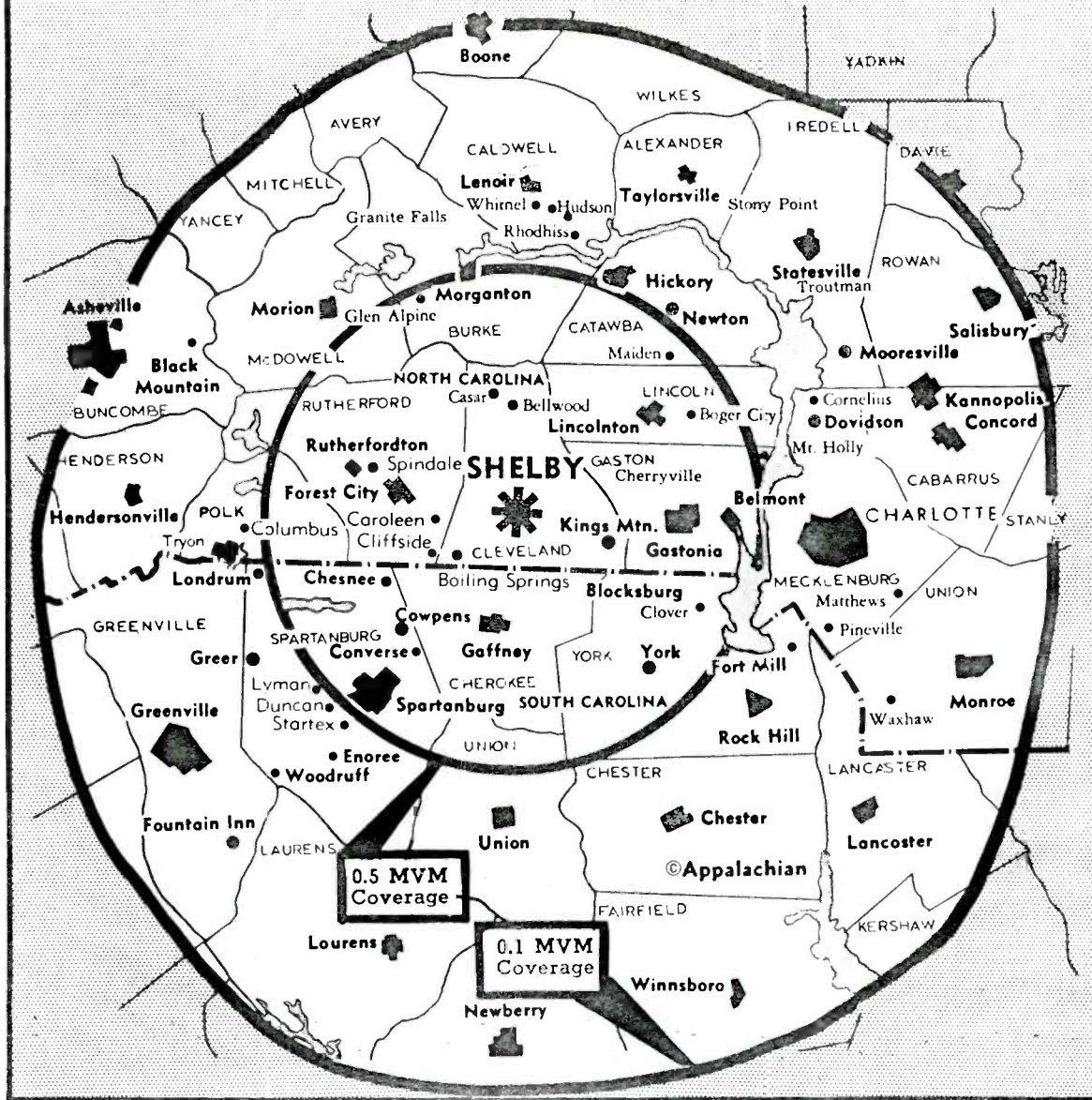


WOHS



NEWS:

FM Remote Mobile Unit, Beeper Phone, Local News, State News, Mutual News and AP Worldwide News

SPORTS:

Play-by-play Football, Baseball and Basketball PLUS Complete National and Local Sports Coverage

FARM:

Local and Regional Farm News Coverage

WEATHER:

Complete Local, state and regional weather.

MUSIC:

Variety

WOHS

The Big "O"
Shelby, North Carolina

1000 WATTS AT 730 KC

Affiliated:
MUTUAL Broadcasting System
KEYSTONE Broadcasting System

BONUS COVERAGE!

WOHS-FM / 96.1 MC

P. O. Box 1401 Phone 487-6313
SHELBY, NORTH CAROLINA

MARKET DATA:

	0.5 MVM Coverage	0.1 MVM Coverage
Total Population	507,100	1,883,100
Households	137,050	518,040
Radio Homes	136,320	516,830
Automobiles	142,980	588,170
Consumer Income	\$723,204,000	2,963,925,000

RETAIL SALES:

Food Stores	\$114,550,000	458,803,000
Drug Stores	\$ 19,118,000	70,437,000
General Merchandise	\$ 49,761,000	239,155,000
Apparel Stores	\$ 23,664,000	108,135,000
Home Furnishings	\$ 19,349,000	88,893,000
Auto Sales	\$ 83,400,000	350,334,000
Service Stations	\$ 41,249,000	168,495,000
TOTAL RETAIL SALES	\$416,694,000	1,837,432,000

FARM DATA:

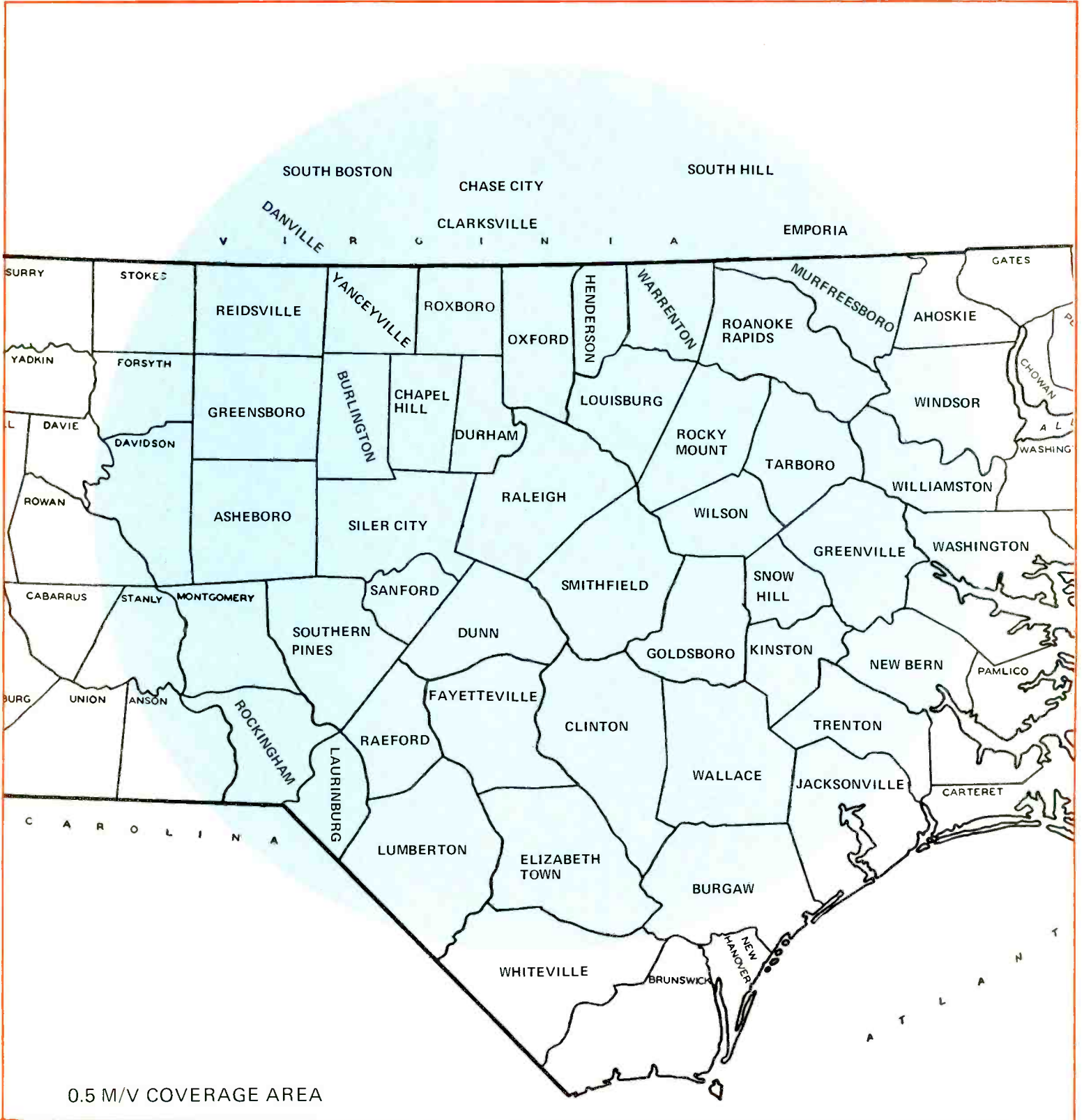
Farm Population	44,500	142,800
Gross Farm Income	\$ 64,603,000	197,714,000

SOURCE: SRDS Consumer Market Data 1963.

Designed by Appalachian Advertising Agency
Black Mountain, North Carolina



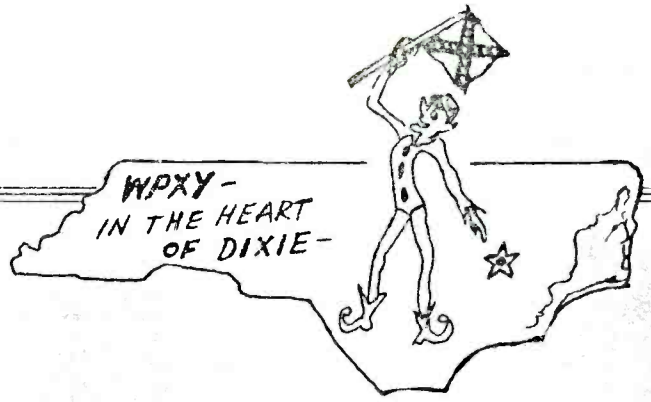
FM101



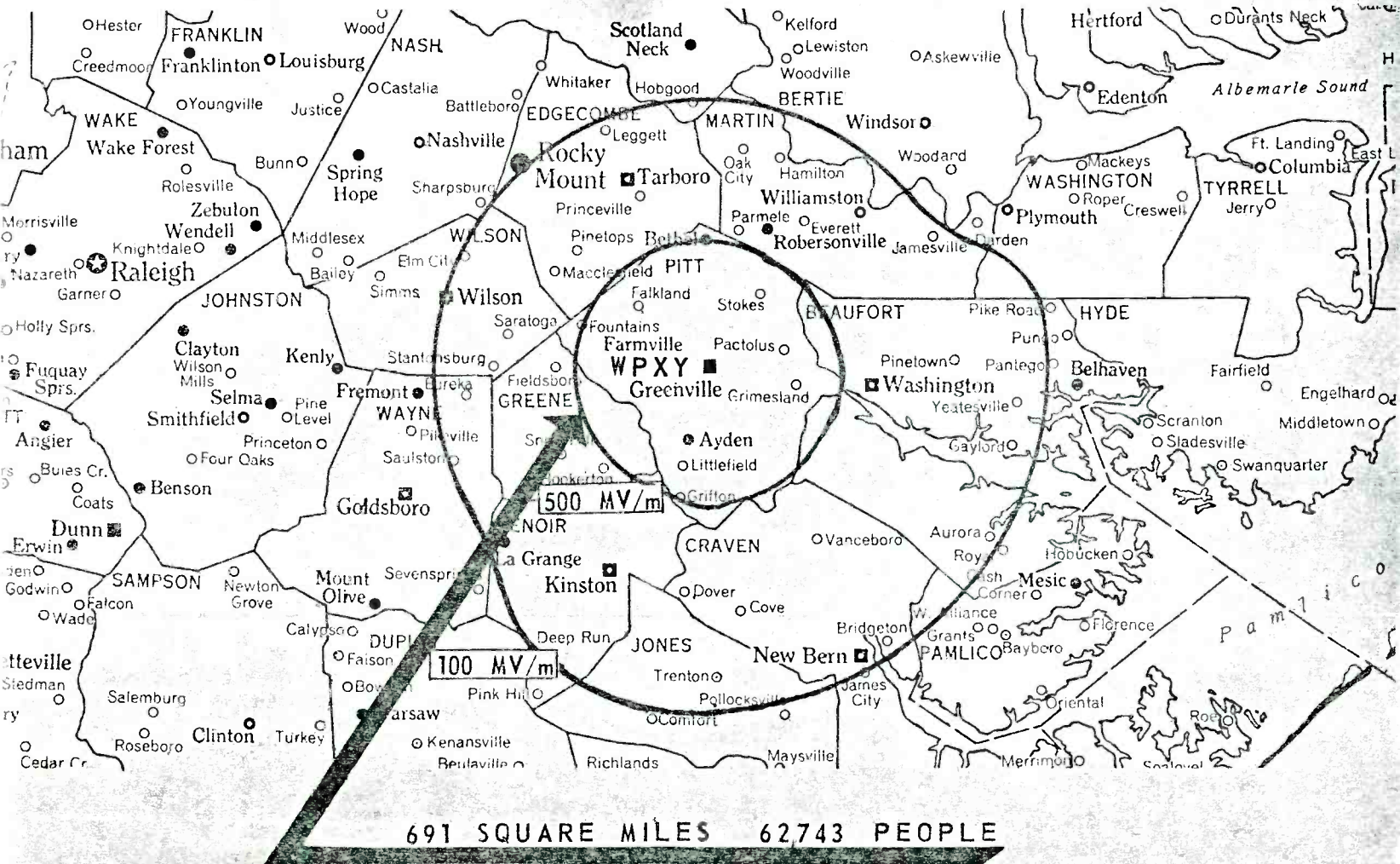
0.5 M/V COVERAGE AREA

WPXY

103 E. 5TH. STREET
GREENVILLE, NORTH CAROLINA



PRIMARY COVERAGE



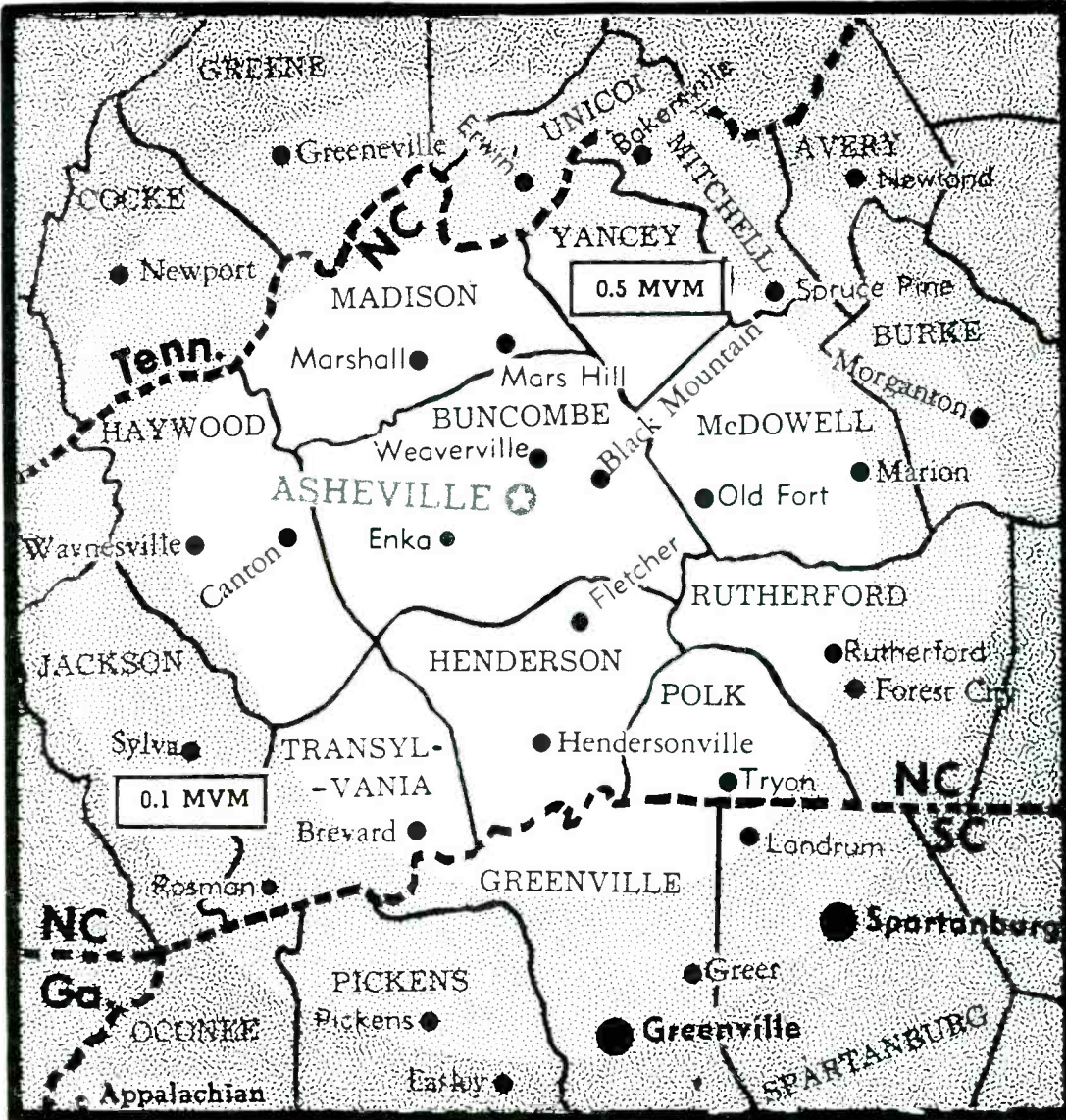
1550 KC - 1000 WATTS

STUDIOS - 103 E. FIFTH STREET - GREENVILLE, N. C.

wsky

*Creative. People Reaching. Product Selling. Radio... with
Innovation and Above All... ACCEPTANCE!*

- In-Depth Reporting of News • Special Events
- A Carolinas Leader in Play-by-Play Sports
- Quality-Controlled Music... In 'SKY-FI'



wsky

1000 WATTS
1230 KC

ASHEVILLE, N. C.
*PHONE 253-4451

the station with...
the QUALITY TOUCH!

represented nationally by:
GILL-PERNA, INC.

MARKET DATA:

	Within 0.5 MV/M Coverage	Within 0.1 MV/M Coverage
Total Population	242,940	679,840
Total Households	68,140	197,230
Total Radio Homes	67,800	195,870
Total Automobiles	79,250	209,450
Total Spendable Income	\$ 447,216,000	1,982,354,000

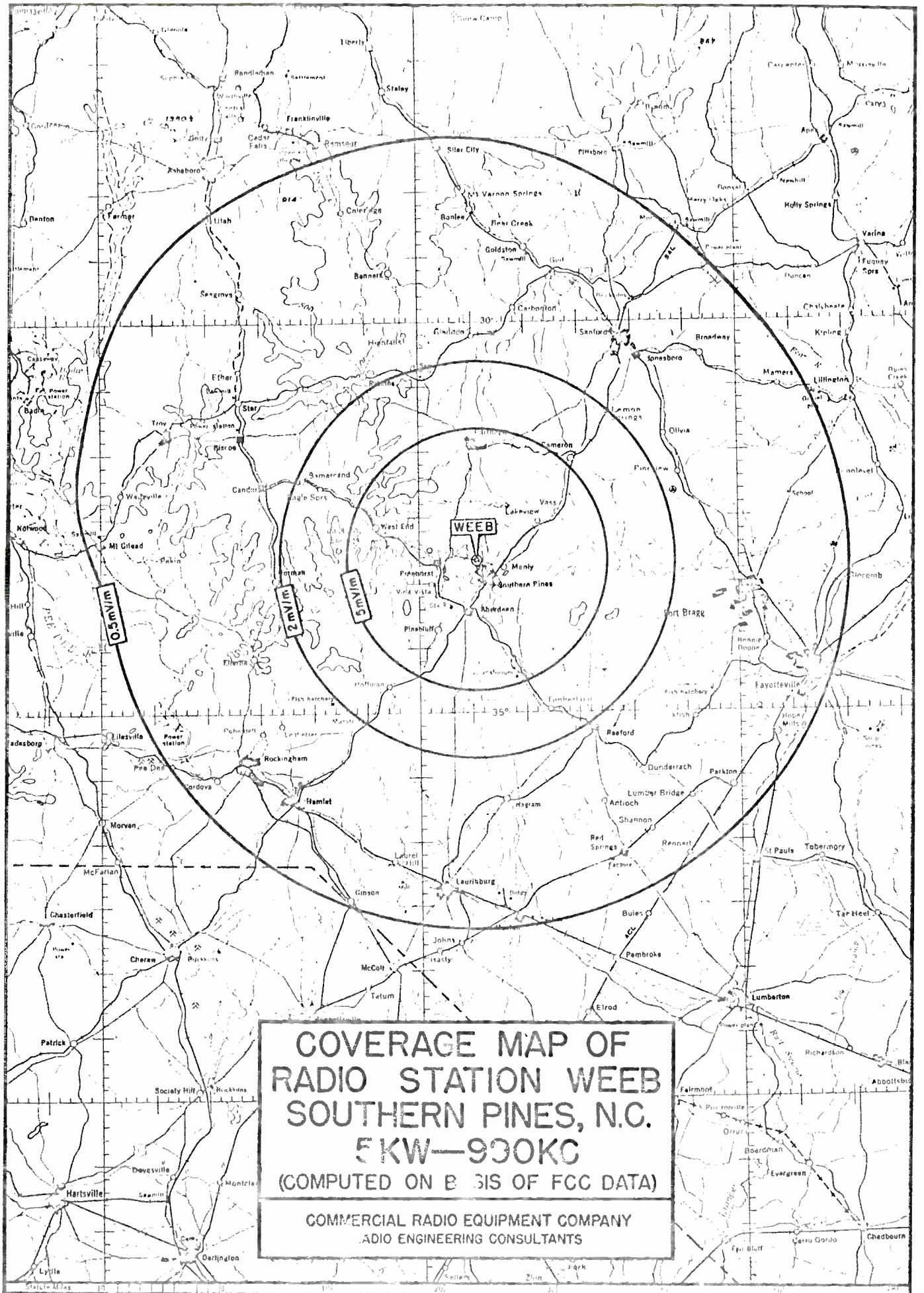
RETAIL SALES:

Food Stores	\$ 63,880,000	198,165,000
Drug Stores	\$ 12,325,000	28,171,000
General Merchandise	\$ 33,340,000	97,505,000
Apparel Stores	\$ 13,122,000	33,582,000
Home Furnishings	\$ 10,865,000	31,480,000
Electrical Appliances	\$ 4,155,000	12,457,000
Automotive Sales	\$ 57,280,000	168,448,000
Filling Stations	\$ 20,675,000	58,495,000
Building Materials	\$ 33,126,000	75,185,000
Total Retail Sales	\$ 384,655,000	873,444,000
Total Wholesale Sales	\$ 143,155,000	305,060,000
Total Service Trades	\$ 82,046,000	197,835,000

FARM DATA:

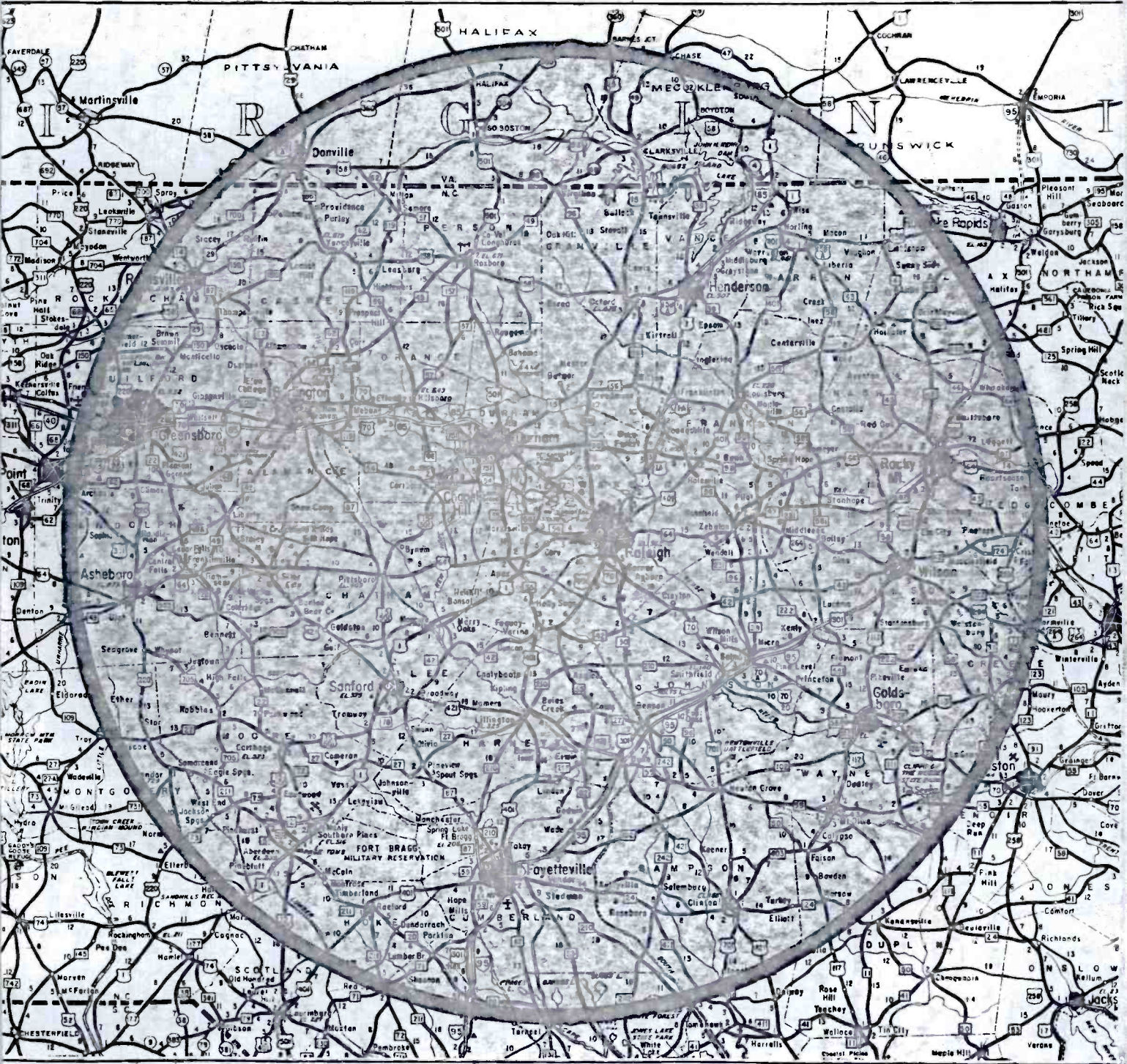
Total Farm Population	64,140	196,480
Total Farm Households	18,950	48,560
Total Farm Radio Homes	18,200	47,890
Farm Income per Farm Unit \$	9,012	7,112
Gross Farm Income	\$ 54,463,000	157,546,000

SOURCE: SRDS Consumer Market Data; Sales Management Survey of Buying Power; U. S. Departments of Commerce, Interior and Agriculture; REA Farm Research Bureau; American Automobile Association.



WKIX

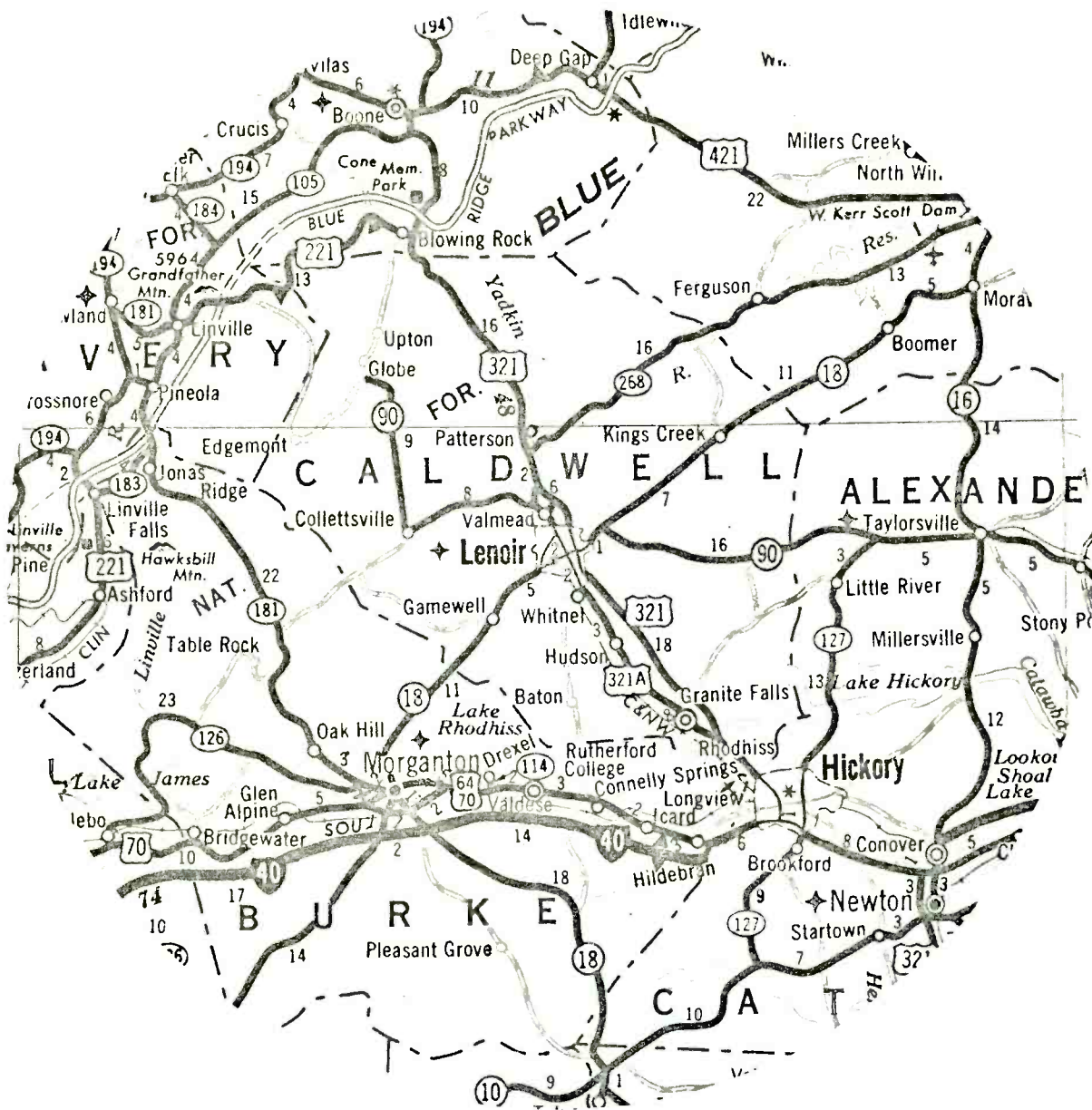
THE CONTEMPORARY SOUND OF THE RALEIGH-DURHAM MARKET



WKIX 0.5 MV/M Signal delivers

Population	2,775,100
Households	726,960
Consumer Spendable Income	\$5,311,150,000
1966 Retail Sales	\$3,486,716,000

Source: Standard Rate & Data Service 1967



WKGX

**WITH PRIMARY SERVICE
IN 7 COUNTIES OF NORTH
CAROLINA'S GOLDEN PIEDMONT**

HOUSEHOLDS - - - - 74,200
 POPULATION (1964) - 283,100
 RETAIL SALES - - \$287,476,000
 FOOD & DRUG SALES \$80,918,000
 AUTO REGISTRATIONS - 100,000

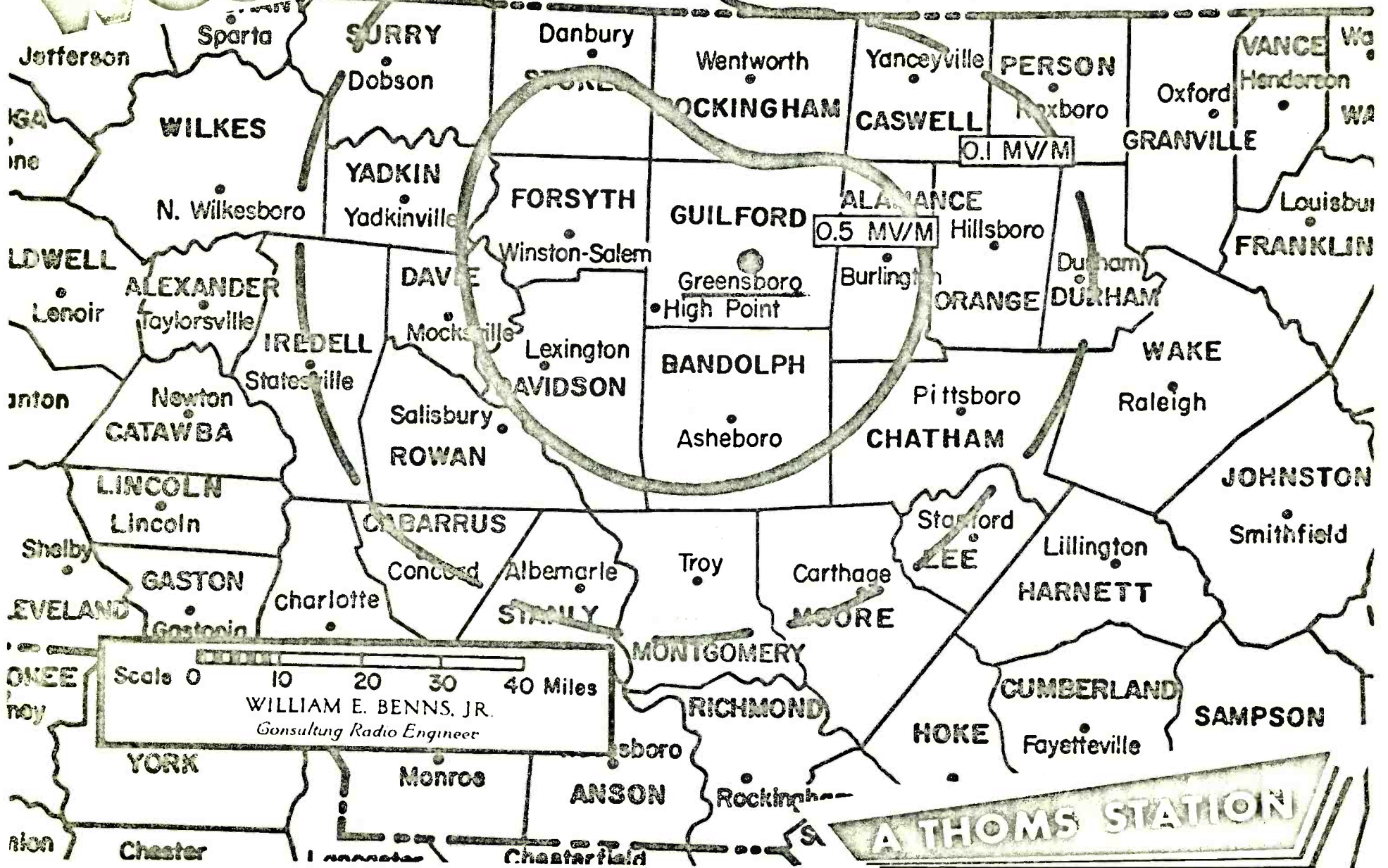
MANUFACTURING
 TOTAL EMPLOYEES - - 53,719
 VALUE OF MANUFACTURED
 PRODUCTS - - \$363,908,000

AGRICULTURE
 NO. OF FARMS - - - 10,606
 VALUE OF FARM
 PRODUCTS SOLD \$28,826,000

The new

WCOG

1320 KC. WCOG 5,000 WATTS
Measured 0.5 MV/M Field Intensity Contour
GREENSBORO, N.C.

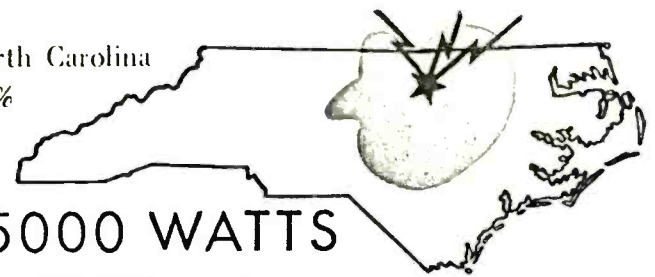


WDNC

DURHAM-RALEIGH

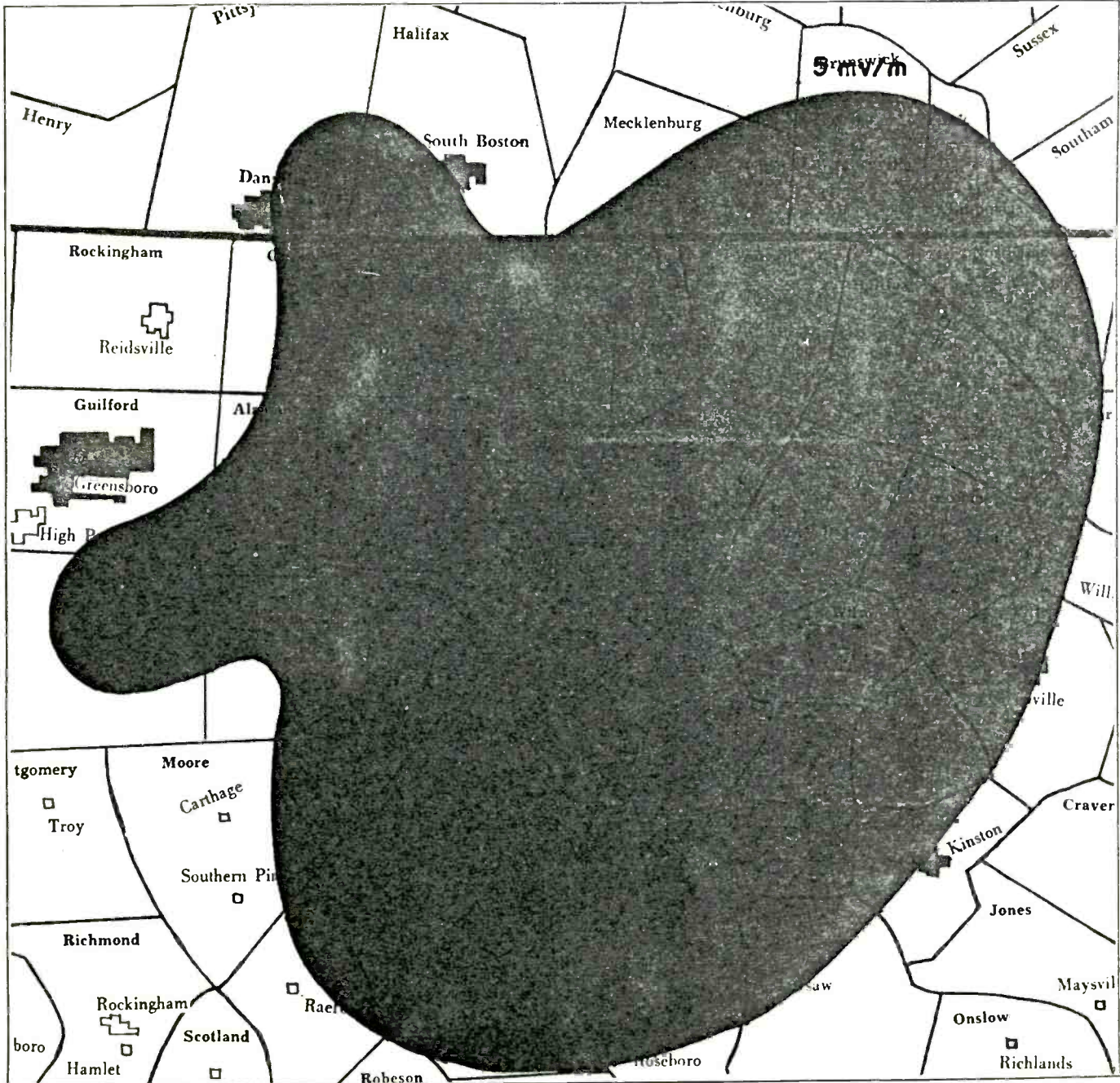
Piedmont and Eastern
NORTH CAROLINA

Covering 21 North Carolina
Counties 100%



5000 WATTS
620 Kilocycles

Coverage Map and Station Profile



SHADED AREA SHOWS .5mv/m COVERAGE AREA AS MEASURED BY CONSULTANT ENGINEERS.

WDNC . . . COVERS 7 UNIVERSITIES AND 26 COLLEGES WITH AN ENROLLMENT OF OVER 74,000.
22% OF THE NATION'S TOTAL OUTPUT OF CIGARETTES IS MADE IN WDNC'S HOME CITY.
MORE THAN \$22,000,000 IS PAID TO FARMERS YEARLY FOR TOBACCO SOLD IN WDNC'S HOME CITY.

OFFICES AND STUDIOS at 138 East Chapel Hill Street - Durham, N.C.

Mg mcgavren-guild
pgw radio, inc.

The Golden Circle

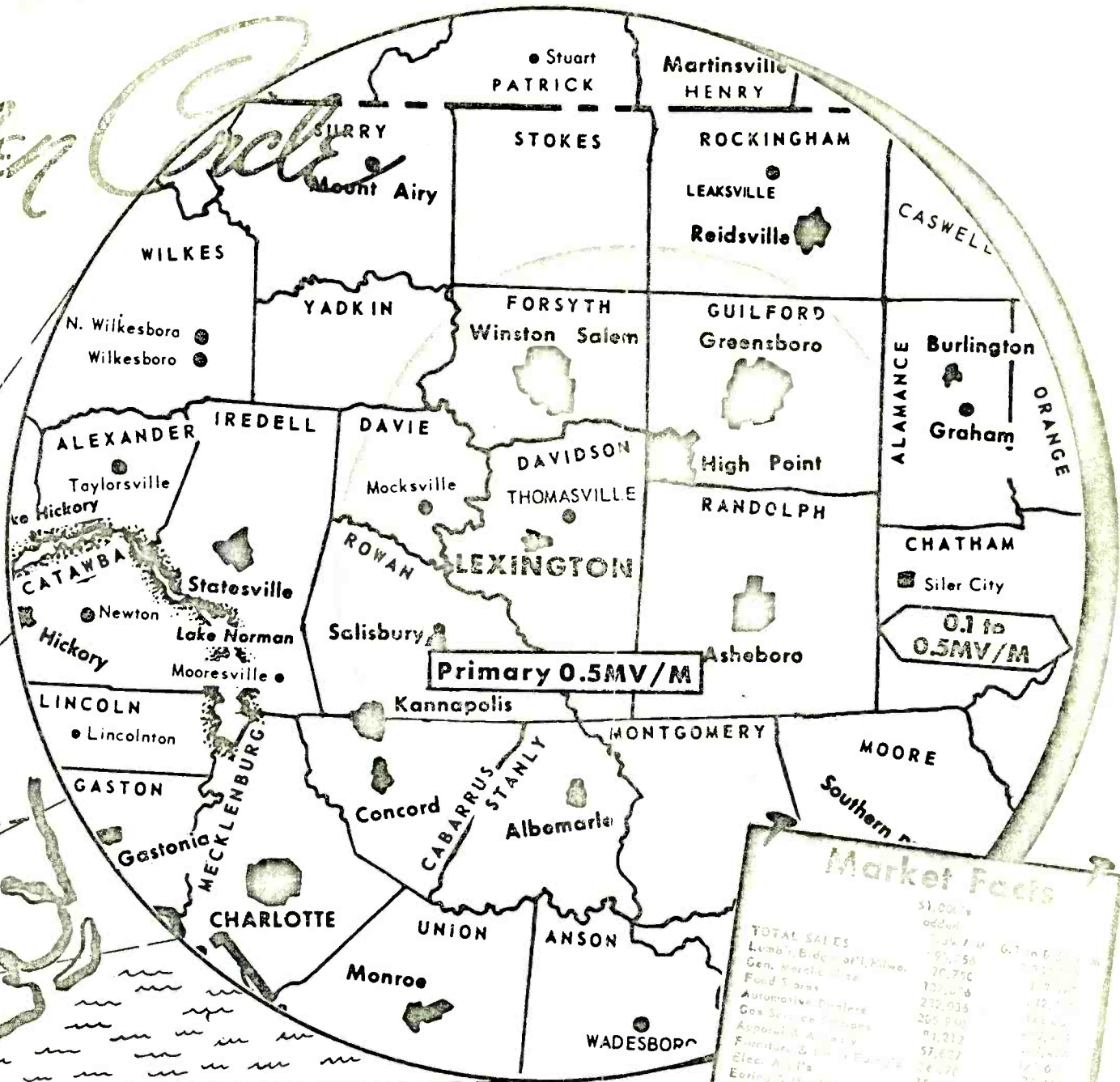
In North Carolina,
the BEST ADVERTISING

BUY is

WABU

Lexington, N.C./
Associated with
WLXN-FM 94.1 MC
4320 Watts

The Center of The
GOLDEN CRESCENT



Primary 0.5MV/M

0.1 to 0.5MV/M

Market Facts

TOTAL SALES	\$1,000's	addn	
Lumber, Edgework, Millwork	195,750	1,200,000	1,395,750
Gen. Merchandise	70,750	1,200,000	1,270,750
Food Stores	127,000	1,200,000	1,327,000
Automotive Dealers	232,000	1,200,000	1,432,000
Gas Service Stations	205,900	1,200,000	1,405,900
Apparel & Access.	91,212	1,200,000	1,291,212
Furniture & Home Furnishings	57,627	1,200,000	1,257,627
Elec. Appls.	54,099	1,200,000	1,254,099
Drugs & Pharm.	15,652	1,200,000	1,215,652
Other Retail Stores	27,400	1,200,000	1,227,400
News & Book Stores	1,200	1,200,000	1,201,200
Restaurants	22,500	1,200,000	1,222,500
Population	4,000,000		
Area	53,800		

The Best Buy in North Carolina
The South's Number 1 State, with
More Than 25% of its Population
and More Than 1/3 of its Retail
Sales in its Primary Market
with Sales of \$995,056,000

WABU

5000 Watts Non-Directional

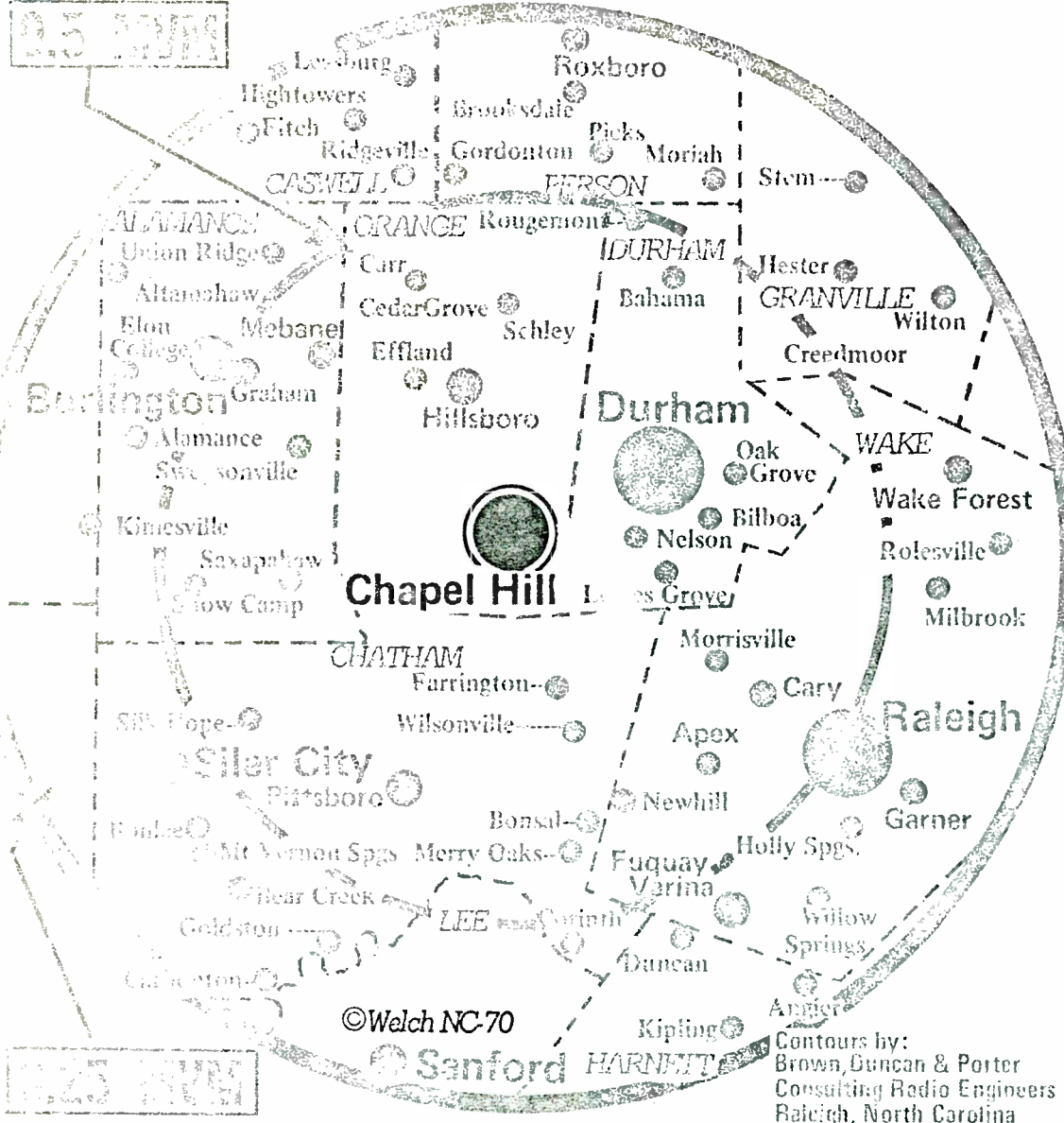
Non-Directional MAP

Chapel Hill, North Carolina State's Richest Market!

**A PROFILE
ON
Progressive
CHAPEL HILL**

0.5 MVM

0.25 MVM



Home of the University of North Carolina....Chapel Hill is the Richest Market in the Tarheel State!

- FIRST in North Carolina in Per-Household-Income!
- FIRST in North Carolina in Percentage of "White Collar" Jobs!
- FIRST in North Carolina in Consumer Spendable Income!
- FIRST in North Carolina in Median Family Income!

Chapel Hill is the Fastest Growing Market in North Carolina!

- SINCE 1960 - 182% increase in Retail Sales! (SRDS)
- SINCE 1960 - 168% increase in Food Sales! (SRDS)
- SINCE 1960 - 152% increase in Auto Sales! (SRDS)
- SINCE 1960 - 82.1% increase in Homefurnishings Sales!
- SINCE 1960 - City Property Value up 173%!
- 1968 to 1969 Shows Increase of 23% in Total Retail Sales!

WCHL-1360 - Award-winning radio in Chapel Hill provides SUPERIOR Local Impact!

WCHL RADIO is the winner of National CLIO Trophy for its constant production of Superior creative commercials!

WCHL RADIO is the Only news media with complete coverage of sports events in Chapel Hill and University of North Carolina!

WCHL RADIO is naturally the Number One every-day Salesman for its Advertisers to high-income households in Chapel Hill-Carrboro and in Durham!

Prepared by
ALLIED CREATIVE SERVICES

WCHL



Affiliate of the Mutual Radio Network

CHAPEL HILL,
NORTH CAROLINA

1360 KC Fulltime

1000 WATTS

VILLAGE BROADCASTING COMPANY
(Established November 1952)
Eaton McClamroch Jr., President
James A. Garner, V. P. & General Manager
Roger D. Jennings, Sales Manager
1721 East Franklin Street
Phone 968-4484

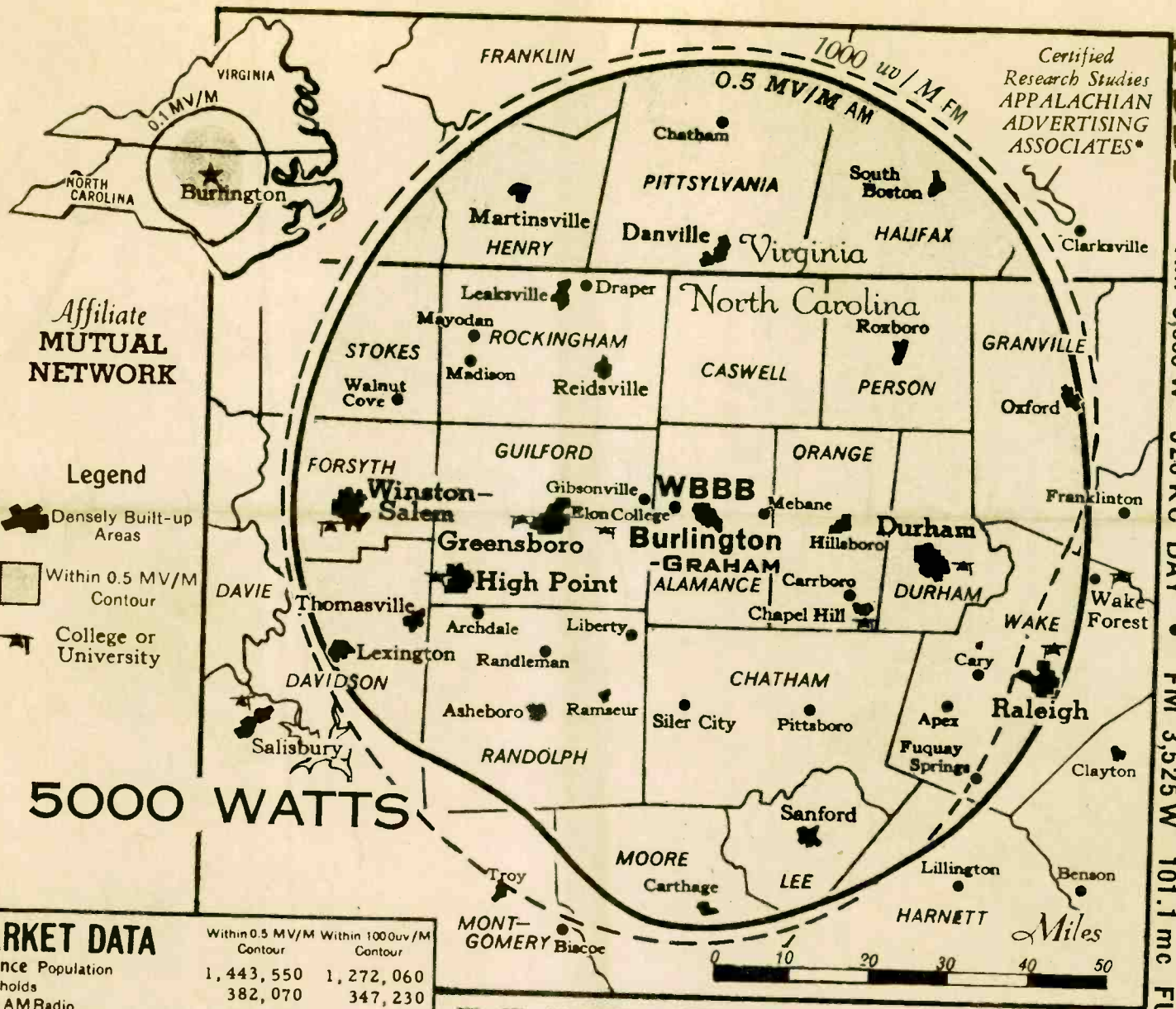
Chapel Hill, N. C. 27514

Market Data:	0.5 MVM	0.25 MVM
	Coverage	Coverage
Population	209,930	603,860
Households	60,190	175,080
AM Radio Homes	59,030	173,210
Spendable Income	\$577,976,000	1,675,788,000
Retail Sales*	\$342,187,000	918,399,000
Food Stores	\$ 64,233,000	193,284,000
Drug Stores	\$ 9,958,000	31,888,000
Department Stores	\$ 47,392,000	128,493,000
Apparel Shops	\$ 19,845,000	62,930,000
Homefurnishings	\$ 17,549,000	59,384,000
Auto Dealers	\$ 63,733,000	191,983,000
Service Stations	\$ 25,026,000	83,135,000
Auto Ownership	88,390	273,150
Farm Population	15,330	63,850
Gross Farm Income	\$ 43,979,000	152,943,000

SOURCE: SRDS Consumer Data 1970. ©

WB BB B
 AM 5,000 W 920 KC DAY • FM 3,525 W 101.1 mc FULL TIME
Burlington, N. C.

Certified
 Research Studies
 APPALACHIAN
 ADVERTISING
 ASSOCIATES*



Affiliate
**MUTUAL
 NETWORK**

Legend

- Densely Built-up Areas
- Within 0.5 MV/M Contour
- College or University

5000 WATTS

MARKET DATA

	Within 0.5 MV/M Contour	Within 1000uv/M Contour
Audience Population	1,443,550	1,272,060
Households	382,070	347,230
With AM Radio	376,980	FM
Automotive Vehicles Registered	488,900	439,850
Expendable Income, \$000	2,259,910	1,793,200
Market* TOTAL RETAIL SALES	1,318,045	922,540
Food Store Sales	338,706	264,080
Restaurants, Drinking Places	55,230	47,250
Drug Stores	52,572	40,170
General Merchandise Stores	190,674	142,900
Apparel Stores	95,164	53,780
Home Furnishings Stores	71,930	60,970
Automotive Sales Outlets	259,603	193,780
Gasoline Service Stations	122,670	93,060
Hardware & Building Supplies	123,890	89,450
TOTAL SERVICE RECEIPTS	155,295	137,235
Personal Service Shops	75,869	49,350
Garage Services	22,986	14,320
TOTAL WHOLESALE SALES	1,876,504	1,208,790
Farm Total		
Number Operated	83,230	75,750
Population Living on Farms	290,030	269,910
Occupied Dwellings With AM	81,300	FM
Sales of Farm Products \$000	237,780	209,670

*Sales by Store Classes in Thousands of Dollars, \$000
 SOURCE: Latest Census Tabulations from Population and Housing, Agriculture, Retail Trade, Wholesale Trade, Service Trades with sampled data from SRDS Consumer Markets and SM Survey of Buying Power; Compiled by Appalachian Advertising Associates.

WB BB B AM-FM

**Blanketing The Richest Market
 in the Great Piedmont Section!**

*A Region of High Educational and Living Standards
 40,000 Students in 25 Senior Colleges and Universities*

Shopping Center for a Prosperous Area of Fertile Farms

ALAMANCE BROADCASTING COMPANY, Inc.

E. Z. ("Easy") Jones, General Manager

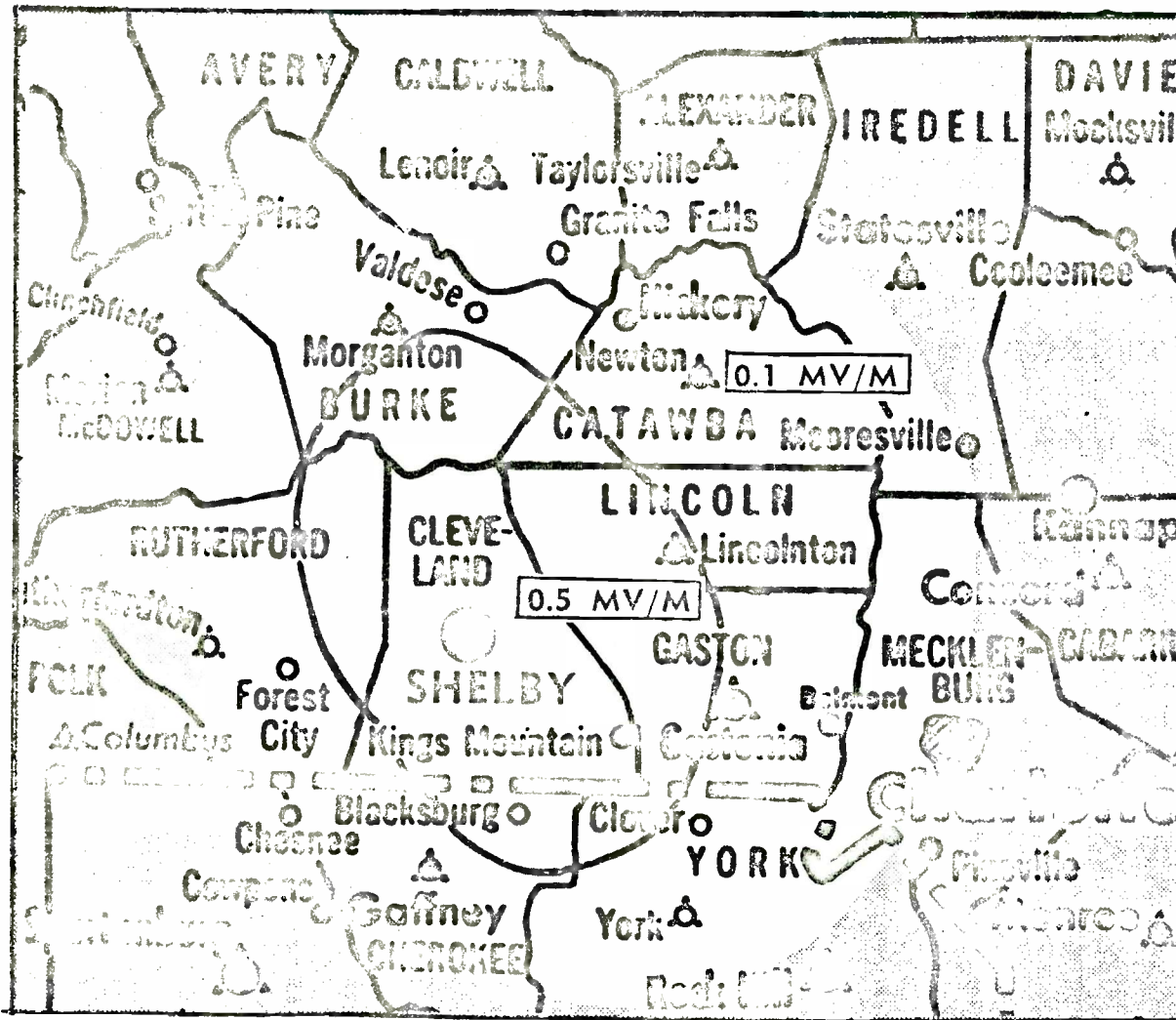
318 South Main Street Burlington Telephone: 226-6376

BURLINGTON *North Carolina*

Hub City of the Magic Circle

**C. Robert Ray
 Sales Director**

National Representatives: THOMAS F. CLARK, INC.
 230 Park Avenue, New York 17 - Chicago Detroit Atlanta



WADA

The Modern Sound Around*

SHELBY, NORTH CAROLINA

programming: top music... AP news...
authentic weather...

1390 kilocycles with 500 watts

*ask to see our latest Conlan Survey

Cleveland County Broadcasting Company

Boyce J. Hanna,

President & General Manager

Harold J. Noles, Commercial Manager

Box 227

Phone HUXley 2-1390

SHELBY, NORTH CAROLINA

MARKET DATA:	Within 0.5 MV/M Coverage	Within 0.1 MV/M Coverage
Total Population	233,000	523,600
Total Households	58,990	133,570
Total Radio Homes	57,050	131,300
Total Passenger Cars	56,750	134,170
Spendable Income	\$285,430,000	629,936,000
RETAIL SALES:		
Food Sales	\$ 46,752,000	112,390,000
Drug Sales	\$ 4,797,000	11,848,000
General Merchandise Sales	\$ 16,588,000	40,796,000
Apparel Store Sales	\$ 7,879,000	22,104,000
Home Furnishing Sales	\$ 9,205,000	26,074,000
Automotive Sales	\$ 35,468,000	87,120,000
Filling Stations	\$ 14,156,000	38,448,000
TOTAL RETAIL SALES	\$166,450,000	403,974,000
TOTAL WHOLESALE SALES..	\$ 75,380,000	270,375,000
FARM DATA:		
Total Farm Population	40,100	94,300
Total Farm Households	12,080	26,350
Total Farm Radio Homes	11,790	25,300
Gross Farm Income	\$ 14,891,000	29,267,000

SOURCE: SRDS Consumer Markets; Sales Management Survey of Buying Power; Farm Journal Farmer Survey; U. S. Department of Commerce; RETMA.

Prepared by W. B. Mackay, Research Company. ©

500 Watts

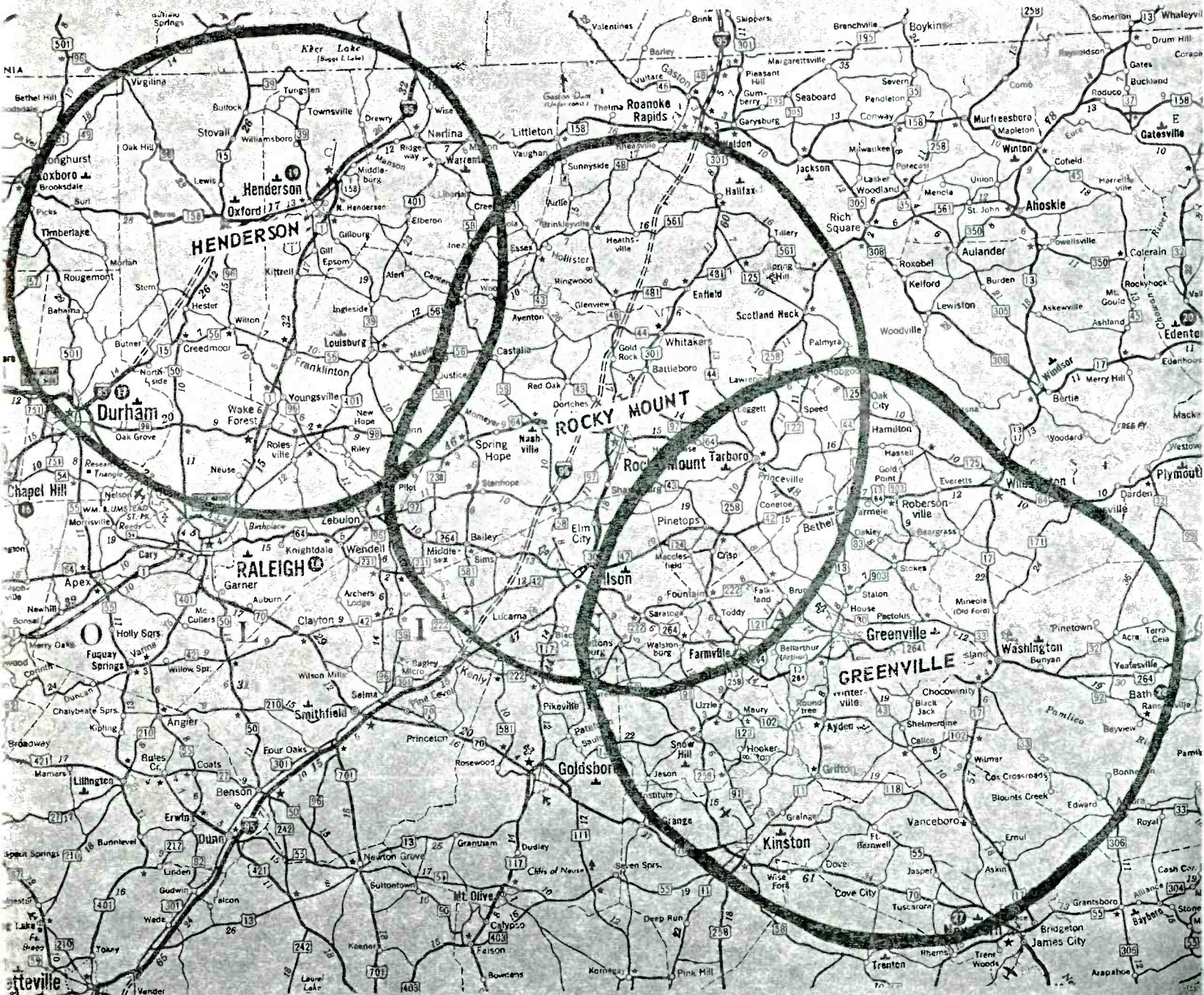
1390 KC

SHELBY, NORTH CAROLINA

WPXY
GREENVILLE

WRMT
ROCKY MOUNT

WIZS
HENDERSON



COVER THE HEART OF TOBACCOLAND WITH

WPXY
1550 KC
1000 WATTS



WRMT
1490 KC
1000 WATTS



WIZS
1450 KC
1000 WATTS

SCHEDULE
 Saturday

(Country Music)
 (Popular Music)
 Right

(Popular Music)

(Country Music)

(Popular Music)

Rock & Roll)

(Popular Music)

unes

The Stars

The Stars

udio C.

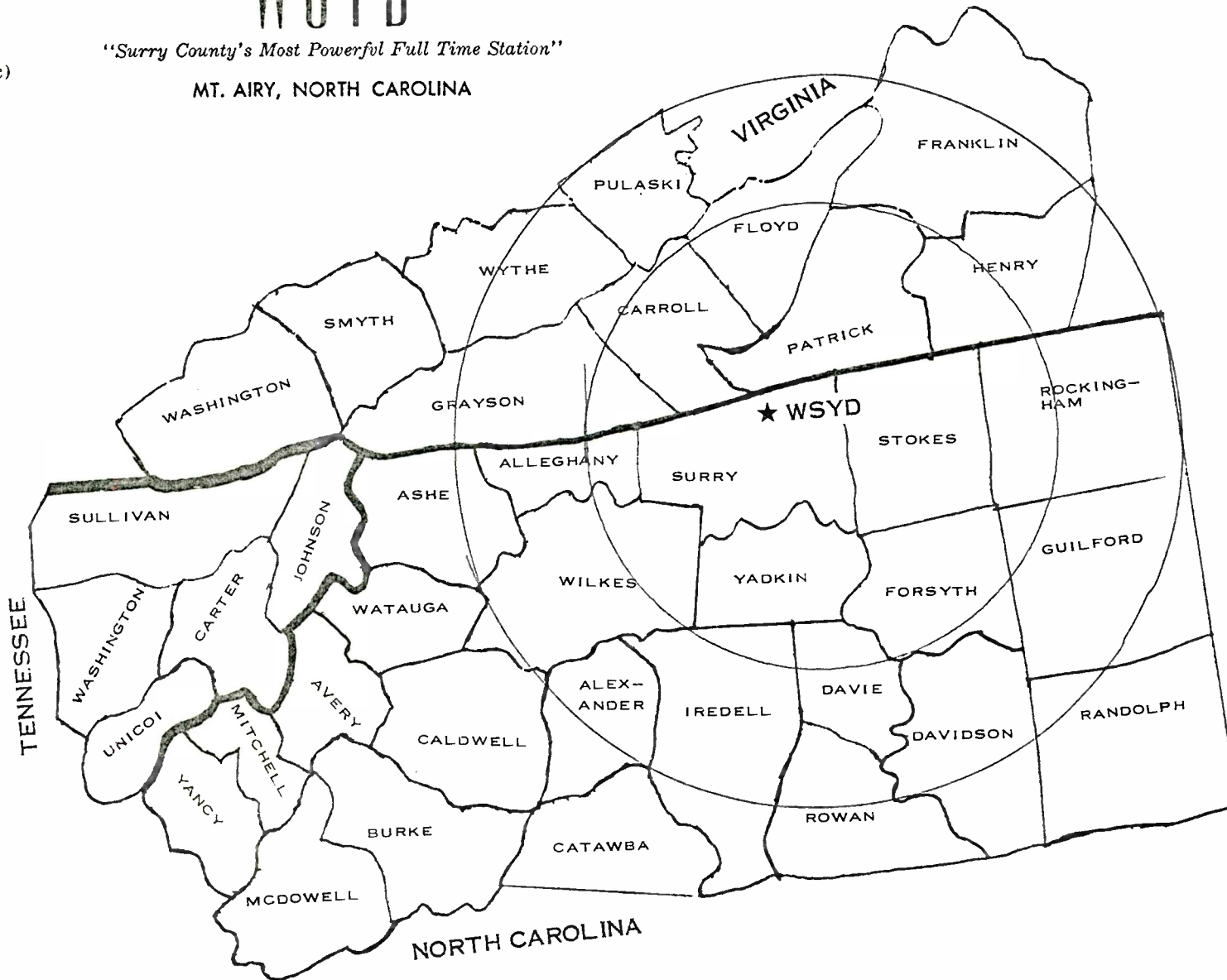
Spin It

5,000 WATTS

WSYD

"Surry County's Most Powerful Full Time Station"

MT. AIRY, NORTH CAROLINA



WSYD Serving the multi-million market of the vast Piedmont Tobacco Capitol of The World exceeding \$100,000,000 in retail sales . . . Number one radio, from the heart of

PROGRAM SCHEDULE
 Sunday

- 6:58 Sign On
- 7:00 Gospel Songs
- 7:45 The Bible Hour
- 8:00 News
- 8:05 Albums
- 8:15 Showers of Blessing
- 8:30 News
- 8:35 Albums
- 9:00 Wings of Healing
- 9:30 News
- 9:35 Back To God
- 10:00 Radio Bible Class
- 10:30 Voice of Prophecy
- 11:00 Remote Church Service
- 12:00 Jack Gaddy Chevrolet
- 12:15 Guest Star
- 12:30 News
- 12:35 Albums
- 1:00 The Baptist Hour
- 1:30 The Lutheran Hour
- 2:00 Albums
- 2:30 News
- 2:35 Albums
- 3:30 News
- 3:35 Albums
- 4:30 News
- 4:35 Albums
- 5:00 Stars for Defense
- 5:15 Shut-In Program
- 5:30 News
- 5:35 Albums
- 6:30 News
- 6:35 Herald of Truth
- 7:00 Wings of Healing
- 7:30 News
- 7:35 Reporters Roundup
- 8:00 News
- 8:05 Americas Top Tunes
- 8:30 News
- 8:35 Music Beyond The Stars
- 9:00 News
- 9:05 Music Beyond The Stars
- 9:30 News
- 9:35 U.N. Round the World
- 10:00 Marian Theatre
- 10:30 John F. Flynn
- 10:45 Music Beyond The Stars
- 11:00 You Name It, I'll Spin It
- 11:30 News

WYAL

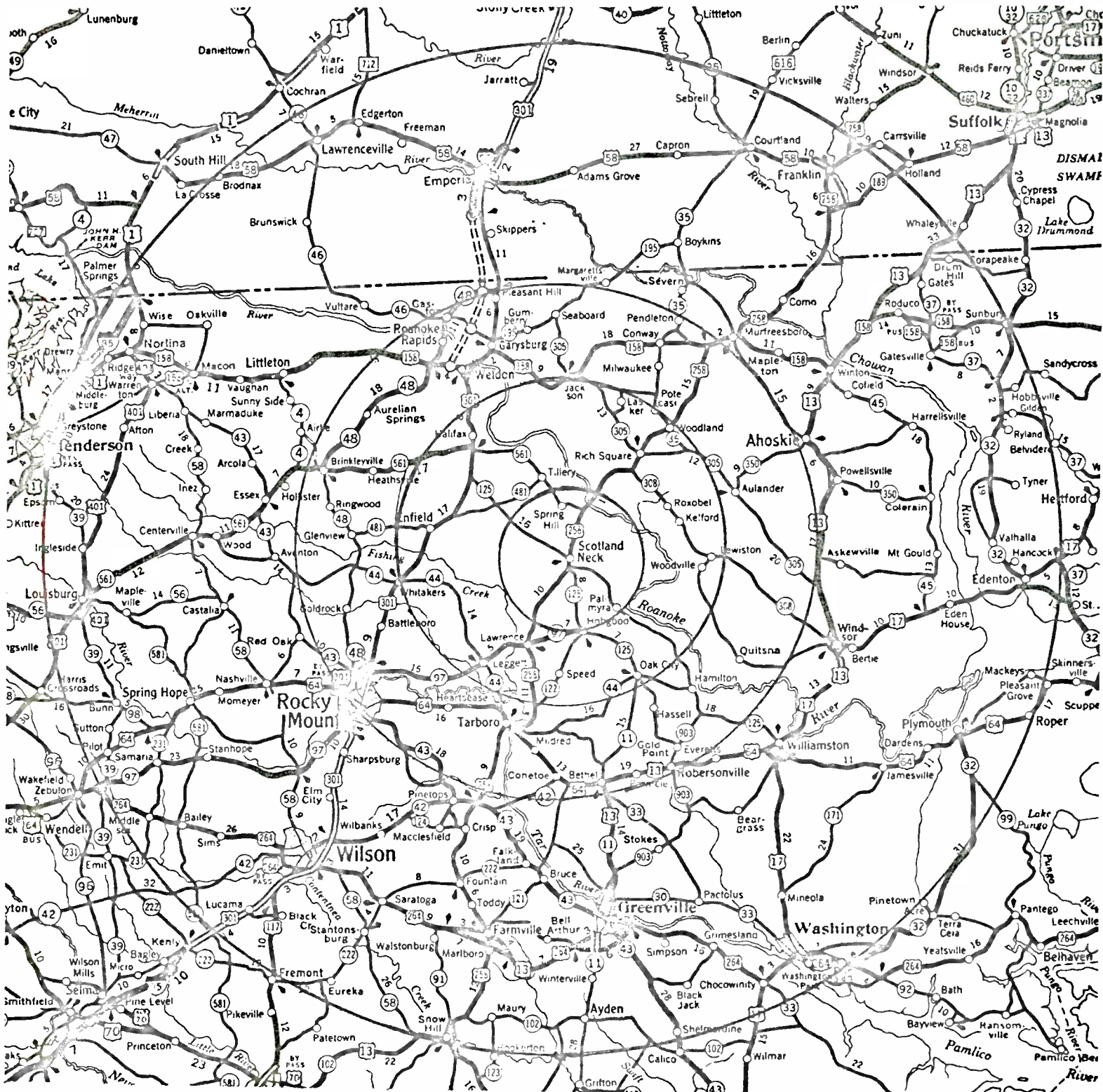
WYAL RADIO

5000 WATTS

1280 KILOCYCLES

SCOTLAND NECK, N. CAROLINA
VALLEY 6-9321

Daytime Field Intensity Contours



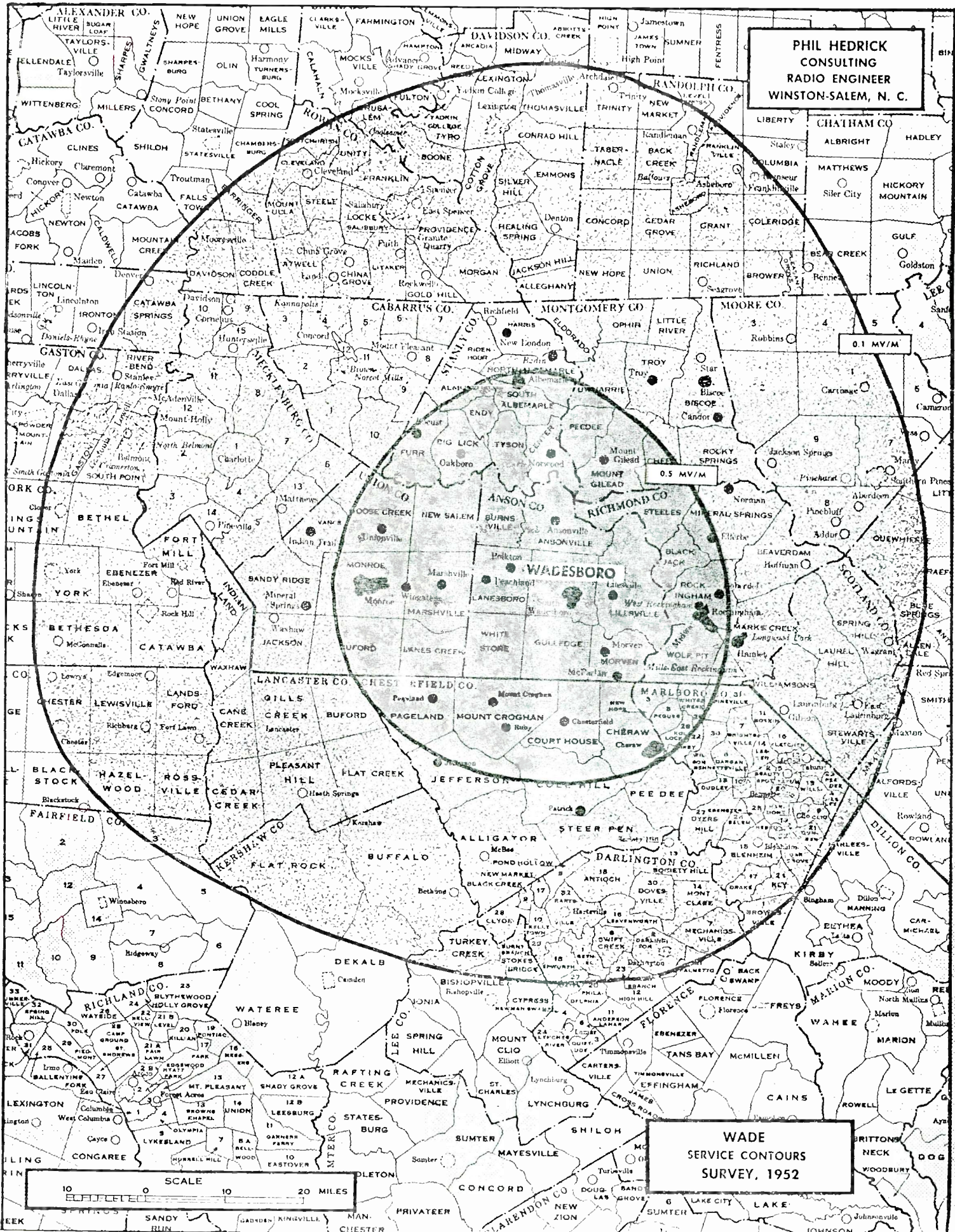
COVERAGE WPTF

Durham Life Broadcasting Service
50,000 Watts NBC
Raleigh-Durham, N. C.
Represented by
Henry I. Christal Co., Inc.

Radio 680



PHIL HEDRICK
CONSULTING
RADIO ENGINEER
WINSTON-SALEM, N. C.



WADE
SERVICE CONTOURS
SURVEY, 1952

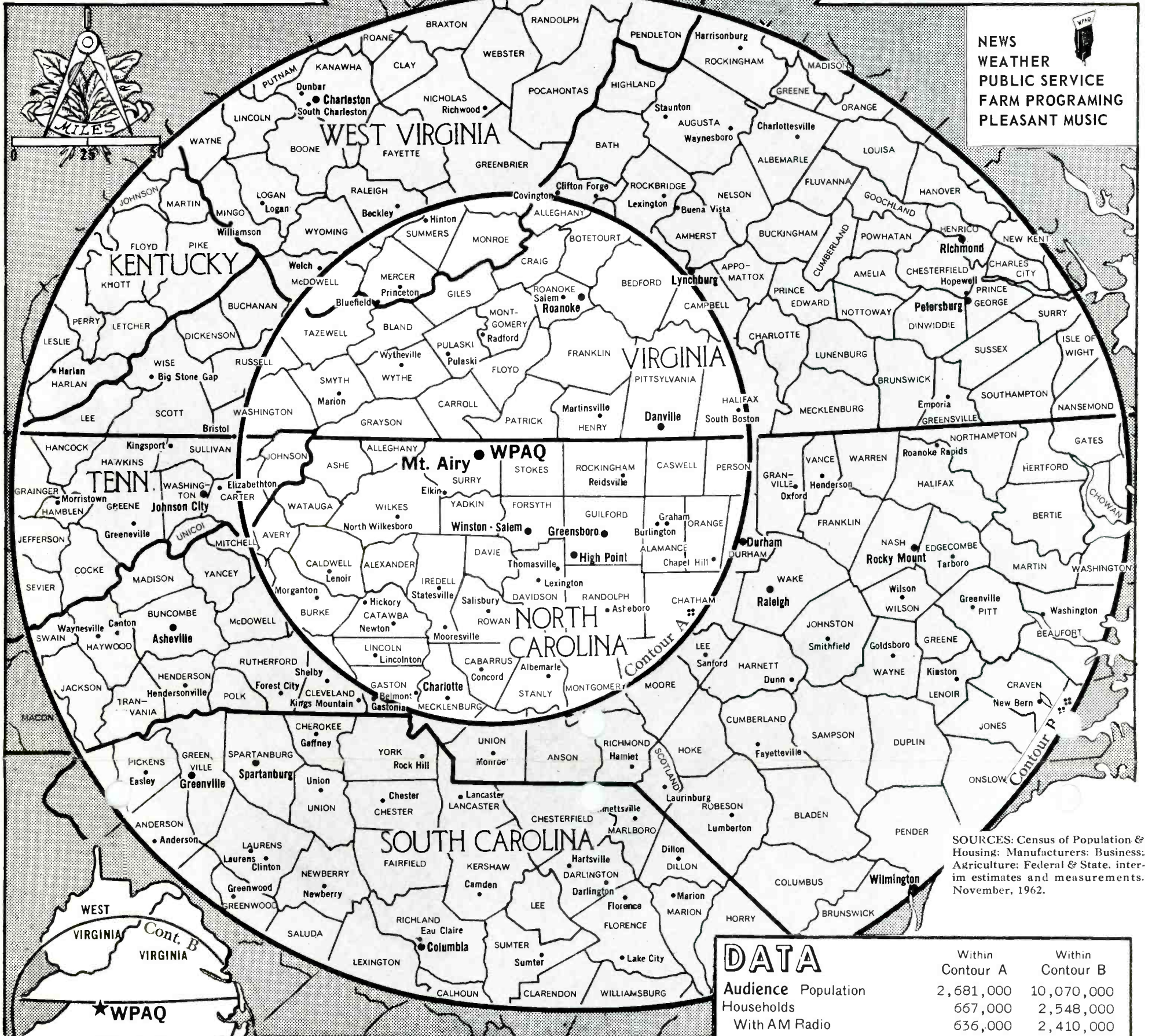


WPAQ

10,000 WATTS Clear Channel 740 KC

Regional Coverage from
MT. AIRY
North Carolina

Pledged to the Best in Radio



NEWS
WEATHER
PUBLIC SERVICE
FARM PROGRAMING
PLEASANT MUSIC

REGIONAL COVERAGE OF U. S. TOBACCOLAND

It has been estimated that more than half of all the tobacco produced in the United States is grown and cured in range of the WPAQ signal. Most of this half-billion dollar crop is manufactured into cigarettes and pipe tobacco in the same area.

MAIL PULL EXCEEDS NORMAL RANGE

More than 60% of the population of WPAQ-land is rural, nearly one-third lives on farms, insuring clear reception of its signal at 100 microvolts. Nearly every day, mail from points in North Carolina, Virginia, West Virginia and Tennessee confirms the vast coverage of the WPAQ Clear Channel signal.

LARGE TRADING AREA

Mt. Airy pulls trade from six counties along the Virginia-North Carolina border, and is the gateway to a prosperous resort area as well. And for the many regional families that trade alternatively in the closely-linked trade centers of its primary area, WPAQ offers group coverage at a single cost, with adequate signal for city listening.

- ❖ CONTOUR A — Principal coverage.
Listening tests indicate good signal throughout.
- ❖❖ CONTOUR B — Secondary and sporadic coverage.
Station has received reports from throughout and beyond.

RADIO STATION WPAQ

Blair Eubanks, Station Manager

Telephone: 786-6111

REGIONAL COVERAGE FROM MT. AIRY, N. C.

DATA

	Within Contour A	Within Contour B
Audience Population	2,681,000	10,070,000
Households	667,000	2,548,000
With AM Radio	636,000	2,410,000
Automotive Vehicles Registered	748,000	2,964,000
Income, All Sources \$000	2,835,000	11,400,000
Taxable Payrolls \$000	1,215,000	4,570,000
Market \$000 Food Store Sales	401,700	1,670,000
Restaurants, Drinking Places	63,000	296,000
Hotels, Tourist Cabins	18,770	88,400
General Merchandise Stores	240,200	900,000
Apparel Stores	97,400	377,500
Personal Service Shops	64,900	242,000
Hardware & Building Supplies	139,600	527,000
Home Furnishings Stores	111,500	420,000
Repair Services	18,390	68,400
Automotive Sales Outlets	372,000	1,465,000
Gasoline Service Stations	139,200	526,000
Garages, Auto Repair Shops	22,670	93,700
Drug Stores	47,900	205,000
All Other Retail Stores	179,700	754,000
Amusements	17,320	71,300
TOTAL RETAIL SALES	1,792,200	7,140,500
TOTAL SERVICE RECEIPTS	142,050	563,800
WHOLESALE SALES	2,530,000	7,990,000

Farm Market Total Farm Audience Within Contour B

Type of Farm	Commercial	Home
Number Operated	311,000	230,800
Population Living on Farms	1,500,000	1,140,000
Occupied Dwellings, 92 % Radio	334,500	234,500
Other Income more than Farm, %	9.3	69.0
Sales of Farm Products \$000	1,485,000	87,600
Farm Supplies Purchased \$000	333,000	57,400
Gross Income per Farm, \$	5,480	1,050

SOURCES: Census of Population & Housing; Manufacturers; Business; Agriculture; Federal & State. Interim estimates and measurements. November, 1962.

RADIO STATION WKTE, KING, N.C.

COVERAGE MAP

Clear Channel 1090 KC

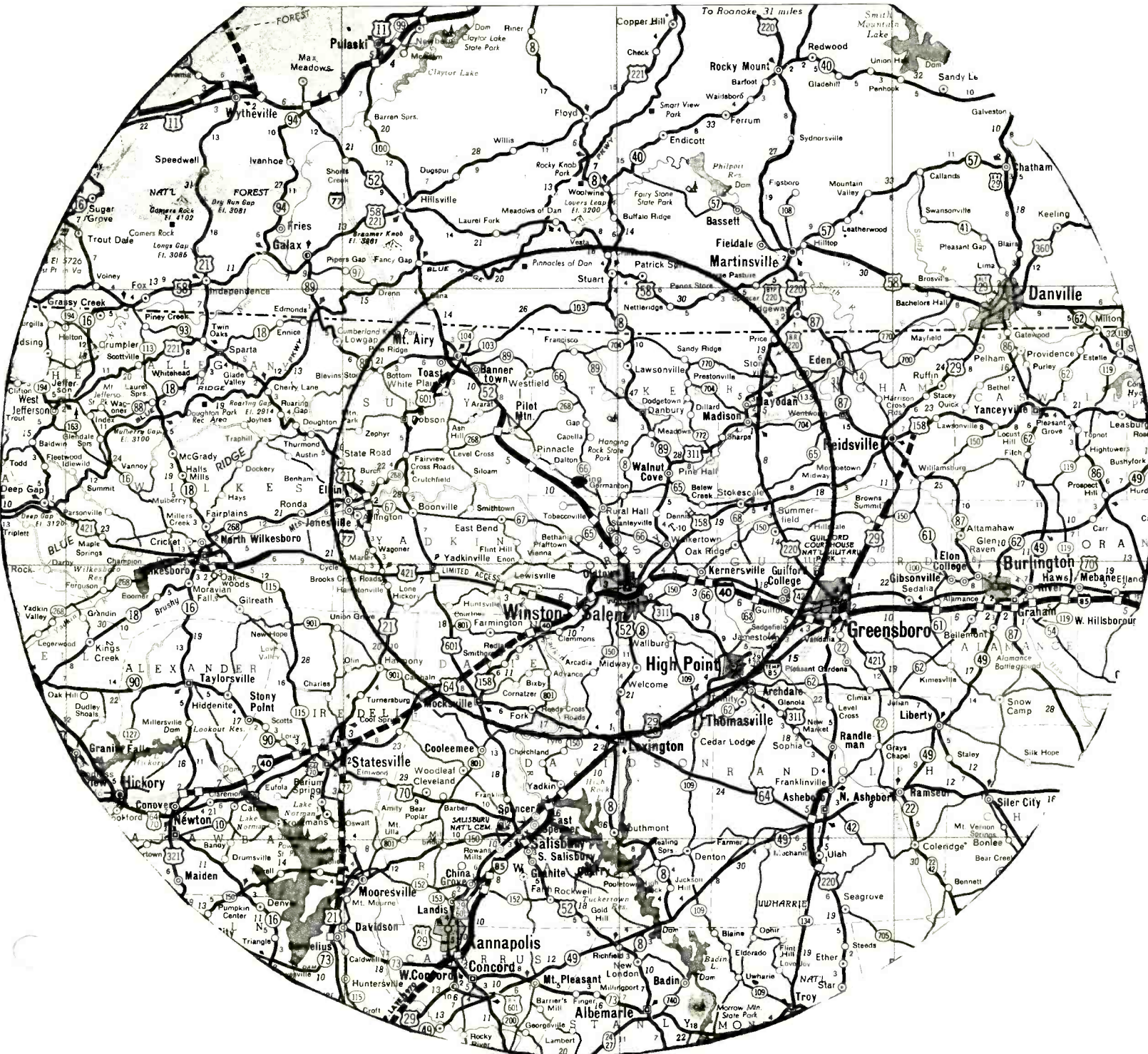
1000 Watts

Radio Station WKTE serves over 300,000 people (*) in four counties in its Primary Service Area

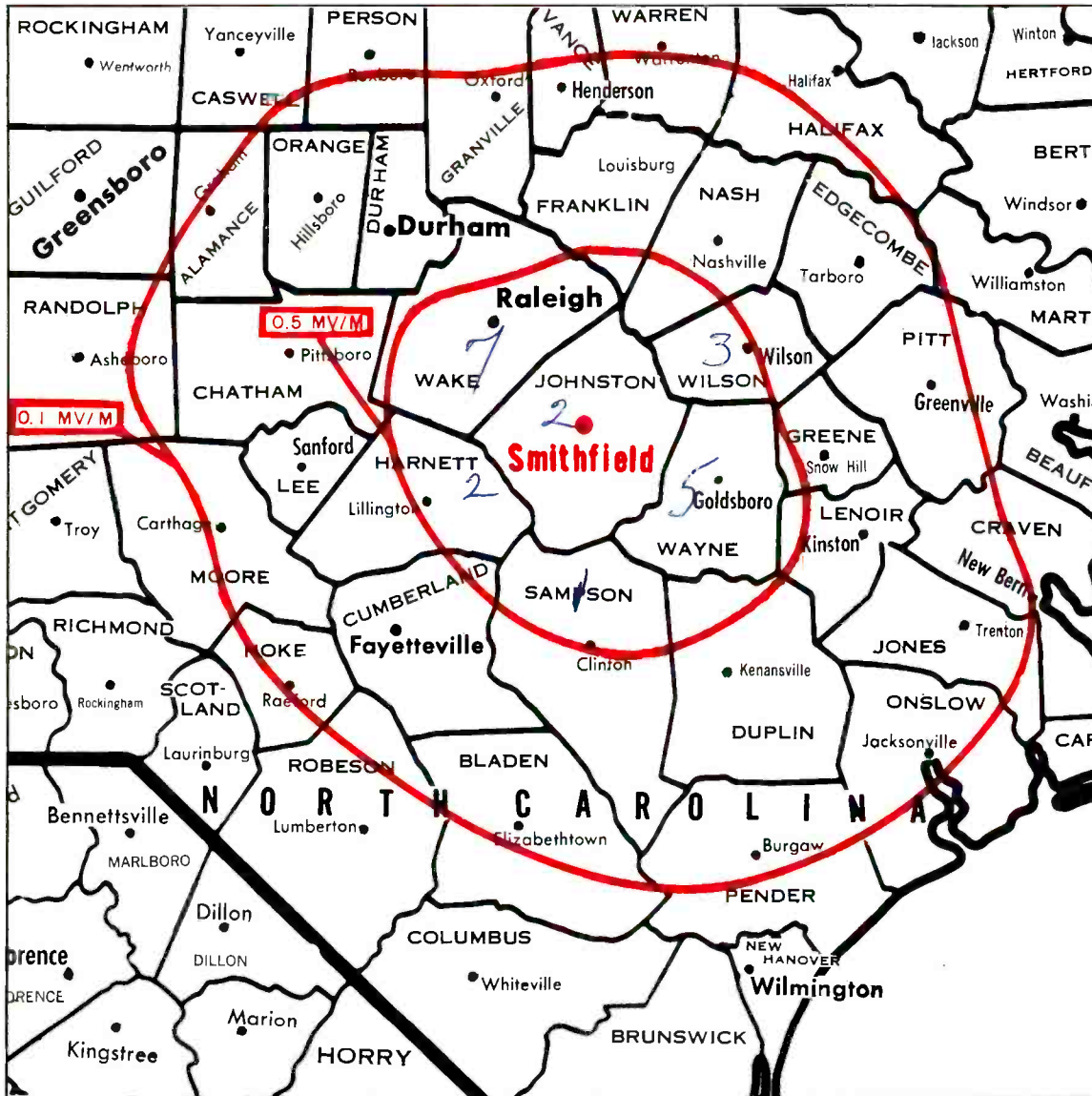
Stokes County	23,204
Surry County	50,112
Yadkin County	24,095
Forsyth County	215,594

(*) 1970 Census Figures

as well as over 500,000 people in its Intermittent Service Area.



WMPM- the BIG station with the BIG personalities



WMPM
 Carolina Broadcasting Service, Inc.
 P.O. Box 238
 Smithfield, North Carolina
 Telephone: WEbster 4-2434
 WEbster 4-7161

5,000 WATTS
1270 KC

National Representatives
 Charles Bernard Co., Inc.
 730 Fifth Ave.
 New York 19, New York
 Baltimore, Los Angeles,
 San Francisco, Chicago

"THE QUALITY STATION FOR EASTERN CAROLINA"



Market Data
CERTIFIED BY
 Continental Broadcast Service
 5805 Excelsior Blvd.
 Minneapolis 16, Minn.

WMPM
RADIO
SMITHFIELD,
NORTH CAROLINA

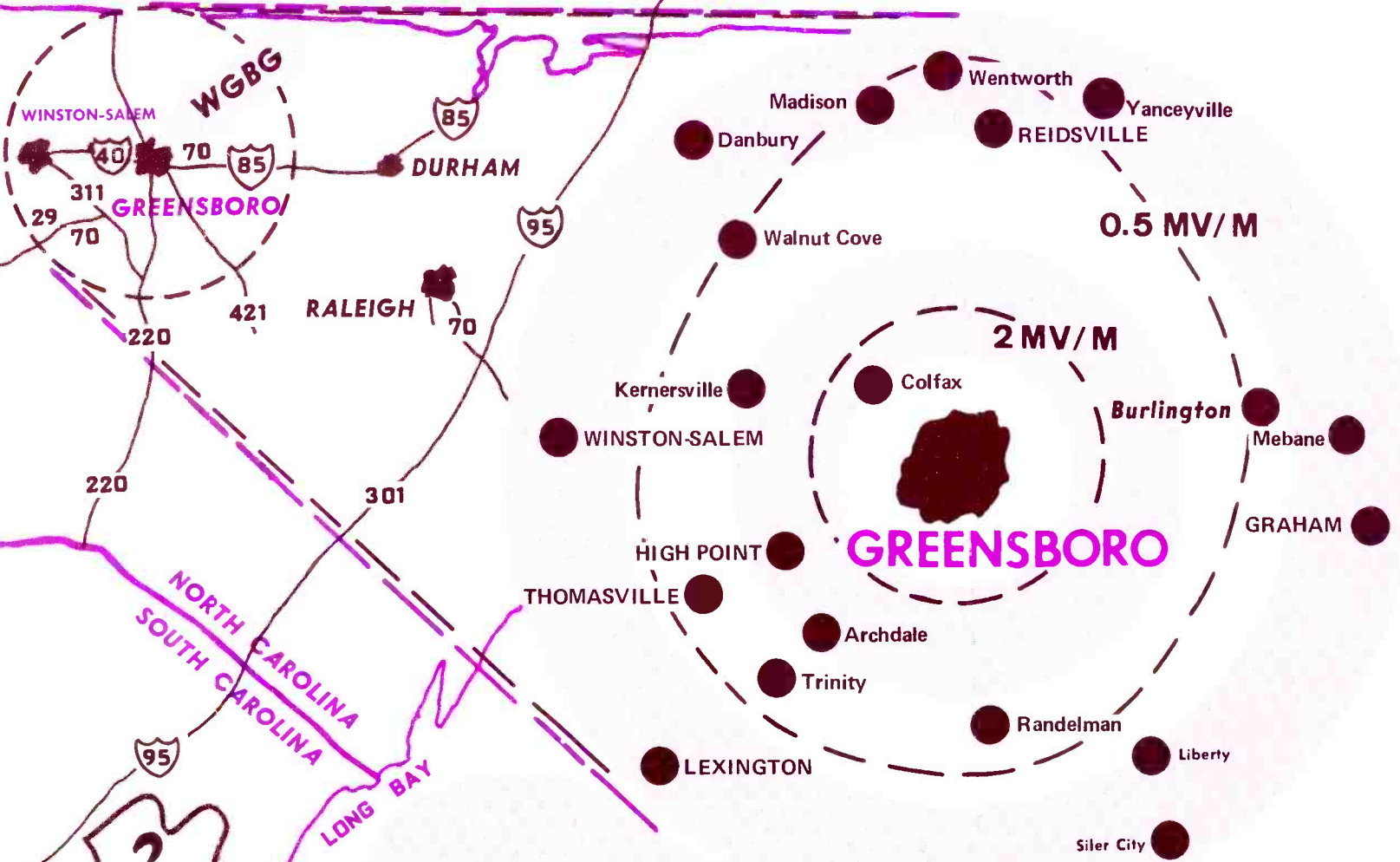
	Within 0.5 mv/m Contour	Within 0.1 mv/m Contour
Population	405,103	1,482,782
Bank Deposits	\$825,184,000	\$2,802,813,000
Payroll	\$ 35,909,000	\$ 116,844,000
Retail Sales	\$400,936,000	\$1,369,476,000
Food	\$ 88,604,000	\$ 293,475,000
Apparel	\$ 26,241,000	\$ 84,990,000
Automotive	\$ 75,861,000	\$ 249,970,000
Gasoline Service Stations	\$ 34,166,000	\$ 111,340,000
Lumber	\$ 35,065,000	\$ 106,861,000
Drugs	\$ 12,511,000	\$ 41,502,000
Farm Population	142,904	497,858
Farm Households	19,774	69,128
Farm Passenger Cars	29,661	103,692
Farm Income	\$116,186,000	\$ 429,452,000

Sources: U.S. Dept. of Commerce; U.S. Dept. of Agriculture; SM Survey of Buying Power; Polk's Bank Directory.

It's the SOUND of MODERN COUNTRY MUSIC that does it, and has it, and is the TOP GUN for - Greater Greensboro's Advertisers



1400 KC 1,000 WATTS



MARKET DATA

TOTAL SALES	700,520
Lumb'r, Bldg. Mat'l, Hdwe.	49,808
Gen. Merchandise	75,775
Food Stores	163,354
Automotive Dealers	144,996
Gas Service Stations	59,285
Apparel & Acces'y	40,570
Furniture & Home Furng's	23,985
Elec. Appl's	10,600
Eating & Drinking	32,010
Drug & Prop'y	21,450
Other Retail Stores	62,832
Non-store Retailers	15,860

Population	513,250
Households	155,530

All figures are from the U.S. Census and other sources and are delineated and updated by Ed Felker & Associates, Forrest Gardens, Suite 1-D, Ambler, Pa. 19002 (215) 643-0637 6/1/69.

The TOP GUN in Guilford County and Surrounding Metro Area, WGBG Scores a Bullseye Everytime in the \$700,000,000 Metro Market in Retail Sales
P.O. BOX 22005 Tel. 919-273-3631 GREENSBORO, NORTH CAROLINA 27420

COVERAGE MAP



WAAV 103 FM STEREO

THE 50,000 WATT VOICE OF WILMINGTON

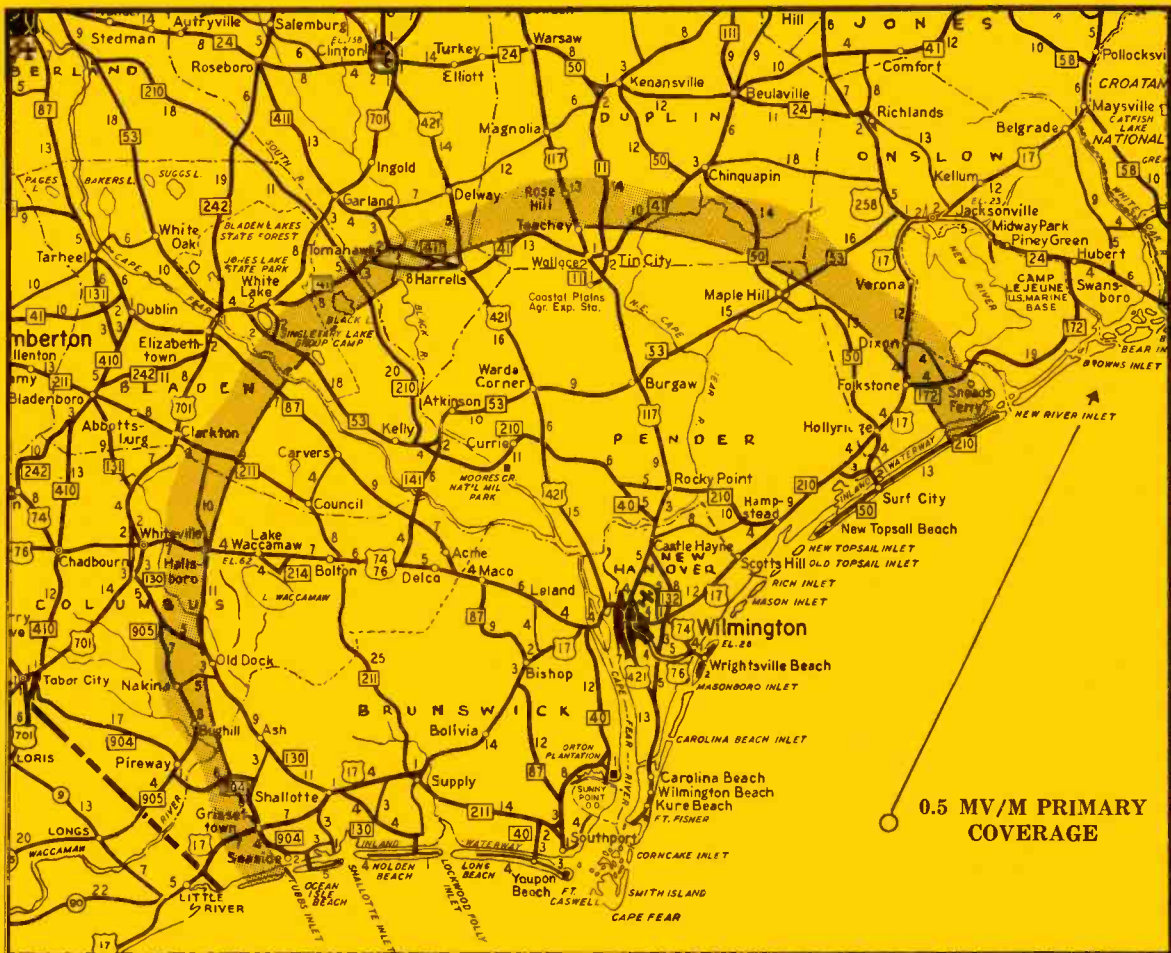
Beautiful Music

FOR SOUTHEASTERN NORTH CAROLINA

211 N. SECOND STREET
WILMINGTON, N. C. 28401
TELEPHONE: (919) 763-6511

W G N I

COVERAGE



WGNI • 1340 RADIO
1000 WATTS

WEEB

The Golf Capital of the World
Southern Pines - Pinehurst
NORTH CAROLINA

- * WEEB Offers Award-Winning Radio Covering South Central North Carolina — Plenty of Power on the RIGHT FREQUENCY.
- * Textiles and other Industries Blended with solid Agricultural income makes this area's residents Responsive High Income Audience. Leading the Nation in Production of Poultry.
- * WEEB's Programming is Designed to Serve Homemakers PLUS the huge audience at nearby Fort Bragg and Pope Air Force Base — one of the largest military installations in the world.

Jack S. Younts
 President and General Manager
SOUTHERN PINES, NORTH CAROLINA

Operated in Conjunction with WUSM, Havelock, North Carolina

MARKET DATA:

	Within 0.5 MVM Coverage	Within 0.1 MVM Coverage
Total Population	561,443	2,641,260
Total Households	140,375	660,315
Total Radio Homes	136,163	640,506
Passenger Cars	214,371	960,759
Consumer Spendable Income	\$819,648,669	4,730,582,500

RETAIL SALES:

Food Stores	193,661,322	1,008,415,520
Drug Stores	21,188,697	138,542,000
General Merchandise	112,377,789	526,106,752
Apparel Stores	24,891,656	165,113,000
Home Furnishings	40,714,177	160,119,000
Auto Sales	81,524,558	462,508,000
Filling Stations	70,804,000	354,626,000
Building Materials	66,316,399	256,906,000
TOTAL RETAIL SALES	\$611,478,598	3,072,534,272

FARM DATA:

Farm Population	112,000	542,400
Farm Households	38,970	118,250
Radio Homes	37,560	115,900
Gross Farm Income	\$155,880,000	173,000,000

SOURCE: United States Census of Population, Housing, Agriculture, and Retail Trade, Wholesale Trade, Service Trades; SRDS Consumer Expenditures; FEA Farm Survey; RETMA.



WEEB

SOUTHERN PINES PINEHURST

5000 WATTS

990 KILOCYCLES

ABC NETWORK

Nationally Represented by
GILL - PERNA, INC.
 575 Lexington Ave, N.Y.
 New York

ATLANTA - CHICAGO - DE ROIT
 LOS ANGELES - SAN FRANCISCO



Dixie Engineering Company
 CONSULTING RADIO ENGINEERS
 102 PALMETTO BUILDING • TELEPHONE 2-2742
 COLUMBIA, SOUTH CAROLINA

WCKB SERVICE AREA

Population	943,802	Buying Income (Annual)	\$699,705,000
Radio Homes	125,292	Retail Trade	\$328,241,000
Percent of U. S. Potential		1.031%	

780 KC

Dunn, N. C.

1000 W

W C K B

"Where Carolina Keeps Building"

DUNN, NORTH CAROLINA



780 KC

... The Right Spot

1000 WATTS

... Plenty of Power

LISTENERS

... Programs that Sell

WRITE OR WIRE FOR AVAILABILITIES
NORTH CAROLINA CENTRAL BROADCASTERS, INC.
DUNN, NORTH CAROLINA

AM 780KC 1000 WATTS DAYTIME

TWO-WAY

FM 93.3MC 1500 WATTS FULLTIME

COVERAGE

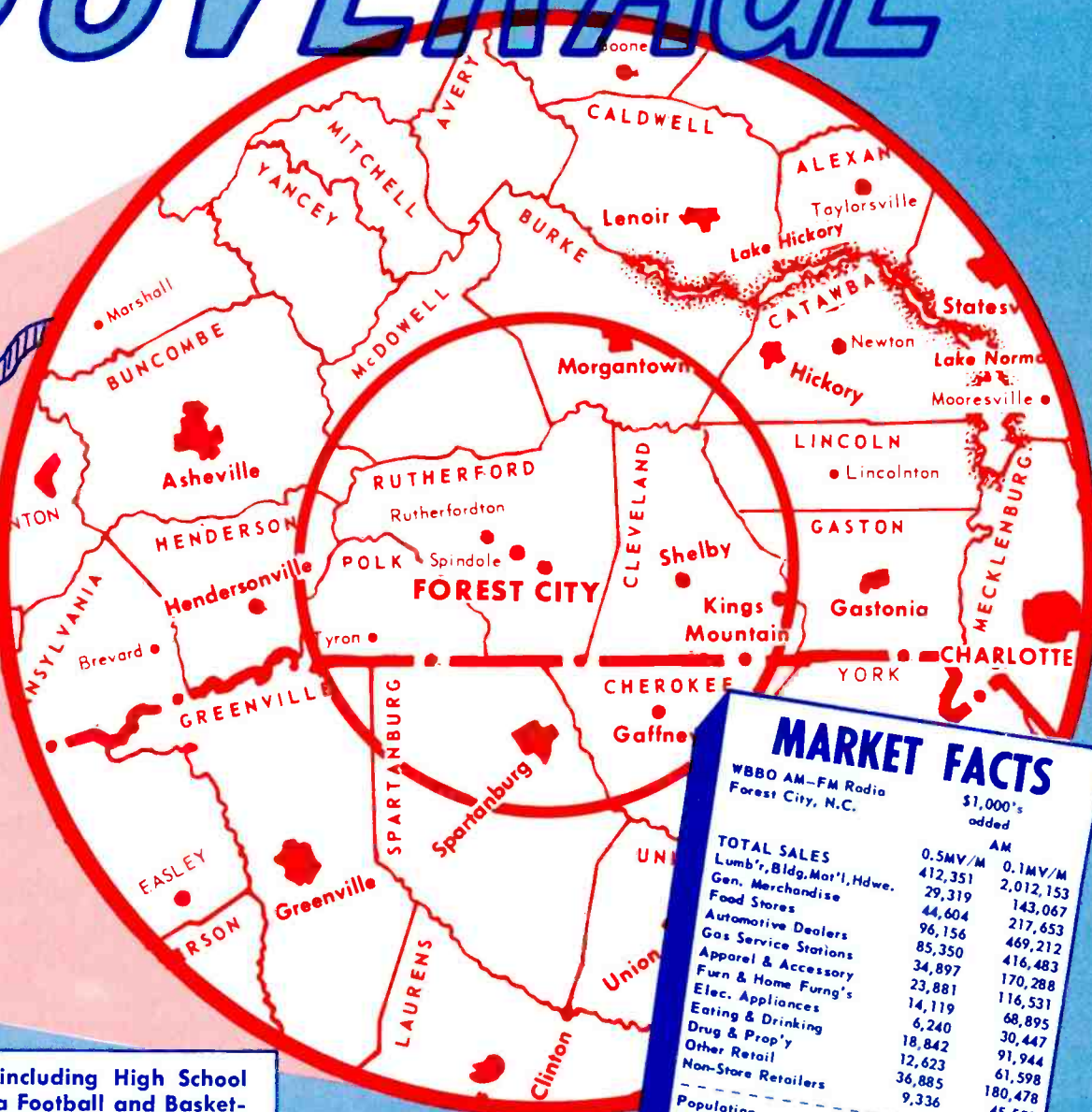
WBBO
RADIO

RADIO FOR EVERYBODY

and We at **WBBO** reach Everybody with Special Emphasis on Complete News, Public Affairs, Sports, and Weather supplemented by Associated Press and Tar Heel Network.

NORTH CAROLINA

SOUTH CAROLINA



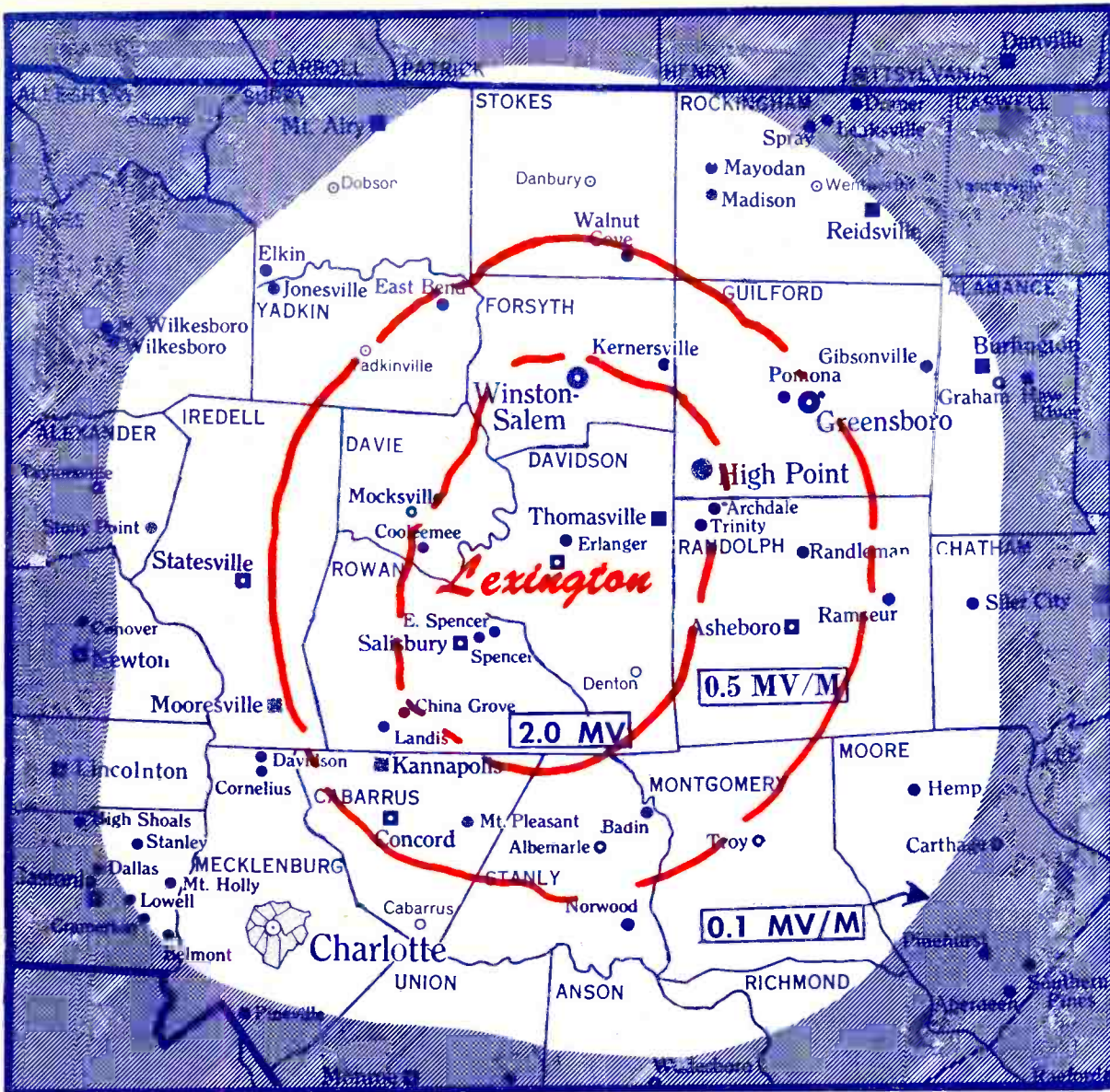
Local News Staff Covers Complete News Activities including High School Basketball and 30 Football Games Plus North Carolina Football and Basketball and the Big Auto Races. We have Mobile and Remote Broadcasting and the very best production facilities.

WBBO Serves and Delivers the Rich and Diversified Industrial, Agricultural, and Commercial Piedmont area of both Carolinas with Primary Market (0.5MV/M) Retail Sales of \$412,000,000 and a Bonus Market (0.1MV/M) of \$2,012,000,000.

MARKET FACTS
WBBO AM-FM Radio
Forest City, N.C.

	0.5MV/M	0.1MV/M
TOTAL SALES	412,351	2,012,153
Lumb'r, Bldg, Mat'l, Hdwe.	29,319	143,067
Gen. Merchandise	44,604	217,653
Food Stores	96,156	469,212
Automotive Dealers	85,350	416,483
Gas Service Stations	34,897	170,288
Apparel & Accessory	23,881	116,531
Furn & Home Furng's	14,119	68,895
Elec. Appliances	6,240	30,447
Eating & Drinking	18,842	91,944
Drug & Prop'y	12,623	61,598
Other Retail	36,885	180,478
Non-Store Retailers	9,336	45,555
Population	337,870	1,648,800
Households	102,385	499,636

All figures are from the U.S. Census and other sources and are delineated and updated by Ed Felker & Associates, Inc., 207 E. Broad Street, Palmyra, N.J. 08065 4/15/67



WBUY

LEXINGTON, NORTH CAROLINA

National Representative

GEORGE T. HOPEWELL, INC.

5,000 WATTS

LEXINGTON, N. C.

F M BONUS, TOO!

2.0 MV/M AND 0.5 MV/M MEASURED CONTOURS
BY
OMAR HILTON — ENGINEERS — FRED HONEYCUTT

**5,000
WATTS**

WBUY

**1440
KCS.**

**YOUR BEST ADVERTISING BUY
LEXINGTON, NORTH CAROLINA**

Within the Useful Contours of WBUY Lies the
Highest Concentration of Population and
Wealth in the Entire South.

Write Greeley N. Hilton, Co-Owner

P. O. Box 359

Phone CH 6-4110

LEXINGTON, NORTH CAROLINA

or

National Representative

GEORGE T. HOPEWELL, INC.

New York — Chicago — Detroit — Atlanta — Beverly Hills

1958 DATA:

	Within 0.5 MV Coverage	Within 0.1 MV Coverage
Total Population	628,700	1,617,000
Total Homes	169,510	431,600
Radio Homes	168,190	430,020
Passenger Cars	165,180	420,120
Spendable Income	\$935,515,000	2,282,845,000

RETAIL SALES DATA:

Food Stores	\$161,560,000	440,060,000
Drug Stores	\$ 16,350,000	55,700,000
Eat & Drink Places	\$ 41,580,000	95,130,000
General Merchandise	\$ 79,160,000	193,710,000
Apparel Stores	\$ 44,390,000	99,960,000
Home Furnishings	\$ 24,750,000	88,320,000
Auto Sales	\$148,310,000	388,630,000
Filling Stations	\$ 51,190,000	133,290,000
Building Materials	\$ 35,500,000	146,350,000
TOTAL RETAIL SALES	\$760,585,000	1,832,320,000
WHOLESALE SALES	\$456,575,000	1,131,175,000
SERVICE TRADES	\$114,576,000	379,156,000

FARM DATA:

Total Population	96,850	357,600
Farm Homes	25,600	94,310
Radio Homes	24,010	92,900
Passenger Cars	20,100	89,150
1957 Gross Income	\$ 75,730,000	295,460,000

SOURCE: 1958 SRDS Consumer Data; 1958 U.S. Department of Commerce; 1958 American Automobile Association Survey; RETMA January 1958. No Extensions of old data.

Prepared by Market Data Associates 1958.

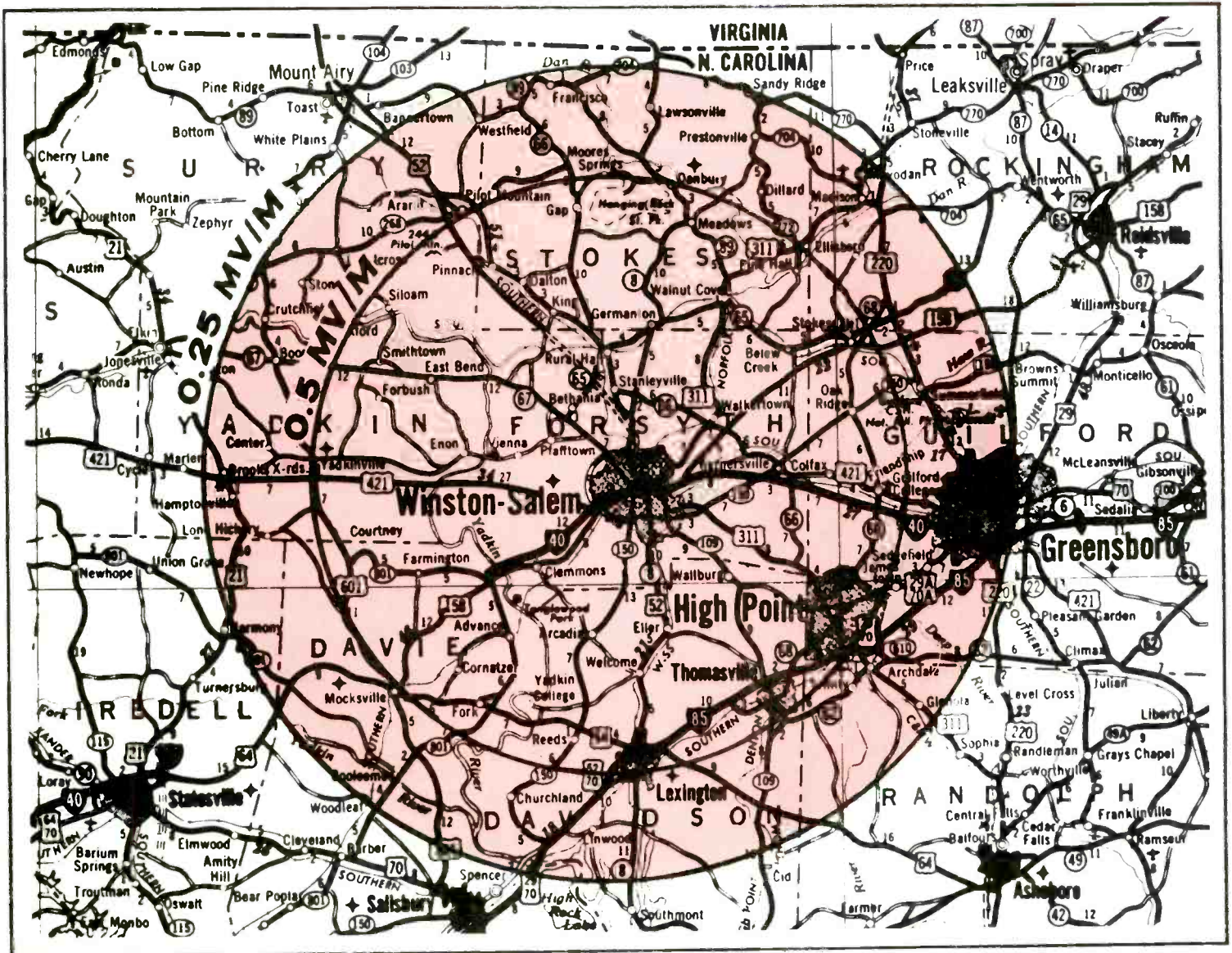
1000 WATTS

WVAIR

1340 K C

WINSTON-SALEM, N. C.

COVERING THE ENTIRE WINSTON-SALEM TRADE AREA

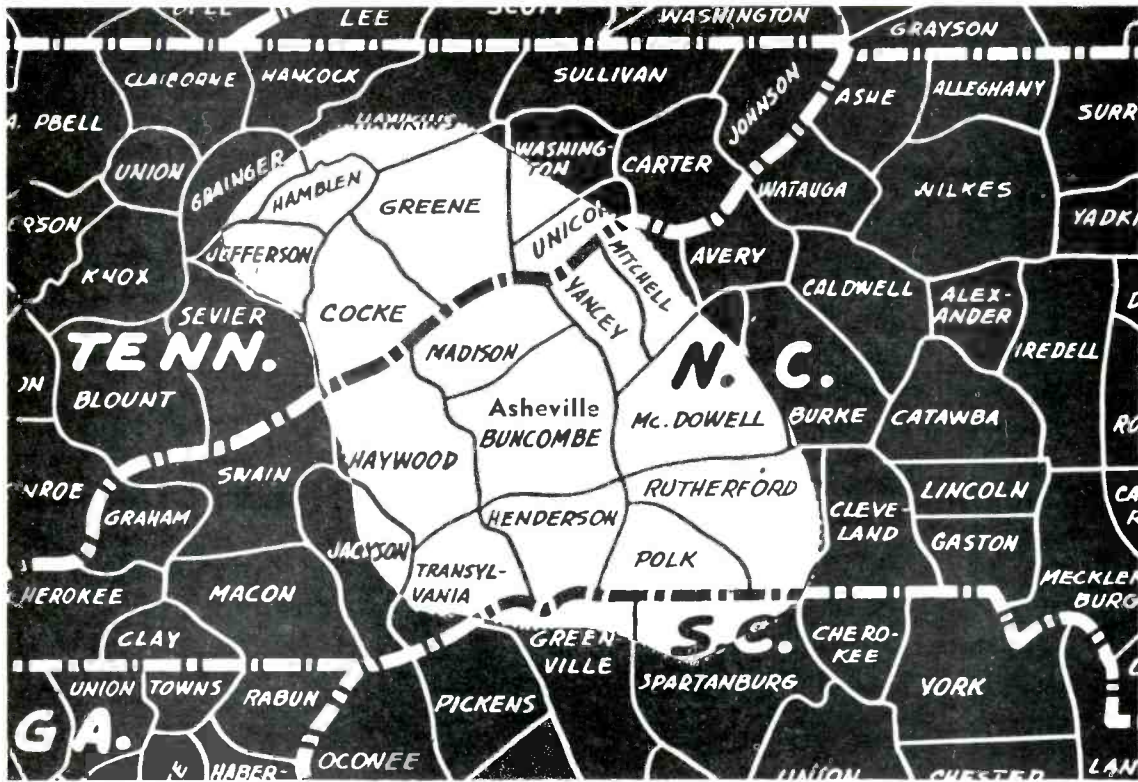


.5 MILLIVOLT CONTOURS OF WWNC

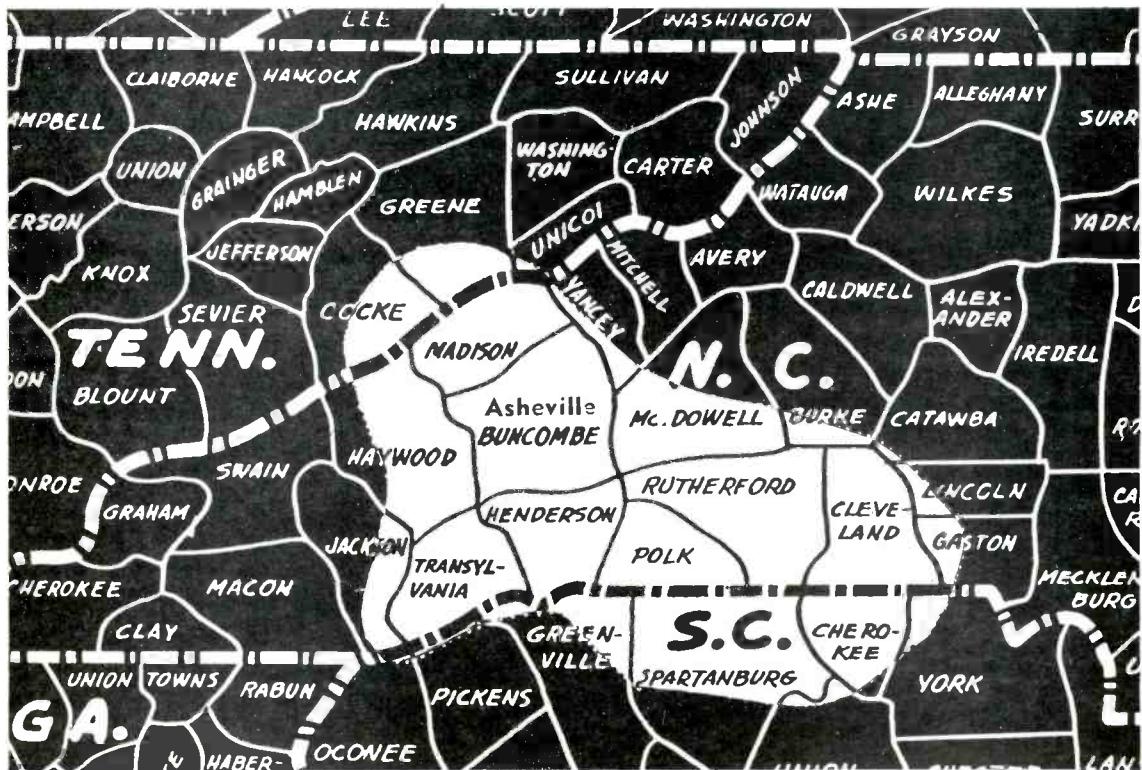
WWNC

Daytime
570 K. C.

5000 Watts



Nighttime

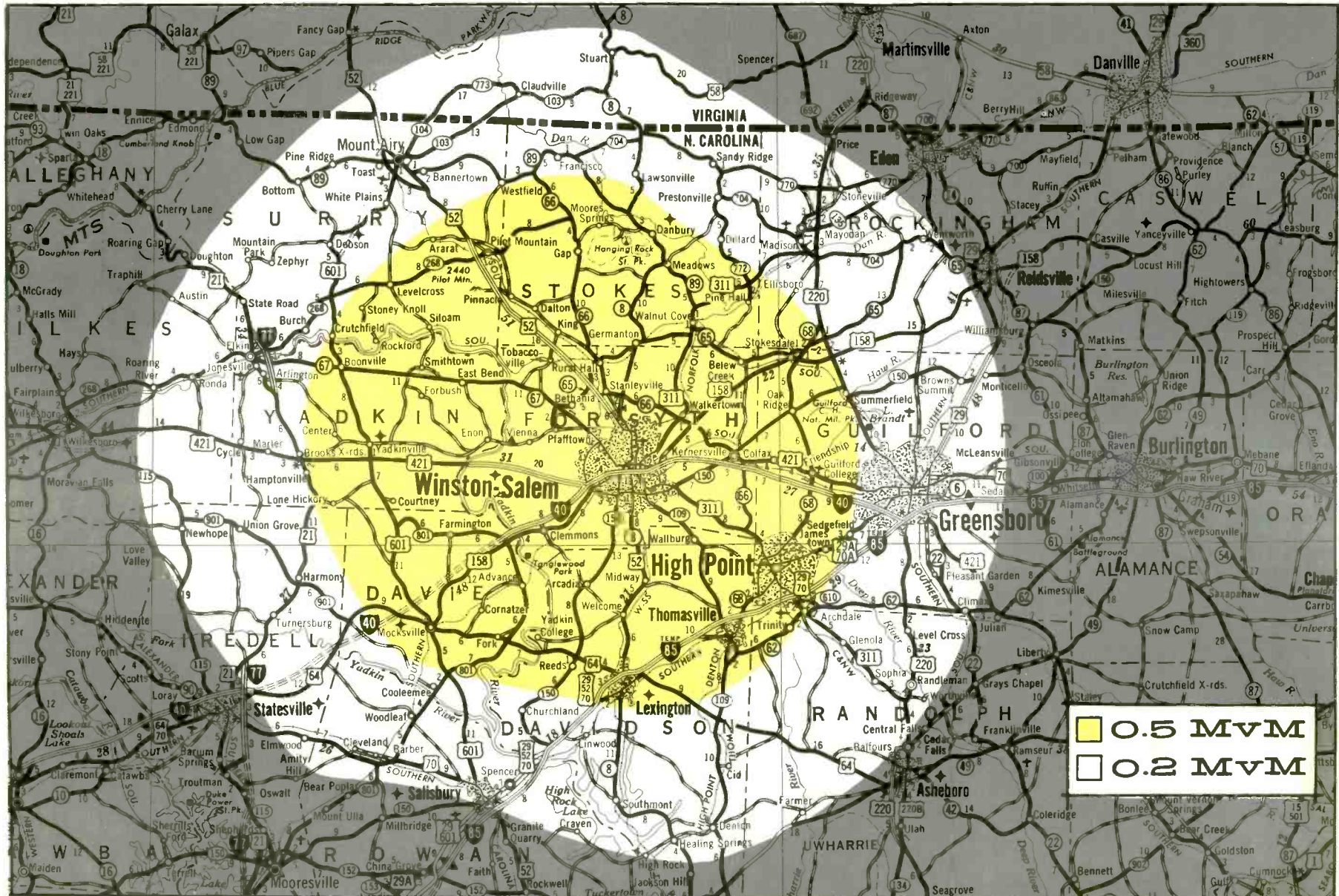


wto**b**

1380 KC

WINSTON-SALEM, NORTH CAROLINA

5000 WATTS DAY



Measured Daytime Contour

SERVING THE HUGE CHERRY POINT MARINE AIR STATION



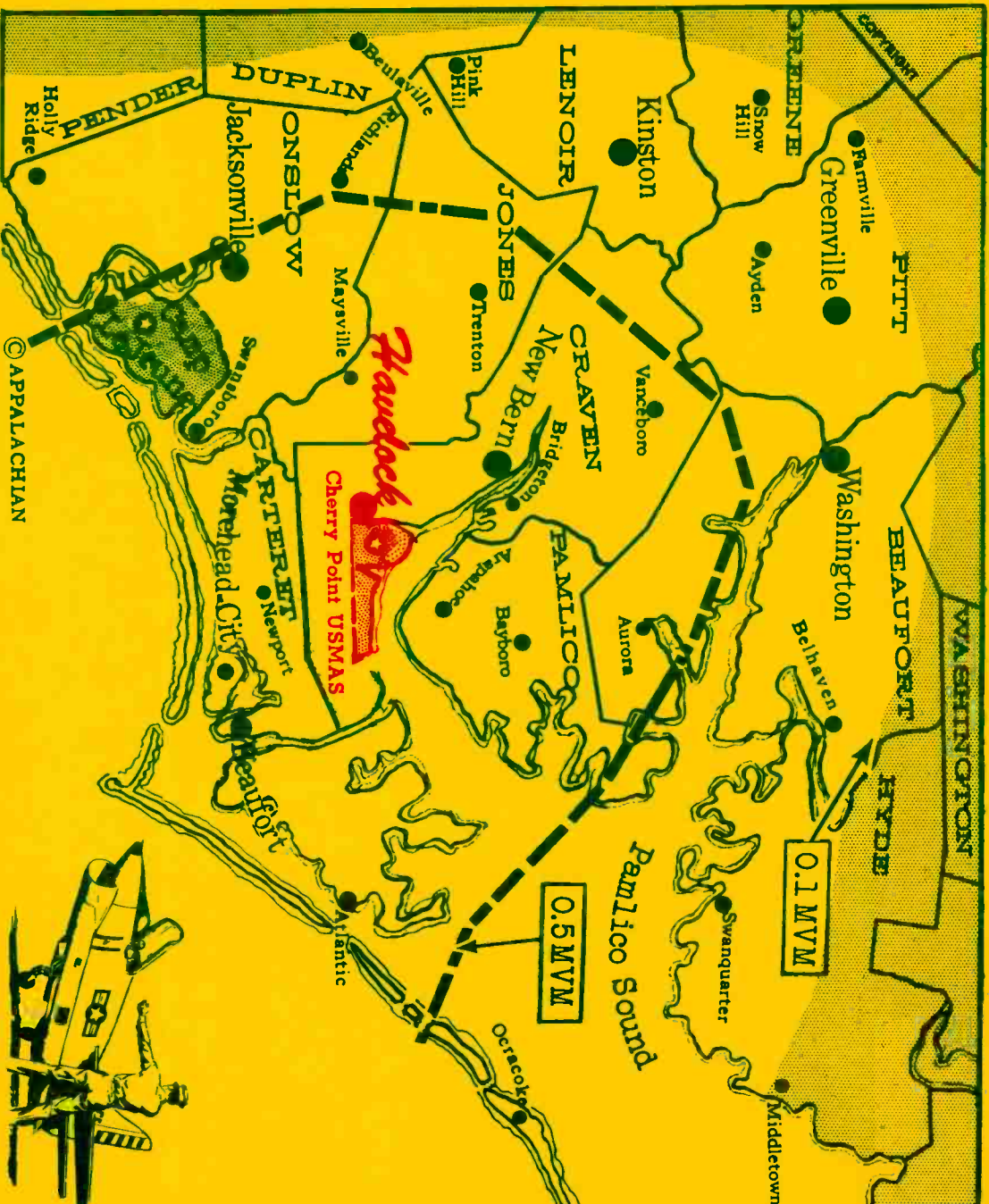
**NEWS
MUSIC
SPORTS
WORLD
WEATHER**

Plus
**SPECIAL
COASTAL
WEATHER**

**1000 WATTS
AT 1330 KC
DAY**

Direct
Hot Line

Marine News



MARKET DATA:

Total Population	199,080	Totals 0.5 MVM Coverage	313,650
Total Households	46,110		92,100
Total Radio Homes	45,800		89,760
Passenger Cars	59,450		114,530
Consumer Spendable Income	\$283,171,000		\$448,390,000

RETAIL SALES:

Food Stores	\$ 31,885,000	62,151,000
Drug Stores	\$ 5,402,000	8,033,000
General Merchandise	\$ 15,543,000	31,638,000
Apparel Stores	\$ 8,262,000	15,596,000
Home Furnishings	\$ 7,607,000	10,212,000
Restaurants	\$ 7,753,000	12,338,000
Auto Sales	\$ 26,098,000	46,729,000
Filling Stations	\$ 12,886,000	20,007,000
Farm Stores	\$ 4,225,000	19,258,000
Building Materials	\$ 8,903,000	39,260,000
TOTAL RETAIL SALES	\$191,257,000	331,288,000

FARM DATA:

Farm Population	33,200	81,970
Farm Households	9,450	21,120
? Homes	9,400	20,980
Passenger Cars	11,080	28,450
Gross Farm Income	\$ 50,336,000	142,844,000

SOURCE: United States Census of Population, Housing, Agriculture, Retail Trade, Wholesale Trade, SRDS Consumer Data, REA Farm Survey, RETMA. (Appalachian)

WUSM

HAVELOCK - CHERRY POINT

North Carolina

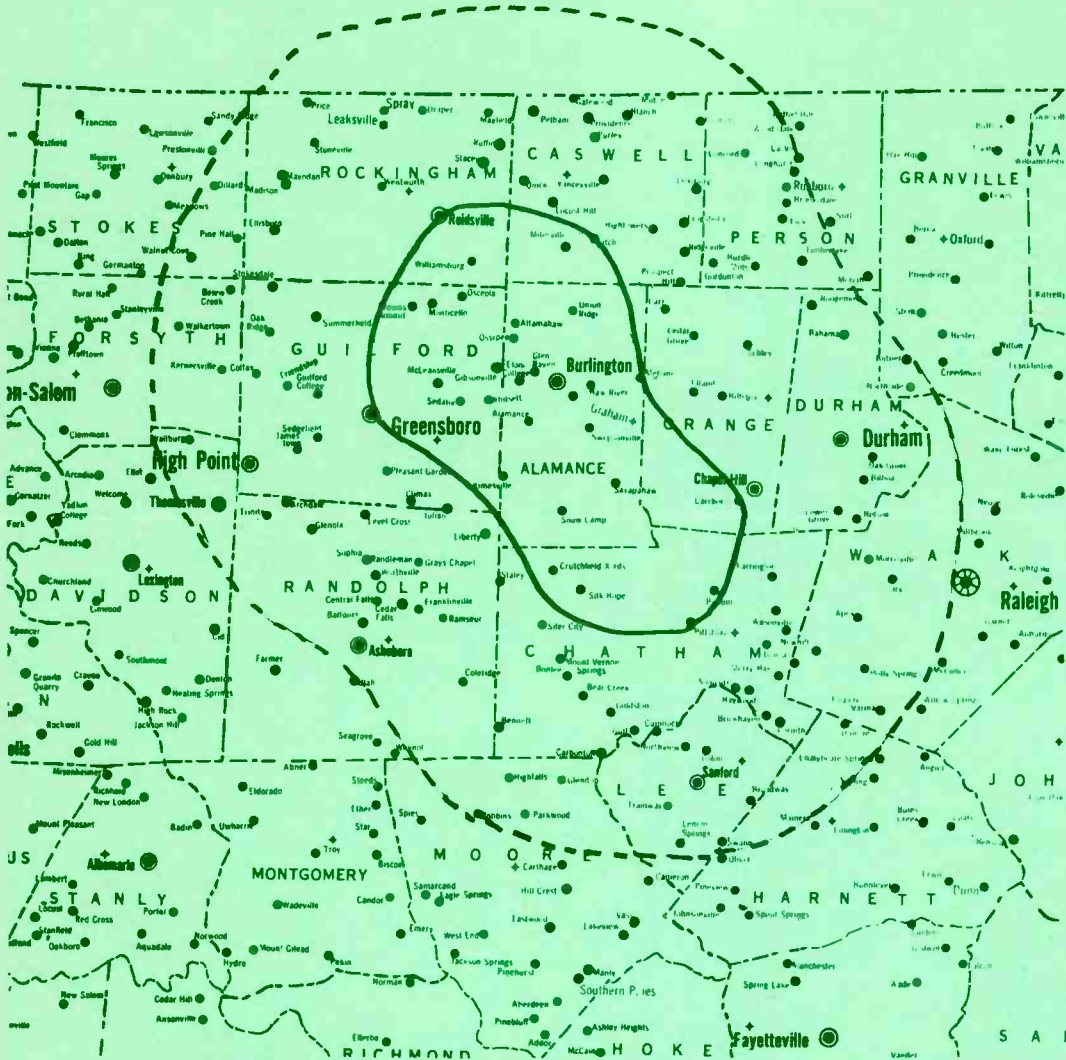
- * Serving the World's Largest U. S. Marine Corps Air Facility.
- * High Spendable Income from Military, Farm and Industrial Audience.
- * Serving the Greater Mid Carolina Coastal Empire — New Bern, Havlock, Cherry Point Marine Air Station, Morehead City, Beaufort, the Marines' Camp Lejeune!
- * Vial Area for Defense, Lumber, Seaports, Farming, Transportation and Recreation.

Jack S. Younts
President and General Manager
Commercial Center Phone 447-5100
HAVELOCK, NORTH CAROLINA

Operated in conjunction with WEEB, Southern Pines, N. C.

Nationally Represented by:
HAL HOLMAN CO.
New York - Chicago - San Francisco - Los Angeles

The Country And Western Giant Of The Burlington Area



WSML

P.O. BOX 367

GRAHAM, N.C. 27253

TELEPHONE 919-227-4254

Discounts available with group buys on these
"RADIO SMILES" stations:

WRNC	Raleigh, N.C.
WFBS	Fort Bragg, N.C.
WISP	Kinston, N.C.
WSMY	Roanoke Rapids, N.C.
WPVA	Petersburg, Va.

Format -

perfectly formatted musically for
this industrial and farm area. . . .
format country and western. . . . no
cornpone announcers. . . . lots of
music and little chatter!

Features -

AP and local news . . . stock market
report . . . Dept. of Agriculture news
. . . farm prices!

WSTP

**AM & FM
SALISBURY N.C.**

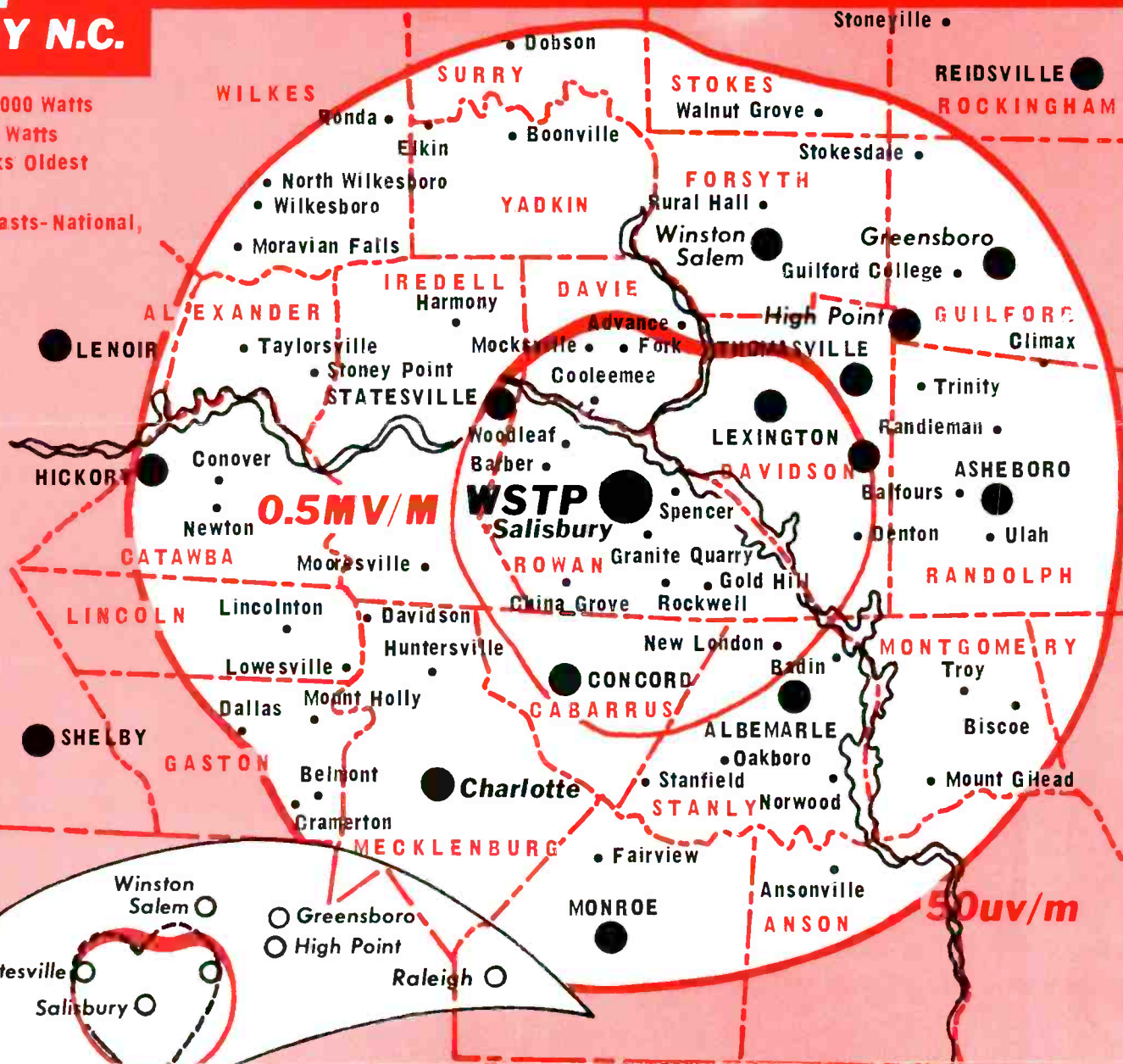
**Quality Staff and Programming, Emphasizing
Adult Music, Complete News, Weather and Sports**

AM 1490 KC - Now 1,000 Watts

FM 106.5 MC 15,000 Watts

One of Mutual Networks Oldest
Affiliates.

49 Daily News Broadcasts-National,
Regional & Local -
Member NAB Code.



N. CAROLINA
S. CAROLINA

WSTP - AM & FM - Salisbury, N.C.

MARKET FACTS	\$1,000's added	
	AM	FM
TOTAL SALES	399,053	1,566,668
Lumb'r, Bldg, Mat'l, Hdwe.	30,524	119,838
Gen. Merchandise	50,504	198,279
Food Stores	90,940	357,027
Automotive Dealers	69,476	272,760
Gas Service Stations	32,237	126,562
Apparel & Acces'y	24,141	94,779
Furniture & Home Furn'g's	13,331	52,336
Elec. Appl's	6,921	27,171
Eating & Drinking	17,280	67,839
Drug & Prop'y	12,866	50,511
Other Retail Stores	40,418	158,681
Non Store Retailers	10,415	40,888
Population	411,901	1,617,594
Households	124,819	490,180

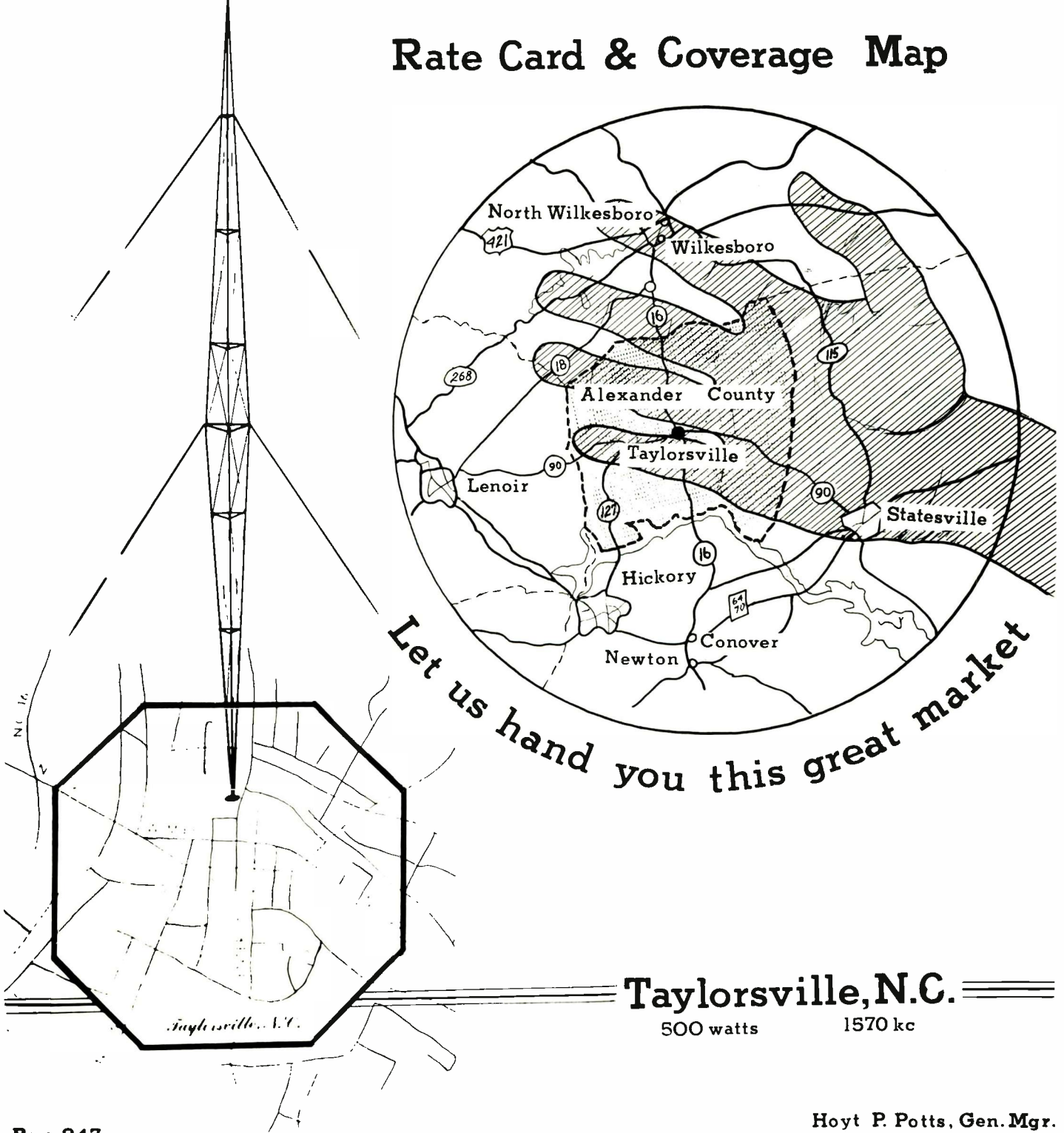
All figures are from the U. S. Census and other sources and are delineated and updated by Ed Felker & Associates, 39 Cutchogue Trail, Medford Lakes, N.J.

**Award
Winning
Radio**

**By Using both WSTP AM and FM,
you have a Double - barreled Opportunity
to Reach and Influence the Heart of the
Piedmont Crescent and the Industrial
Triangle with a 0.5MV/M Market of
\$399,000,000 and a FM 50uv/m
Market of \$1,5677,000,000**

WTILK

Rate Card & Coverage Map



Let us hand you this great market

Taylorsville, N.C.
500 watts 1570 kc

Box 847

Hoyt P. Potts, Gen. Mgr.



FEATURE PACKAGES

Town Crier, Weather & T.N. News rates on request.

WTLK

"Creators of Sound Ideas"

SATURATION PACKAGES		
# Spots	60 Sec.	30 Sec.
1	\$ 2.10	\$ 1.80
3	5.25	4.50
6	8.40	7.20
12	14.00	12.00
18	21.00	18.00
24	28.00	24.00
30	33.60	28.80
36	38.50	33.00
42	44.10	37.80
48	49.00	42.00
54	55.30	47.40
60	58.80	50.40
66	63.00	54.00
72	66.50	57.00
78	70.00	60.00
84	72.80	62.40
90	77.00	66.00
100	84.00	72.00

Best times available. No guarantee of any position. No advance notice of pre-emption. No rate protection — only length of contract. May be withdrawn at any time without notice. All announcements to run in 7 days — no exceptions.

WTLK TIME ORDER

REMARKS

Client _____

Address _____

Start Date _____ Stop Date _____

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	Sun.																								

Total Spots _____ (_____) Length _____ Price Per Package \$ _____

Client

Date

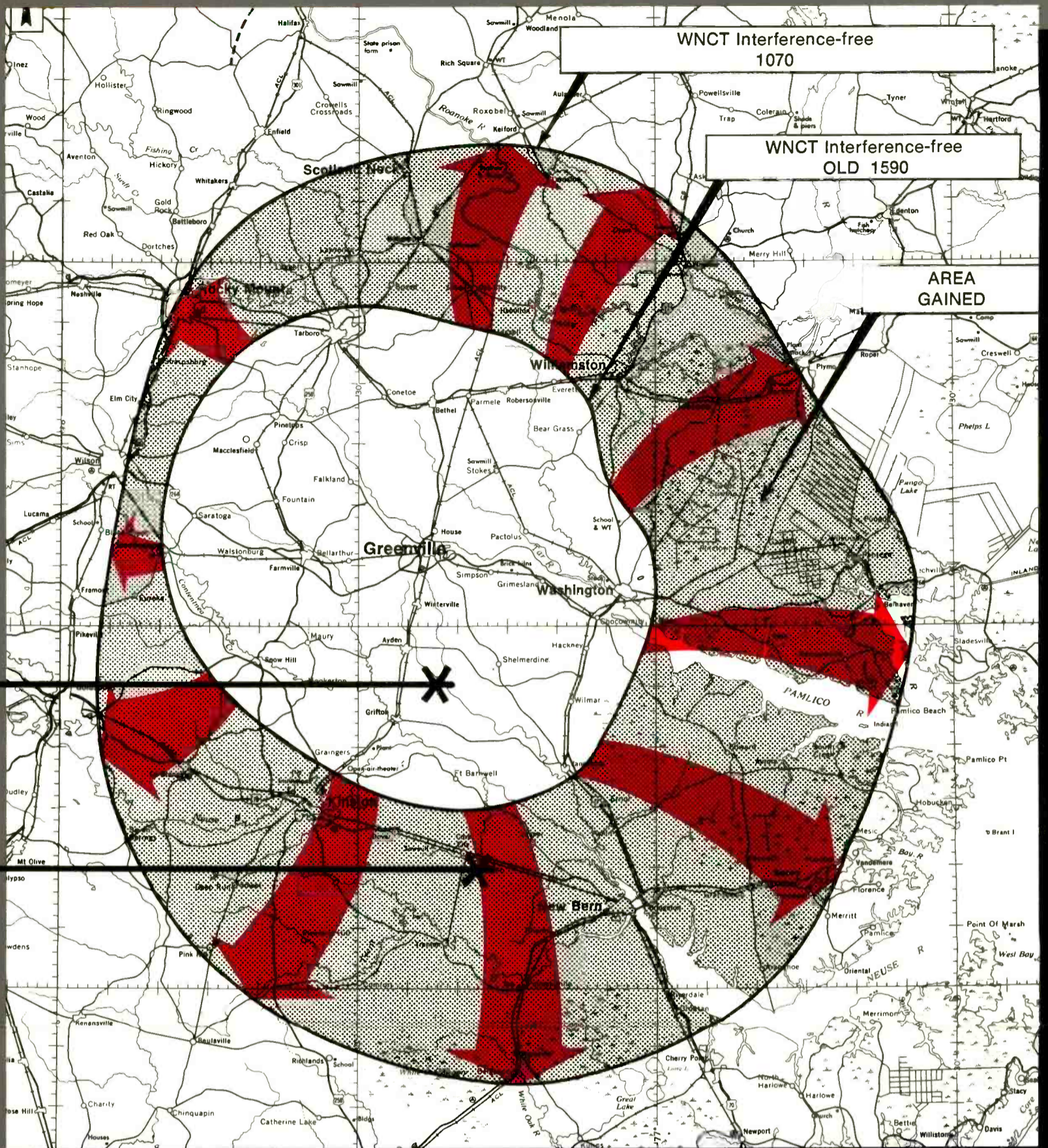
WTLK Representative

LISTEN TO

WNCT

NOW 10,000 WATTS AT 1070

Most
Powerful
Station
in Eastern
N. Carolina



OLD*

128,972 People
1,688 Square Miles

NEW*

305,560 People
5,129 Square Miles

Here's The Eastern North Carolina Marketplace!

You reach the growing area of eastern North Carolina with the 0.5 mv interference-free signal of WNCT-1070 — an area of more than 305,000 people with \$810,000,000 to spend on every conceivable line of goods and services.

Population — Interference-Free area	-----	305,560
Consumer Spendable Income	-----	\$810,681,000
1966 Retail Sales	-----	\$630,024,000
Food	-----	\$141,985,000
Drug	-----	\$ 15,895,000
General Merchandise	-----	\$ 65,578,000
Apparel	-----	\$ 37,426,000
Home Furnishings	-----	\$ 31,971,000
Automotive	-----	\$127,156,000

(BASED ON STANDARD RATE AND DATA SERVICE CONSUMER MARKET DATA)

WNCT-1070 gives you **Interference-Free** coverage of an area that is growing by leaps and bounds. WNCT — with its fine 1070 clear-channel frequency and 10,000 watts power day and night — is the only "power" station in this area to reach this rich market.

WNCT-1070 is the most powerful station in eastern North Carolina . . . with modern studio and transmitter facilities second-to-none!

WNCN-1070

1070
NOW! 10,000 WATTS FULL TIME.....


ROY H. PARK RADIO, INC.
P. O. BOX 898
GREENVILLE, NORTH CAROLINA 27834
TELEPHONE 756-3186

REPRESENTED NATIONALLY BY



mcgavren-guild-pgw radio, inc.

NEW YORK/10022 7 East 51st Street (212) 661-2500	CHICAGO/60601 180 No. Michigan Ave. (312) 372-1370	DETROIT/48202 2990 West Grand Blvd. (313) 871-2131	PHILADELPHIA/19102 1601 Walnut Street (215) 567-5544	ATLANTA/30309 1447 Peachtree N.E. (404) 892-8381	SAN FRANCISCO/94104 Russ Building (415) 986-4112	HOLLYWOOD/90028 1741 Ivar Avenue (213) 464-7331	DALLAS/75201 2601 Fidelity Union Tower (214) 742-3879
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Effective January 1969 

CBS RADIO

WNCN  **10,000 WATTS**
at 1070 KE