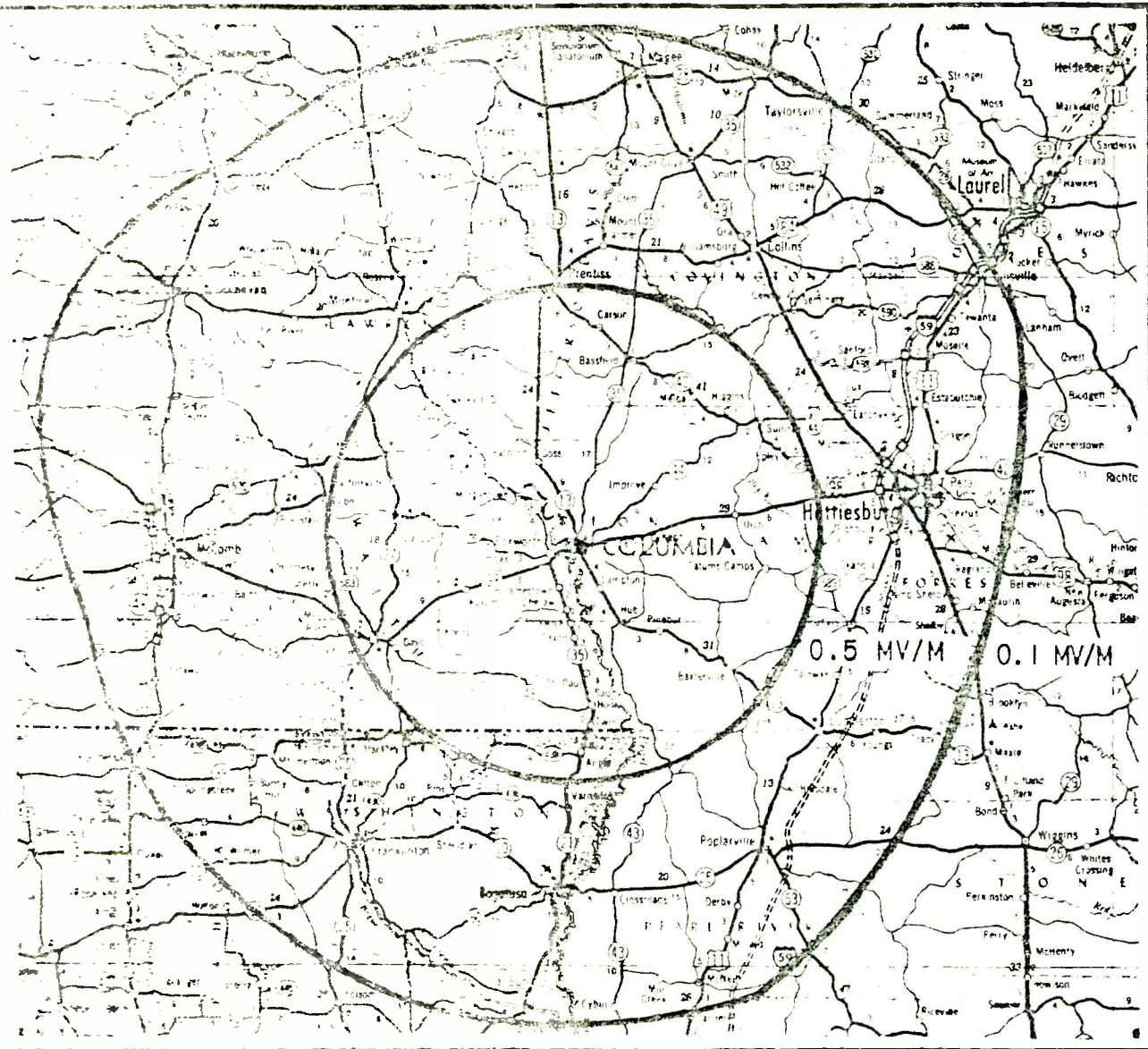
- Local News
- Special Events
- Sports Coverage
- Community Leadership
- Entire Family Programming
- AP World and Regional News plus "on-the-scene" Local Mobile News Reports.

Columbia is the home of Mississippi's famous "BAW" Program...Balance Agriculture with Industry..

WFFF RADIO

HADDOX ENTERPRISES

P. O. Box 569 Phone 736-2677



WFFF-AM 1000 Watts
WFFF-FM 3000 Watts

MARKET DATA:	0.5 MV/M Coverage	0.1 MV/M Coverage
Total Population . . .	53,902 . . .	169,948
Total Households . . .	14,987 . . .	72,247
Radio Homes . . .	11,592 . . .	61,213
Passenger Cars . . .	14,762 . . .	76,153
Spensible Income . . .	\$41,616,920	\$273,154,270

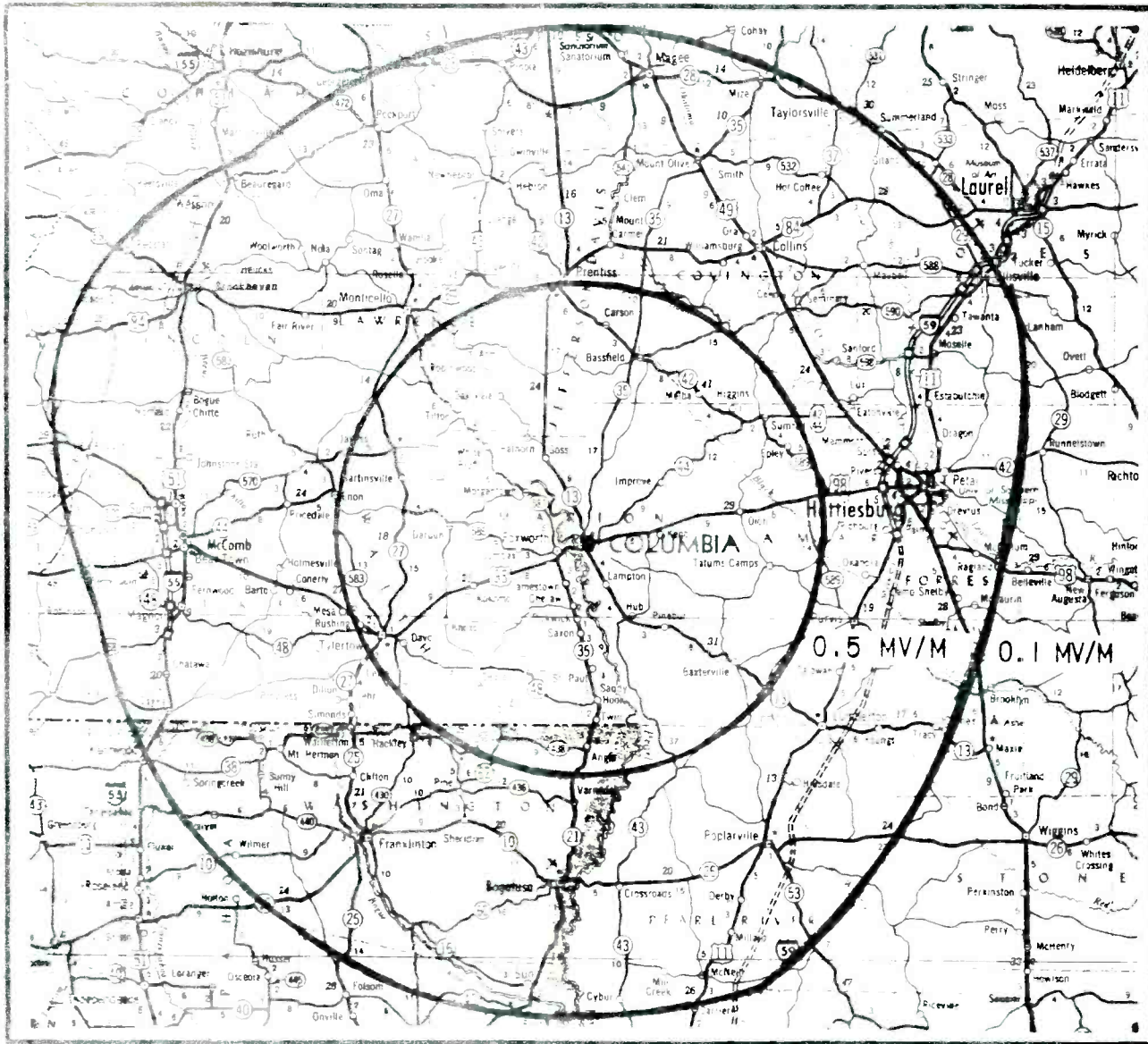
RETAIL SALES:	0.5 MV/M	0.1 MV/M
Food Stores . . .	\$ 7,517,040	\$ 45,155,150
Drug Stores . . .	\$ 1,475,420	\$ 8,157,380
General Misc. . . .	\$ 6,185,990	\$ 26,173,780
Apparel	\$ 1,244,830	\$ 12,151,940
Home Furnishings . .	\$ 877,290	\$ 8,109,090
Automotive	\$ 6,815,650	\$ 47,113,000
Filling Stations . . .	\$ 4,042,380	\$ 22,557,690
TOTAL RETAIL SALES	\$33,062,210	\$208,173,630

FARM DATA:	0.5 MV/M	0.1 MV/M
Farm Population . . .	19,438 . . .	59,655
Gross Farm Income . .	\$15,350,920	\$ 57,176,213

SOURCE: STANDARD RATE AND DATA

WFFF-AM 1000 Watts
WFFF-FM 3000 Watts

THE AREA'S MOST POWERFUL STATION



WFFF

The Friendly Giant

WFFF'S Program Format is Outstanding for:

- * Local News
- * Special Events
- * Sports Coverage
- * Community Leadership
- * Entire Family Programming
- * AP World and Regional News plus "on-the-scene" Local Mobile News Reports.

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WFFF RADIO

HADDOX ENTERPRISES

P. O. Box 569

Phone 736-2673

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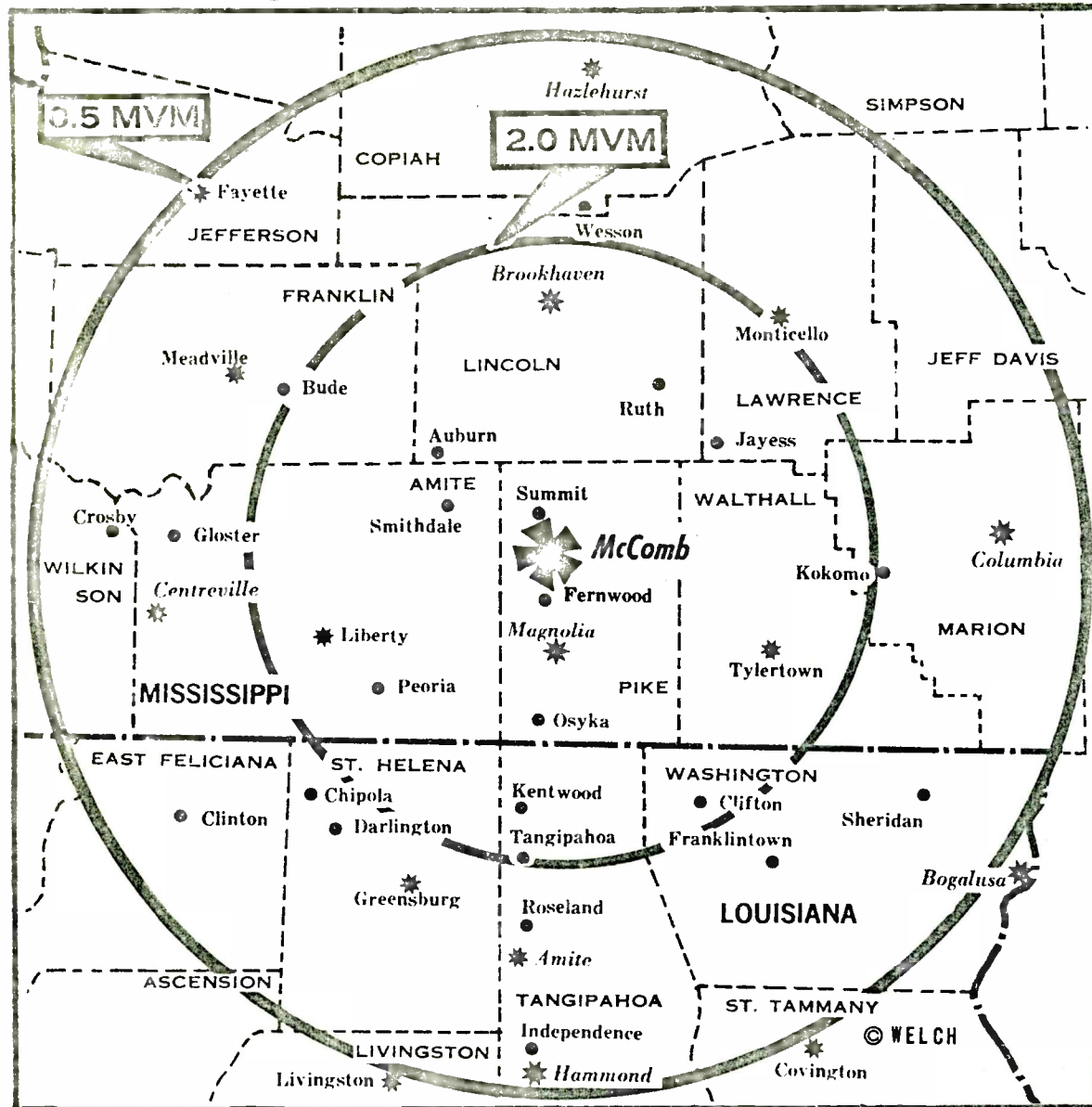
SOURCE: STANDARD RATE AND DATA

WFFF

WFFF-AM 1000 Watts
WFFF-FM 3000 Watts

COLUMBIA, MISSISSIPPI

Serving Mississippi & Louisiana Since 1939



WHNY

in McComb, Mississippi

5000 Watts
500 Watts Nights
at 1250 KC

Affiliated with:
WHY, Montgomery, Alabama
WSIM, Mobile, Alabama
WHSY, Hattiesburg, Mississippi

Nationally Represented by George T. Hopewell
Member: Dixie Broadcasting System
(See SRDS Radio)

WHNY

McComb's Only FULL-Time Radio

Southwest Mississippi is one of the state's fastest growing areas industrially — with continuing urban expansion.

WHNY offers varied programming to achieve the broadest coverage of listener interests. With increasing urban and industrial population, WHNY's coverage area remains an important agricultural and dairy region.

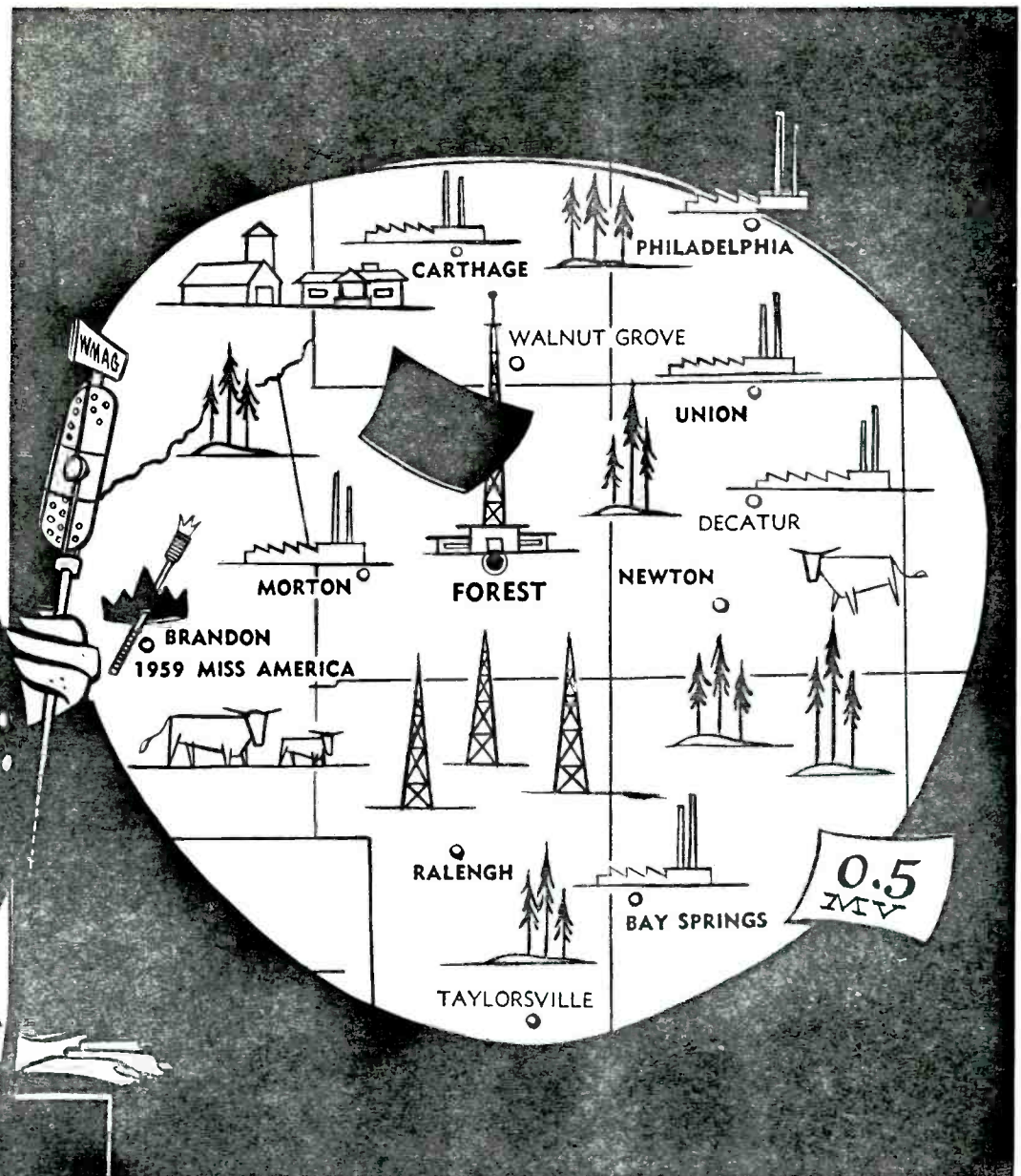
WHNY's programs range from good music, popular music, news and sports, to a wide range of farm service features, market reports, and country and western music.

WHNY is also proud of its community service features, an increasingly important role in a growing Southwest Mississippi.

BROADCAST SERVICE, INC.
Carroll Hines, General Manager
P. O. Drawer E Phone (601) 684-8140
McCOMB, MISSISSIPPI

MARKET DATA:	2.0 MVM Coverage	0.5 MVM Coverage
Population	92,800	372,300
Households	24,790	96,230
Radio Homes	20,630	87,620
Passenger Cars	26,460	99,160
Spendable Income	\$105,035,000	384,957,000
RETAIL SALES:		
Food	\$ 16,459,000	64,695,000
Drug	\$ 2,913,000	9,677,000
Gen'l Merchandise	\$ 8,105,000	32,662,000
Apparel	\$ 4,184,000	11,411,000
Home Furnishings	\$ 2,726,000	7,948,000
Auto Sales	\$ 17,748,000	61,317,000
Service Stations	\$ 7,849,000	28,733,000
Total Retail Sales	\$ 75,664,000	273,783,000
FARM DATA:		
Farm Population	22,100	72,000
Farm Income	\$ 22,218,000	89,457,000
SOURCE: SRDS Consumer Market Data		

Prepared by Market Data Associates



FORREST, MISSISSIPPI
CLEAR CHANNEL



0.5 MV/M Market Data
Population: 135,000
Farm Population: 91,000
Retail Sales: \$80,000,000
No. T.V. Station within 50 miles.
No Daily Newspapers.

INDUSTRY: Packing companies, clothing manufacturers, lumber and pulpwood, blanket manufacturers, dairy processors, furniture accessories, oil fields.

Represented by **GENE BOLLES COMPANY,**
 New York.

THE ONLY STATION COVERING
America's 3rd Largest Broiler Producing Area
Custom Tailored Programing SINCE 1955

Sign On 'til 7:30 A.M.—"EARLY BIRD SHOW"
 Country and gospel music, market reports, news, weather.

7:30 A.M. to 9:30 A.M.—"HOWDY, HOUSEWIFE"
 Pop music, home demonstration agent, hospital reports, birthday calendar, employment reports, local news.

9:30 A.M. to 4:30 P.M.—"DIXIE ROUNDUP"
 Seven hours of country and gospel music, market news, national and local news, Swap Shop, singing groups.

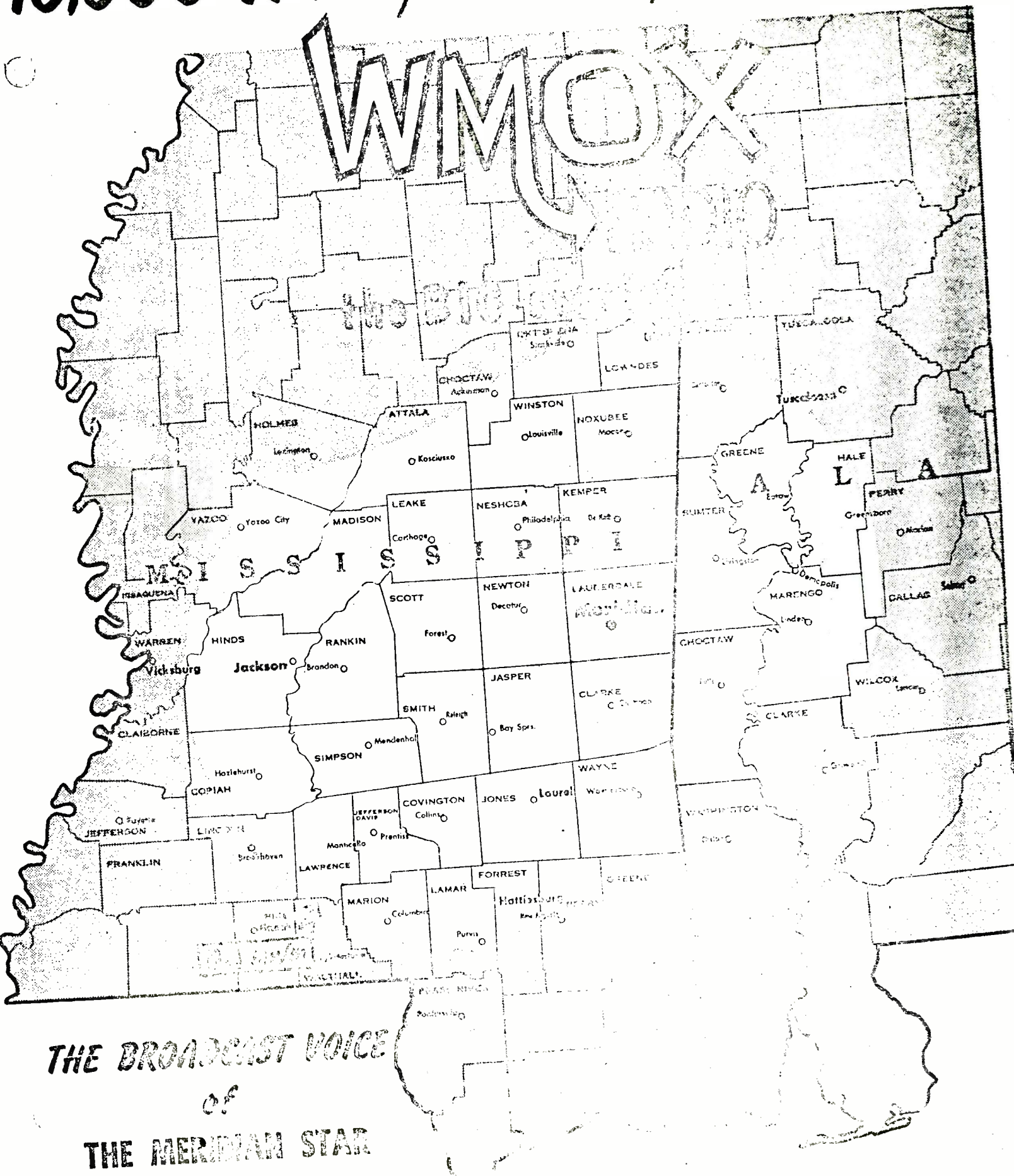
4:30 P.M. to Sign Off—"RHYTHM ROOM"
 Rock and roll music, sports, local news, weather.

PLUS:
 Complete local news coverage of Scott, Newton, Smith, Leake and Jasper Counties.

10,000 Watts / 1010 kc / Meridian

WMOX

The Broadcast Voice of the Meridian Star



THE BROADCAST VOICE
OF
THE MERIDIAN STAR

RADIO MISSISSIPPI

The Twin Stations

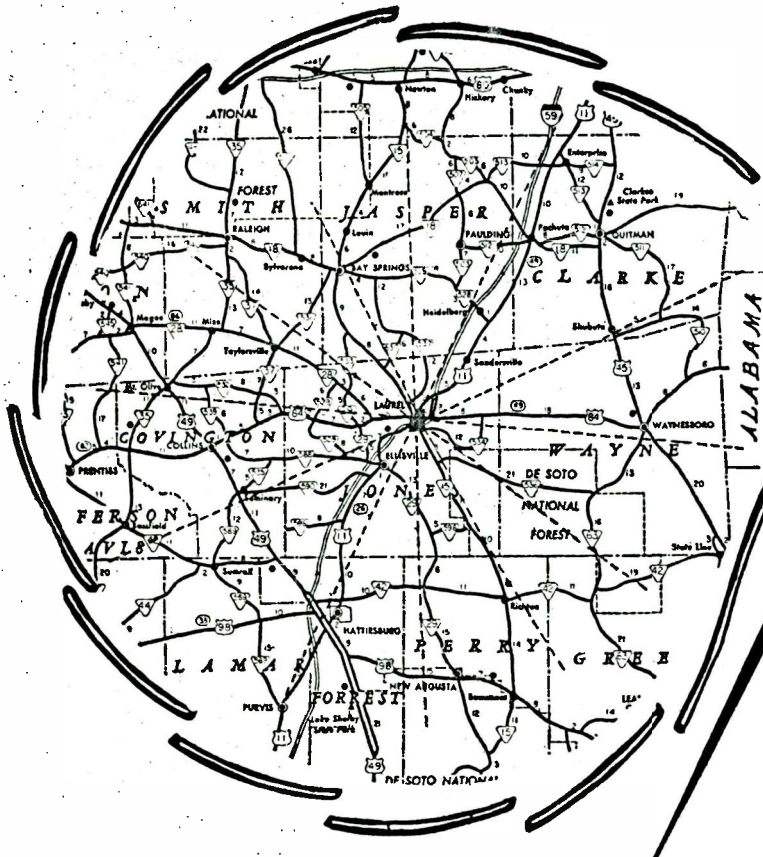
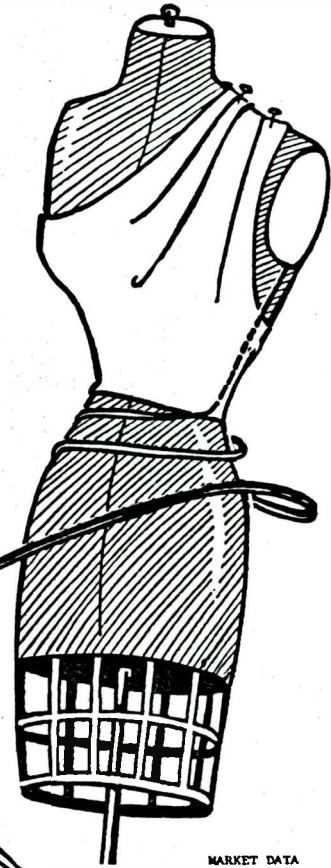
WNSL - AM

Dixie's 1260
5,000 watts

WNSL - FM

Channel 100
5,000 watts

Sews Up
Laurel And
South Mississippi!



MARKET DATA

Totals	
0.5 MVM Coverage	
Total Population	370,400
Total Households	88,300
Total Radio Homes	96,540
Passenger Cars	137,870
Consumer Spendable Income	\$403,036,000
RETAIL SALES:	
Food Stores	\$ 65,632,000
Drug Stores	\$ 10,372,000
General Merchandise	\$ 37,810,000
Apparel Stores	\$ 21,138,000
Home Furnishings	\$ 13,892,000
Restaurants	\$ 14,028,000
Auto Sales	\$ 59,704,000
Filling Stations	\$ 28,118,000
Farm Stores	\$ 12,865,000
Building Materials	\$ 29,584,000
TOTAL RETAIL SALES	\$343,572,000
TOTAL WHOLESALE SALES	\$126,443,000
SERVICE TRADES	\$ 53,208,000
FARM DATA:	
Farm Population	137,700
Farm Households	58,320
Radio Homes	37,880
Passenger Cars	40,150
Gross Farm Income	\$ 84,980,000

W
N
S
L

NATIONAL REPRESENTATIVES
--- GRANT WEBB & CO. ---
C. K. BEAVER & ASSOCIATES

RADIO NUMBER ONE

by 2 to 1

the *BIG* stations

WNSL - AM
5,000 Watts

WNSL - FM
5,000 Watts

Telephone 425-1491 - P. O. Box 2336
Laurel, Mississippi

Granville Walters, General Manager

Teck Jones, Sales Manager

Rate Card No. 2
Effective April 1, 1937

WSAO

SENATOBIA, MISSISSIPPI

5,000 WATTS — 1550 KC

A. SERVICE FACILITIES

1. United Press news service.
2. Complete copy writing service.
3. Tape recording facilities.
4. Transcription and record Library.
5. Remote broadcast facilities.

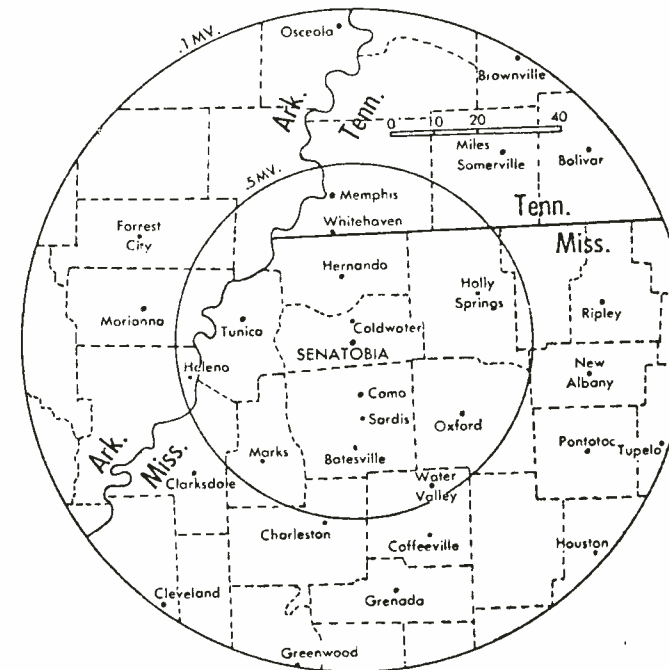
B. COVERAGE

1. Mississippi counties fully covered

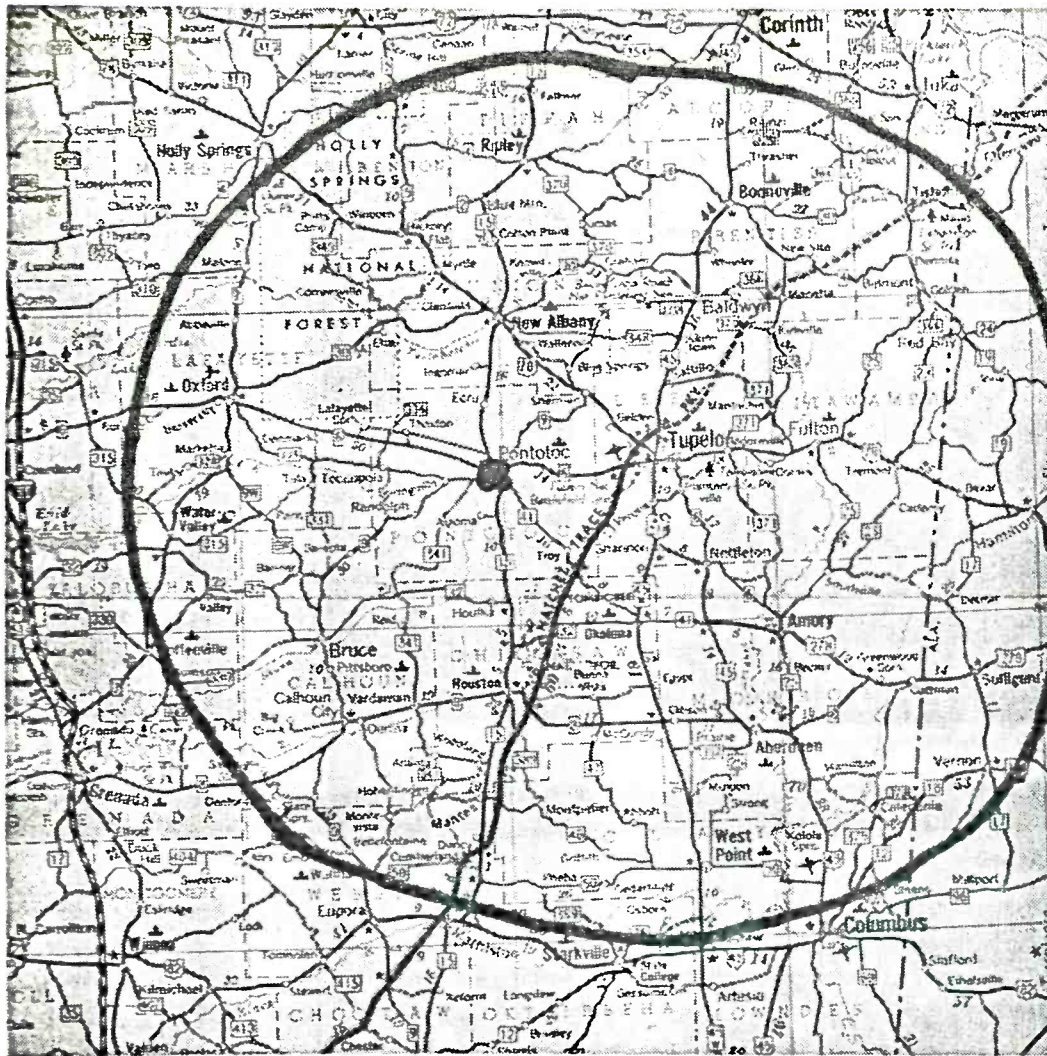
Counties	Homes	Radio Homes
Desoto	5600	4810
Lafayette	5000	4480
Marshall	5200	4510
Panola	7000	6220
Quitman	4600	3910
Tate	4300	3940
Tunica	3200	3120
Yalobusha	3200	2840
Total	38100	33830
Shelby, Tenn.	184000	168000
Other Miss., Ark. & Tenn. Counties	31700	24895
Total in .5MV	254000	226725
Total population in .5MV	1,463,441	

C. INFORMATION

1. General Manager—Mel Chrestman
2. Salesmen—Jim Holt and Don Holmes
3. Program Director—Wayne Parks
4. Office Manager—Mrs. R. E. (Sue) Spier
5. Location—studios and offices: 1 mile east of Senatobia on Miss. Highway 4.
6. Member Mississippi Broadcasters Assn.



WE CREATE POTENTIAL CUSTOMERS



WSEL

PONTOTOC, MISS.

“On Top Pontotoc Ridge”

1440

1,000 WATTS

**SCORES OF SMALL CITIES
HUNDREDS OF FACTORIES
AND FARMS—BEST COTTON
PICKIN' BUY IN NORTHEAST MISS.**

MUTUAL AFFILIATED

No. 1 IN TUPELO

1000 WATTS

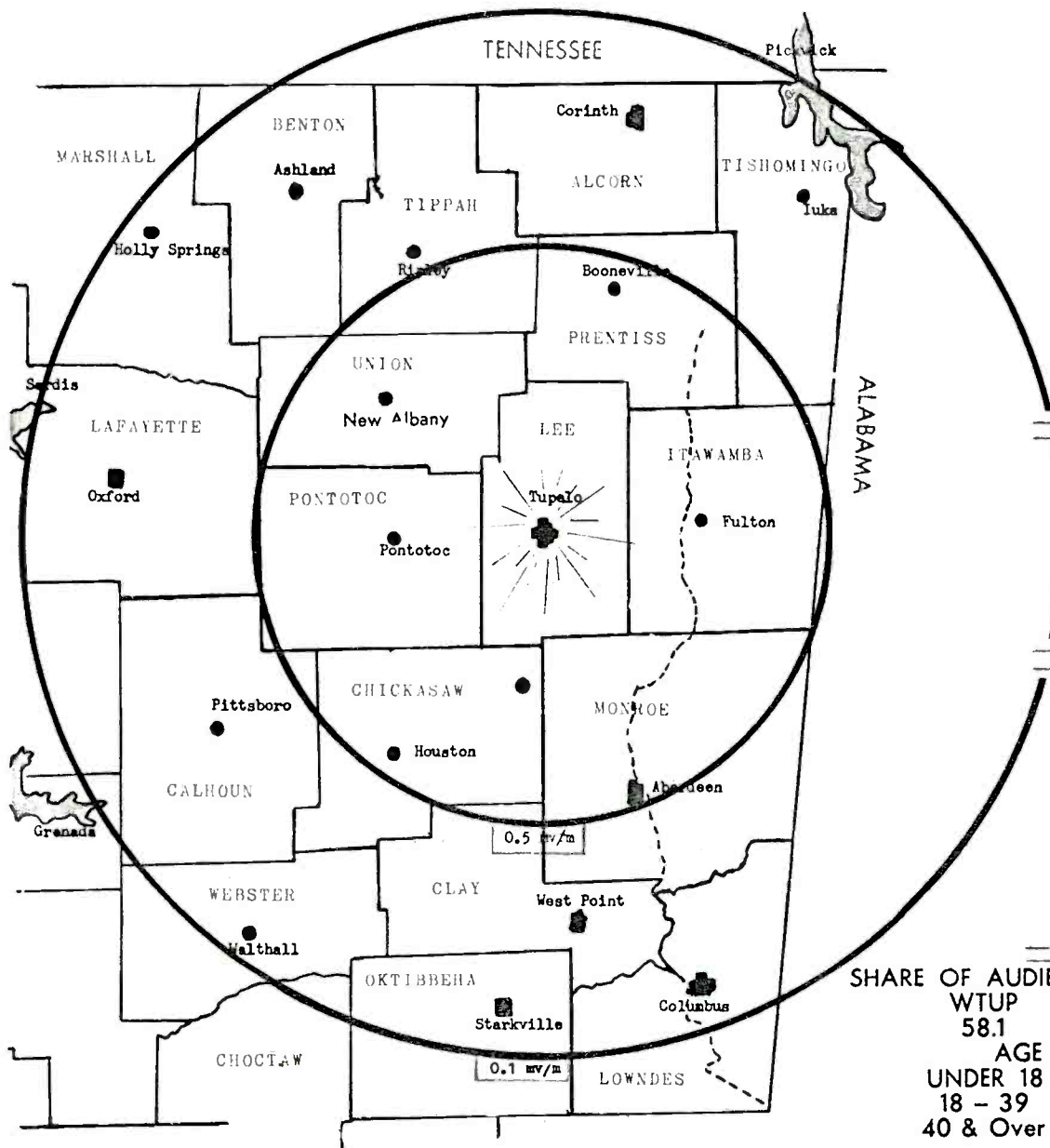
WTUP

P. O. BOX 258
TUPELO, MISSISSIPPI
24 Hours A Day

SOUNDS
LIKE A
MILLION

ABC
AFFILIATE

National Representative
Spot Time Sales
Regional Representative
Bernard I. Ochs, Atlanta



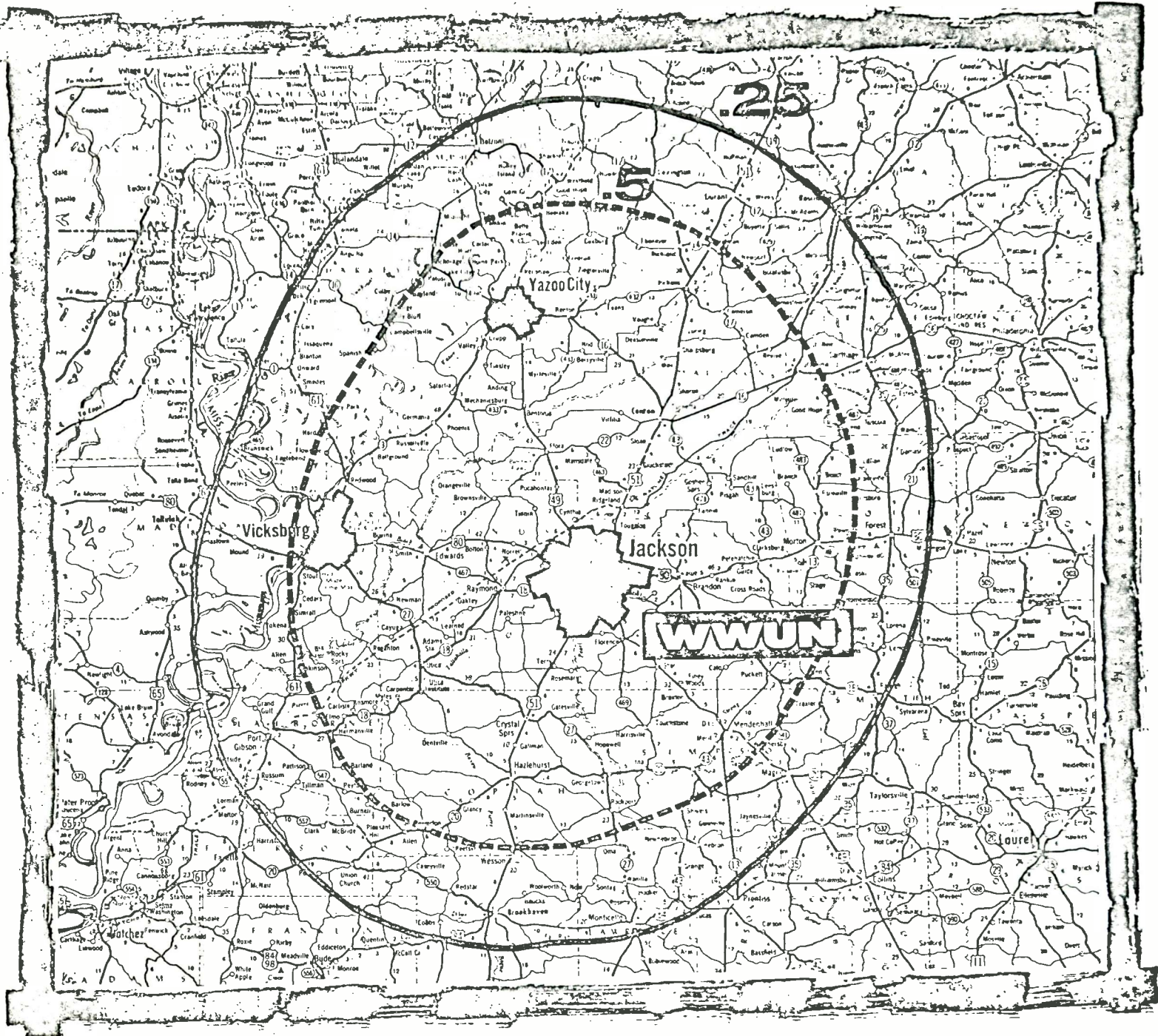
SHARE OF AUDIENCE		HOOPER, JUNE, 1965	
WTUP	STA. B	WTUP	OTHER
58.1	25.0	58.1	16.9
AGE OF AUDIENCE			
UNDER 18	85.9	8.6	5.5
18 - 39	73.0	12.0	15.0
40 & Over	44.5	43.2	12.3

MARKET DATA

POPULATION	398,067
RETAIL SALES	241,289,000
FOOD	49,981,000
DRUGS AND SUNDRIES	10,215,000
AUTOMOTIVE	45,169,000



5000 watts non-directional at 1590 KC



JACKSON TRADE AREA

- POPULATION 543,335
- RETAIL SALES \$545,864,000
- Standard Rate & Data Service — Feb. 1965

REPRESENTED BY
JACK MASLA CO.
 New York Chicago Los Angeles Detroit San
 Francisco Atlanta Dallas Kansas City

WWUN BLANKETS THIS RICH, 24-COUNTY TRADE AREA WITH TOP TUNES,
 5-MINUTE NEWS EVERY HOUR ON THE HOUR, AND EXCITING PROMOTIONS

WWUN

DELTA STATION, BOX E ● JACKSON, MISSISSIPPI 39213 ● TELEPHONE 362-8854