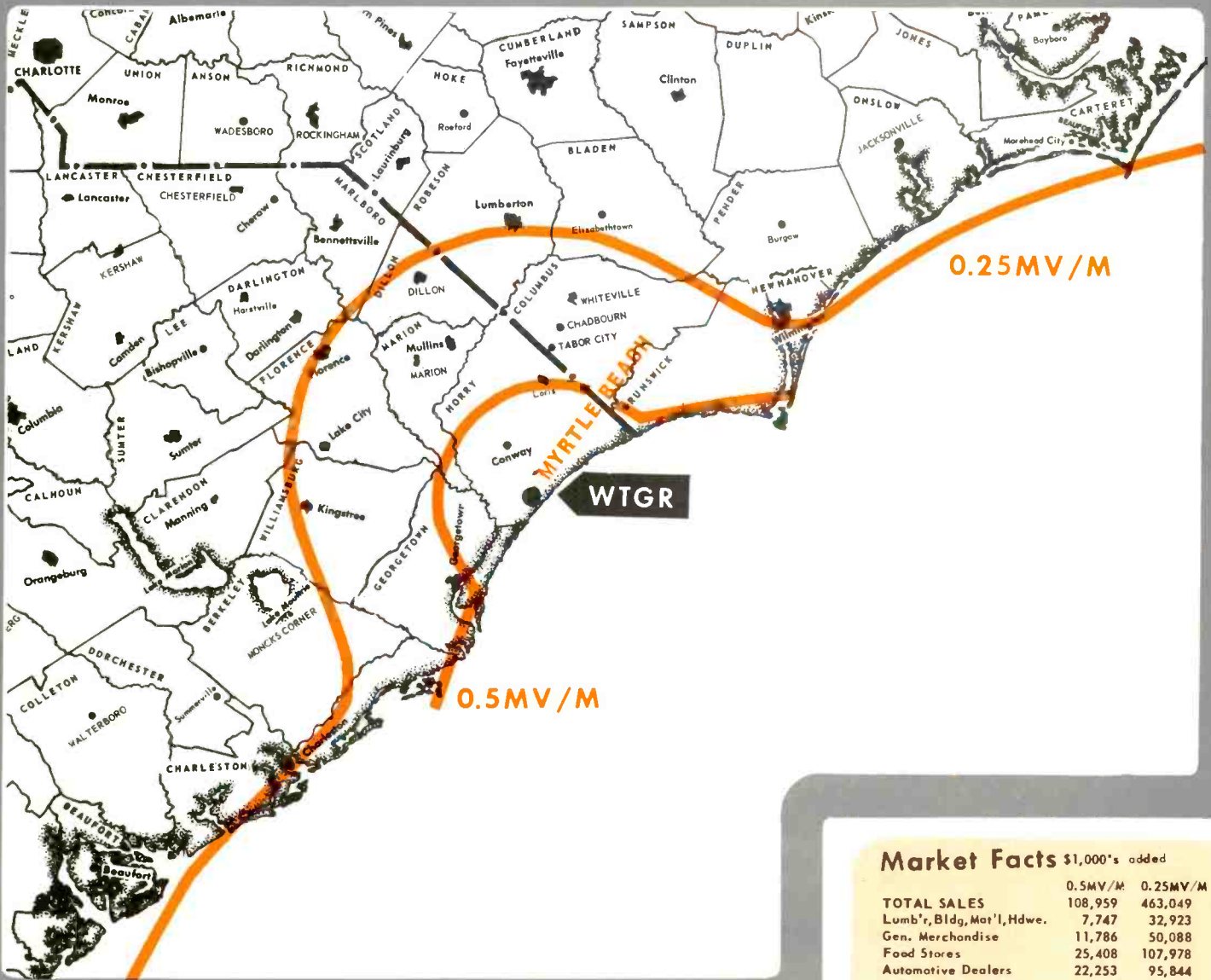


# WTGR

1520 KC Myrtle Beach, S.C.

The Roaring New  
Sound of Radio  
Covers Everything  
for Everybody  
in This Great  
and Growing  
Market



The Roar of WTGR Covers and Delivers The Diversified Industrial, Commercial and All-Year-Round Recreational and Resort Area of this Fast Growing Primary Market (0.5MV/M) with Retail Sales of \$109,000,000

### Market Facts \$1,000's added

	0.5MV/M	0.25MV/M
<b>TOTAL SALES</b>	108,959	463,049
Lumb'r, Bldg, Mat'l, Hdwe.	7,747	32,923
Gen. Merchandise	11,786	50,088
Food Stores	25,408	107,978
Automotive Dealers	22,253	95,844
Gas Service Stations	9,221	39,188
Apparel & Acces'y	6,310	26,817
Furniture & Home Furng's.	3,731	15,855
Elec. Appl's	1,649	7,007
Eating & Drinking	4,979	21,159
Drug & Prop'y	3,336	14,175
Other Retail Stores	9,773	41,533
Non-store Retailers	2,467	10,484
<hr/>		
Population	87,508	381,156
Households	26,518	115,502

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 2/15/67





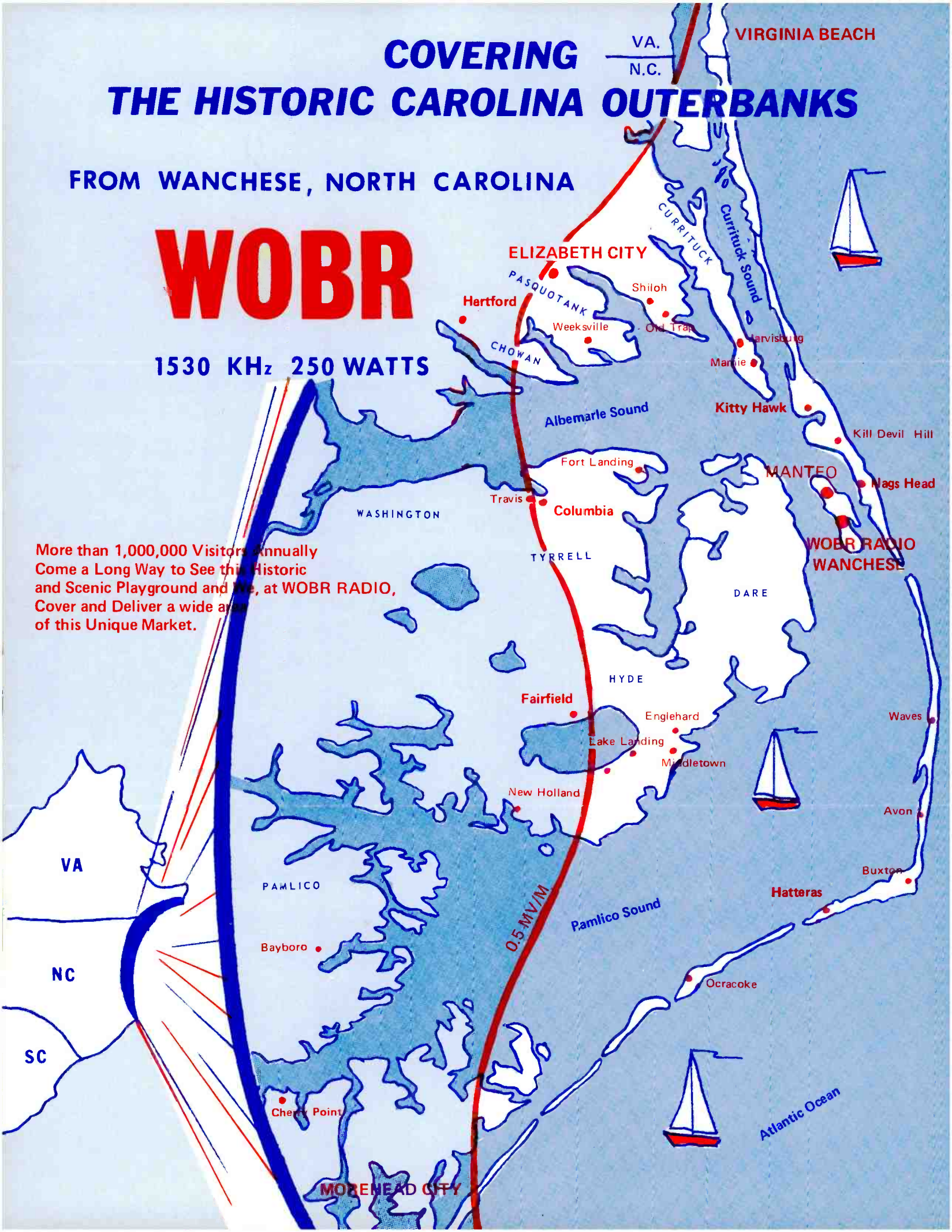
# COVERING THE HISTORIC CAROLINA OUTERBANKS

FROM WANCHESE, NORTH CAROLINA

# WOBR

1530 KHz 250 WATTS

More than 1,000,000 Visitors Annually Come a Long Way to See this Historic and Scenic Playground and We, at WOBR RADIO, Cover and Deliver a wide area of this Unique Market.

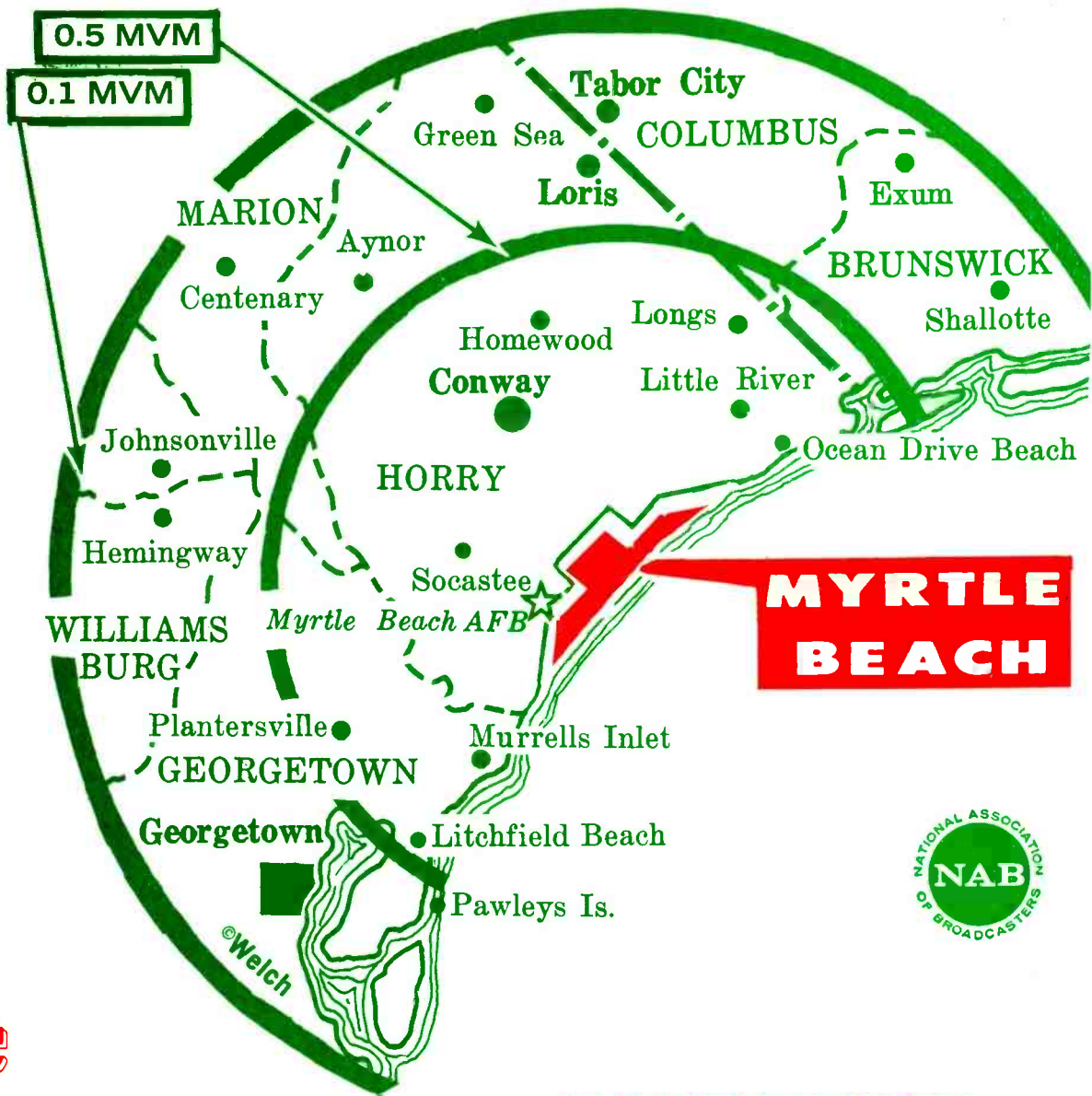






# W M Y B

**Serving  
Myrtle  
Beach  
and  
the  
Grand  
Strand  
Since  
1948**



**1450 KC  
1000 WATTS**

# WMYB

**MYRTLE BEACH, SOUTH CAROLINA**

**18 Hours Daily — Non-Directional**

**MUSIC...**

**NEWS...**

**SPORTS...**

## WMYB

**GOLDEN STRAND BROADCASTING CO.**

Wade H. Alley, General Manager

P. W. Smith, Sales Manager

P. O. Box 1497 Phone (803)448-3180

<b>MARKET DATA:</b>	<b>0.5 MVM Coverage</b>	<b>0.1 MVM Coverage</b>
Population .....	69,900	136,800
Households .....	16,930	32,420
Radio Homes .....	14,170	26,860
Automobiles .....	19,220	34,530
Spendable Income (CSI) .....	\$ 78,386,000	143,828,000
<b>RETAIL DATA:</b>		
Food Stores .....	\$ 14,066,000	27,366,000
Drug Stores .....	\$ 2,162,000	3,767,000
Gen'l. Merchandise .....	\$ 10,447,000	16,219,000
Apparel Stores .....	\$ 3,042,000	5,449,000
Home Furnishings .....	\$ 2,076,000	4,358,000
Automobile Sales .....	\$ 13,173,000	24,423,000
Service Stations .....	\$ 5,408,000	10,216,000
<b>**Total Retail Sales .....</b>	<b>\$ 64,842,000</b>	<b>117,746,000</b>
<b>FARM DATA:</b>		
Population .....	25,550	41,050
Gross Farm Income .....	\$ 37,647,000	57,062,000

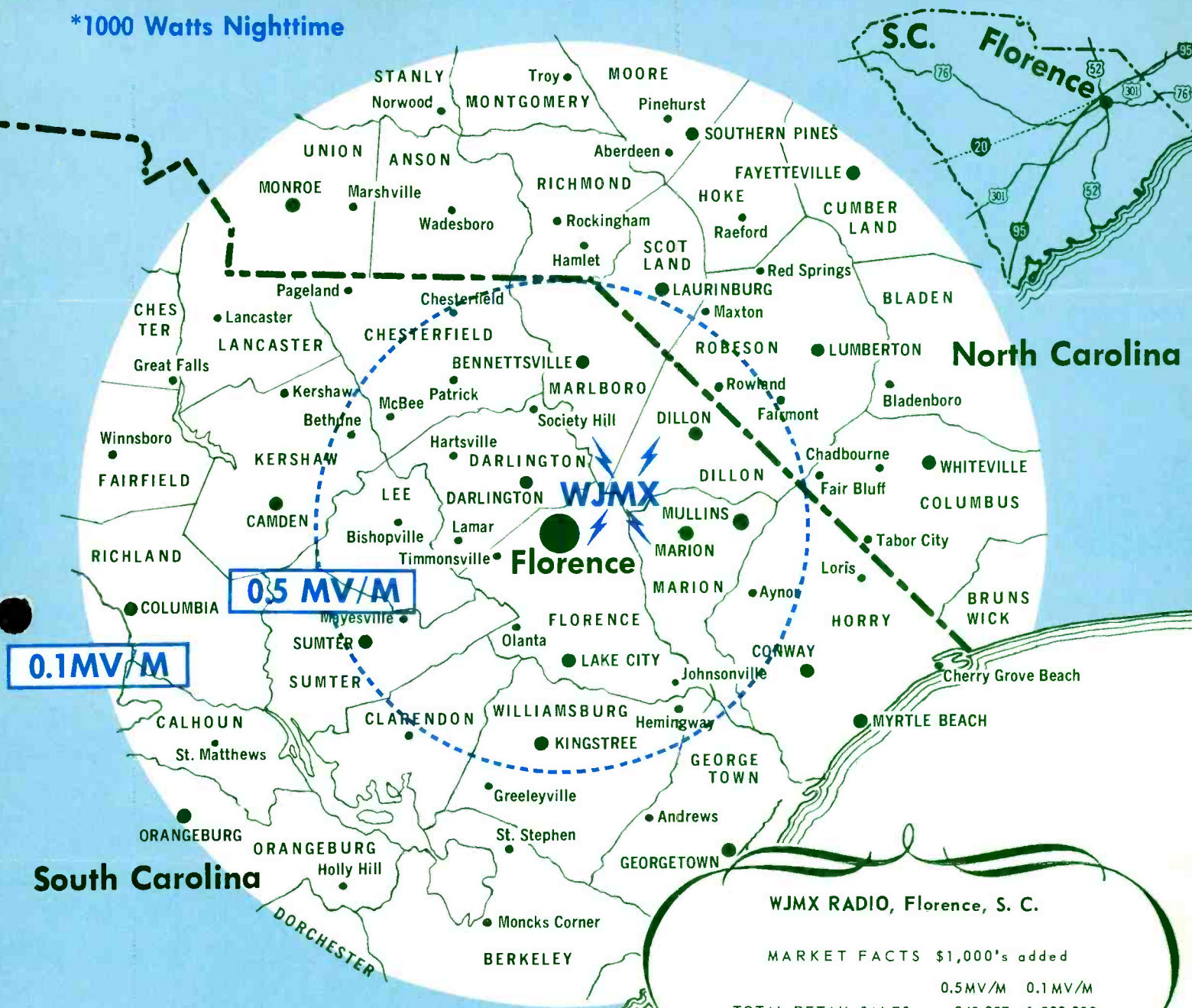
**SOURCE: SRDS Consumer Data exclusively.**



**K.C. njmx**  
**Florence, S.C.**

With 5,000 Watts of Power daytime\*—With complete programming of National, Regional, and Local News, Weather, Sports, and Adult Music—CBS Radio Network—Key Station for the Largest Sports Network originated in the South, the Broadcasts of the "SOUTHERN 500" and the "REBEL 300" Stock Car Races.

\*1000 Watts Nighttime



**WJMX Total Programming covers and influences a Highly Diversified Industrial and Agricultural Area with an Influential Voice that gets Good Results from a Primary Market Of \$343,000,000 and a Secondary Market of \$1,300,000,000**

**WJMX RADIO, Florence, S. C.**

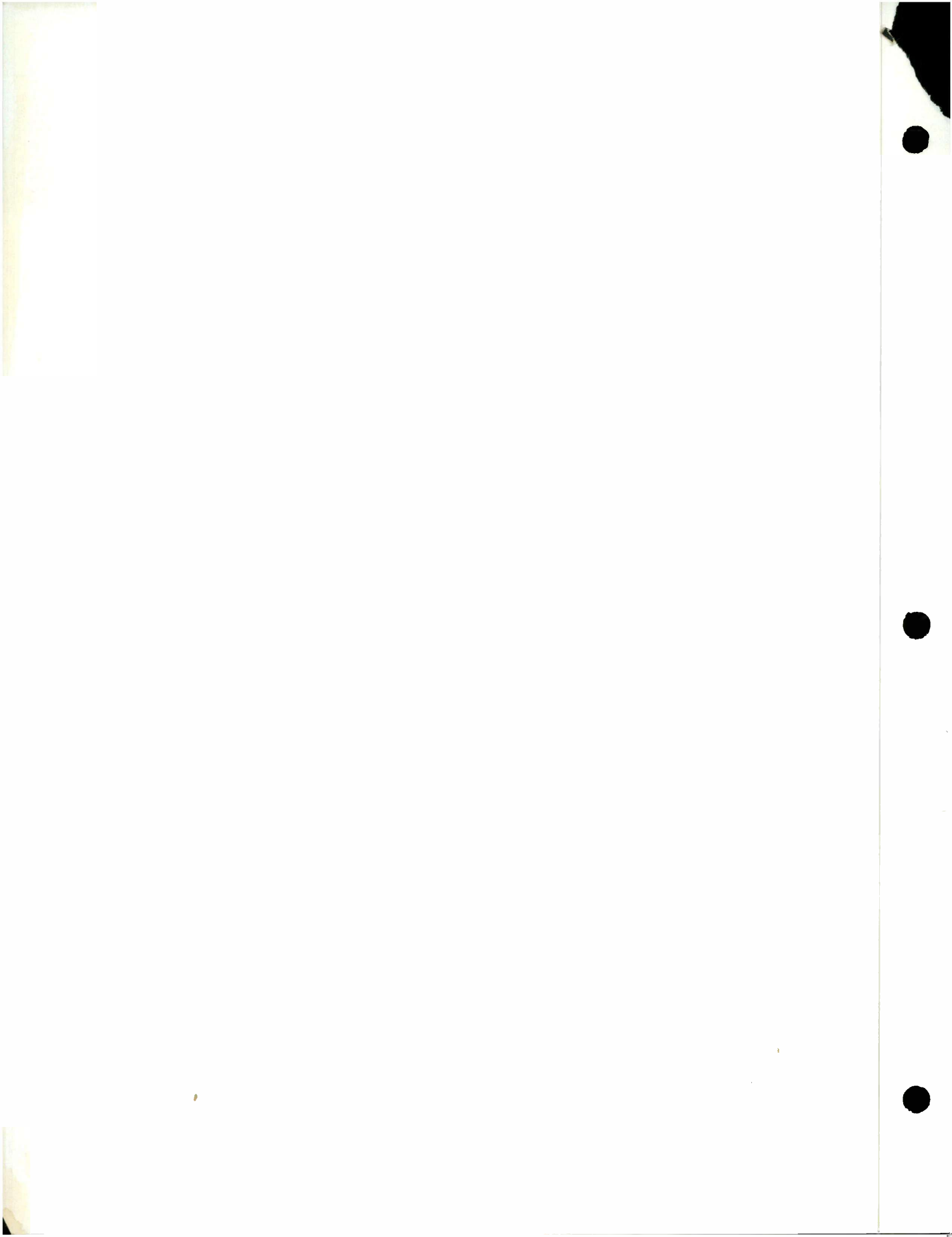
MARKET FACTS \$1,000's added

	0.5MV/M	0.1MV/M
TOTAL RETAIL SALES	343,027	1,299,980
Lumbr., Bldg. Mat'l, Hdwe.	25,777	97,688
Gen. Merchandise	40,510	153,530
Food Stores	87,106	330,104
Automotive Dealers	61,032	231,295
Gas Service Stations	30,126	114,169
Apparel, Acces'y	20,052	75,991
Furniture, Home Furn'g's	17,464	66,182
Eating, Drinking Places	15,034	56,974
Drug & Propy. Stores	29,975	113,597
Non-store Retailers	4,271	16,183
Farm Products - Sold	157,723	392,864

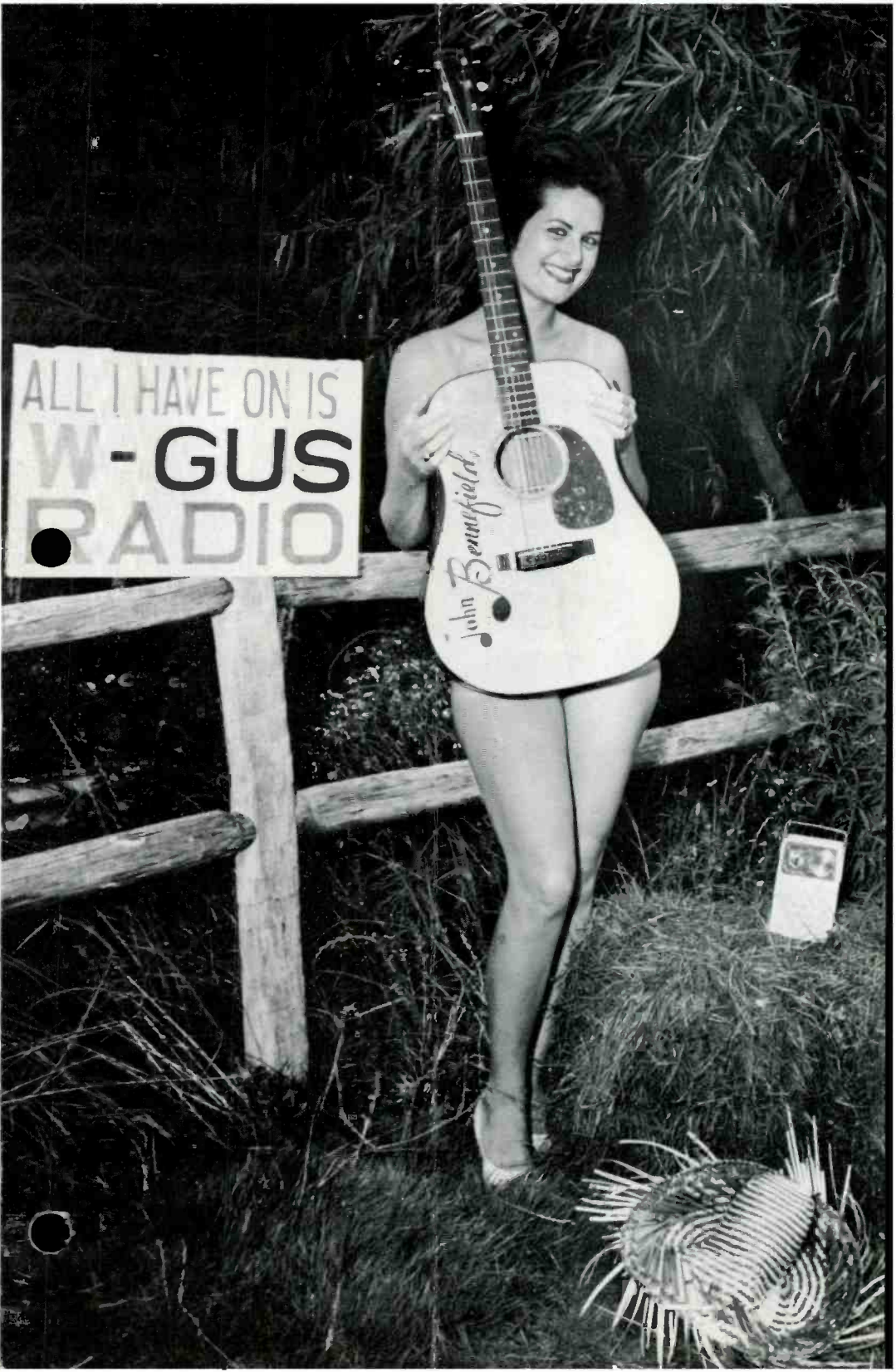
Population	436,921	1,485,042
Households	134,571	457,393

Market Facts are from U.S. Census and other sources and are delineated and updated by Ed Felker & Associates, Box 141, 1-D Forrest Gardens, Ambler, Pa. 19002 (215) 643-0637 1/1/69

**CBS RADIO**  
 WHERE WHAT YOU WANT TO KNOW COMES FIRST

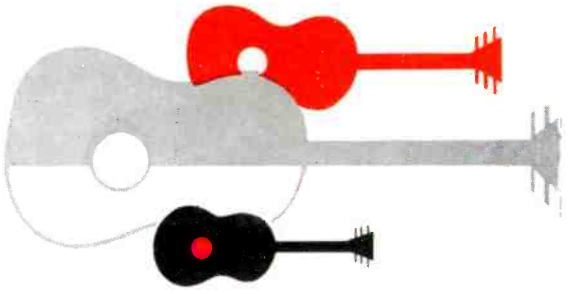






**1000 Watts**

**Dial 1380**



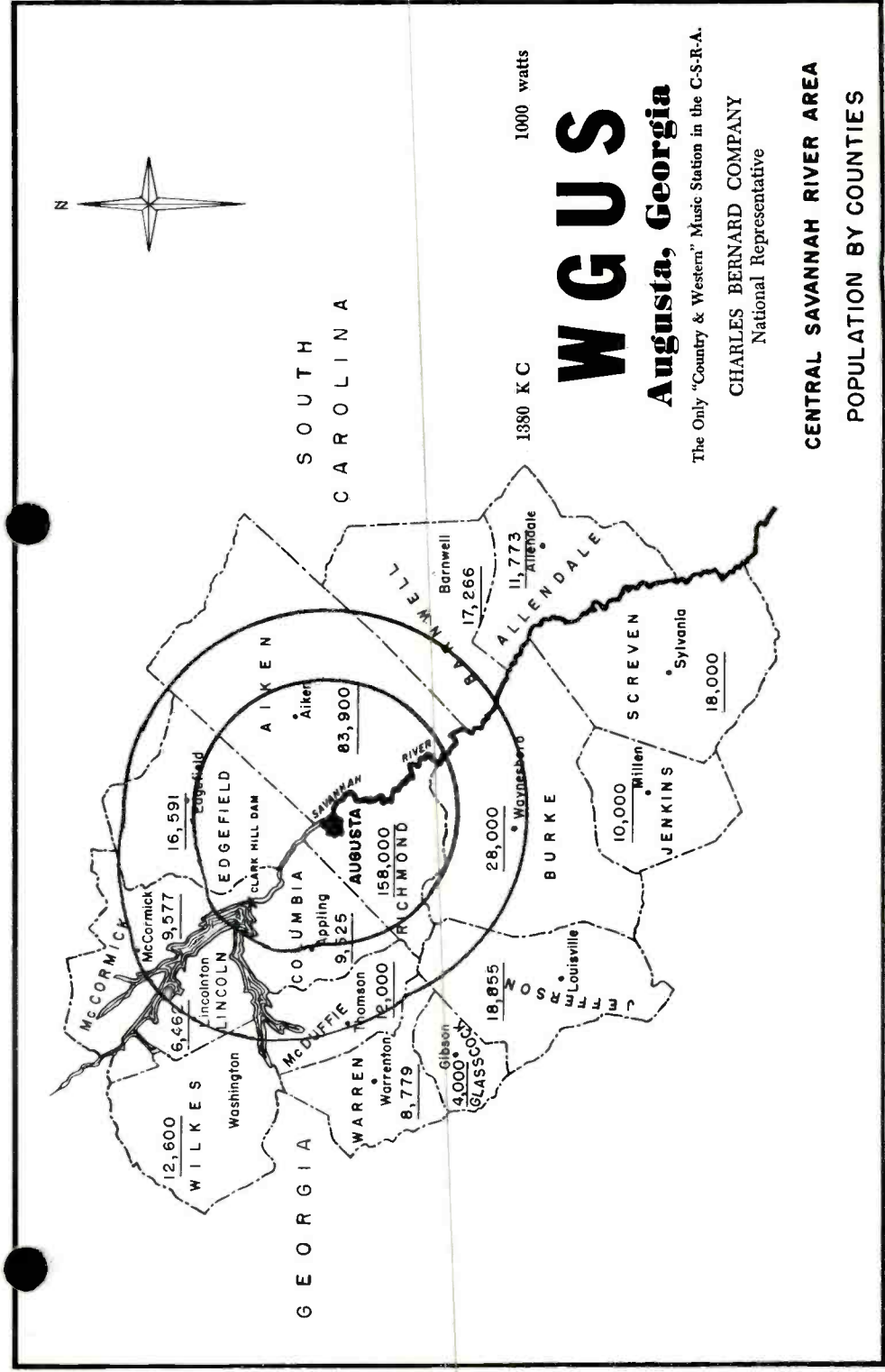
**W-GUS**

*Augusta's Only Country  
Music Station*

**AUGUSTA,**

**GEORGIA**







**WCCP Serves ...**

CLEMSON	CENTRAL
PENDLETON	SENECA
ANDERSON	LIBERTY
WESTMINSTER	WALHALLA
PICKENS	EASLEY

**Plus ...**

More than 7,000 Clemson University students (not included in official census).

**Clemson University ...**

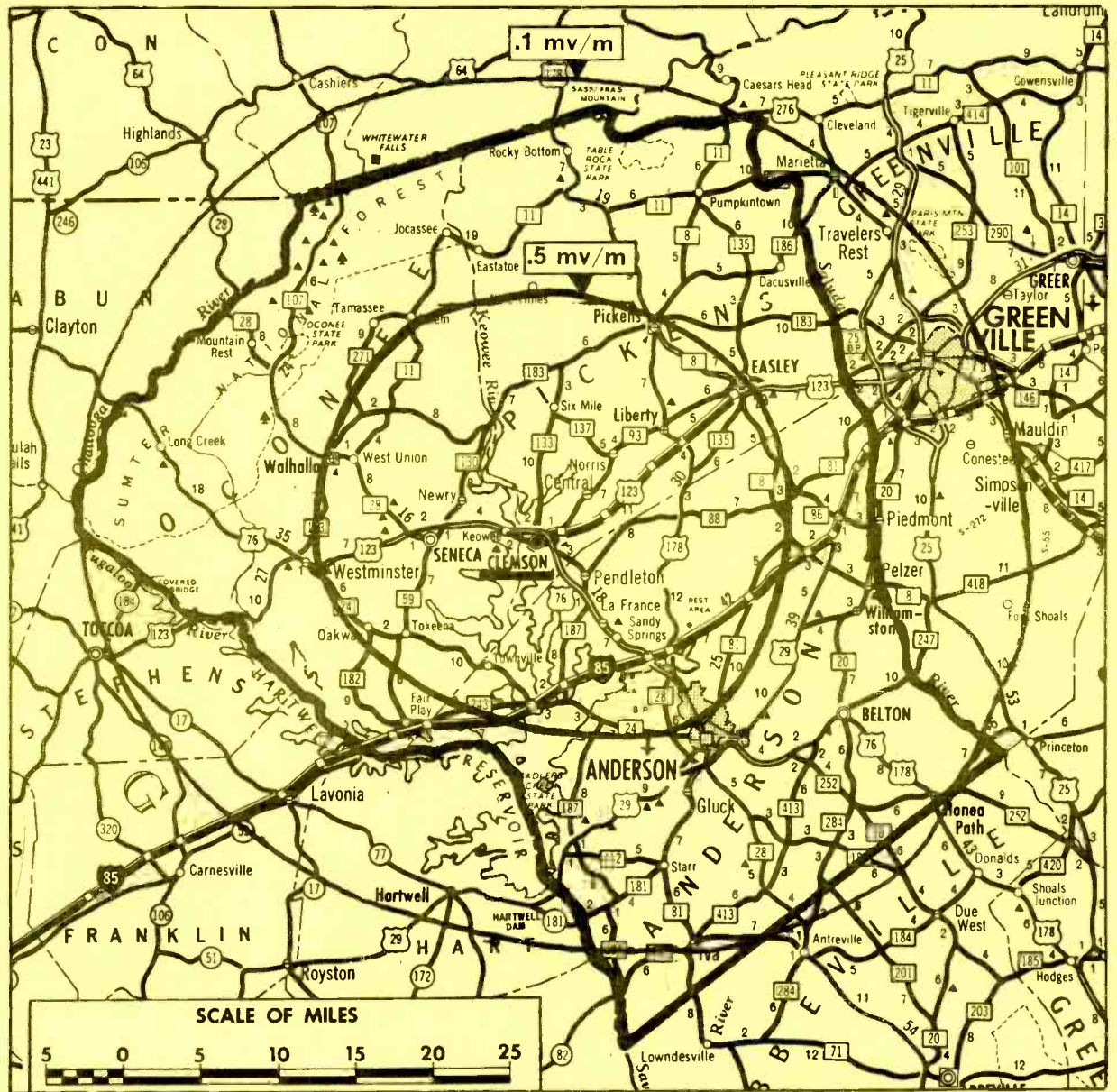
A major 'recession proof industry'.  
7,465 on-campus students.  
2,800 employees.  
1971 operating budget \$36,432,586.



CENTRAL WESLEYAN COLLEGE



TRI-COUNTY TEC



**Sales Representatives . . .**

Jack Moore . . . . . 654-5400  
 In Anderson, call:  
 Matt Phillips . . . . . 226-2501

**Southeastern Representative . . .**

Dora-Clayton . . . . . Atlanta

---

**RATE CARD No. 2**  
**Effective April 1, 1971**

---

**Announcements . . .**

	60 Sec.	30 Sec.	15 Sec.
25 or more	1.80	1.50	1.00
per week	1.60	1.35	.80

**Programs . . .**

Per Week	½ Hr.	¼ Hr.	5 Min.
One . . . . .	21.00	11.00	6.50
Three . . . . .	17.00	9.00	5.50
Five . . . . .	13.00	7.00	4.50
Six . . . . .	11.50	6.50	4.00
Seven . . . . .	10.25	6.00	3.60

Ten percent discount on 13-week contracts.

**City Population . . .**

CLEMSON . . . . .	5,561
(Plus over 7,000 students)	
PENDLETON . . . . .	2,615
CENTRAL . . . . .	1,550
SENECA . . . . .	6,027
ANDERSON . . . . .	27,556



**WCCP**

**Serves A Total Population**

**Of More Than**

**200,000**

**In The 3-County Area**



**WCCP**

**P. O. Box 322  
 Clemson, South Carolina**

**1,000 WATTS • 1560 KC  
 Telephone 654-5400**

**Serving . . .**

- PICKENS
- OCONEE
- ANDERSON COUNTIES



# WTYC ROCK HILL'S Most Powerful Voice

0.025 MV/M

0.5 MV/M

2 MV/M

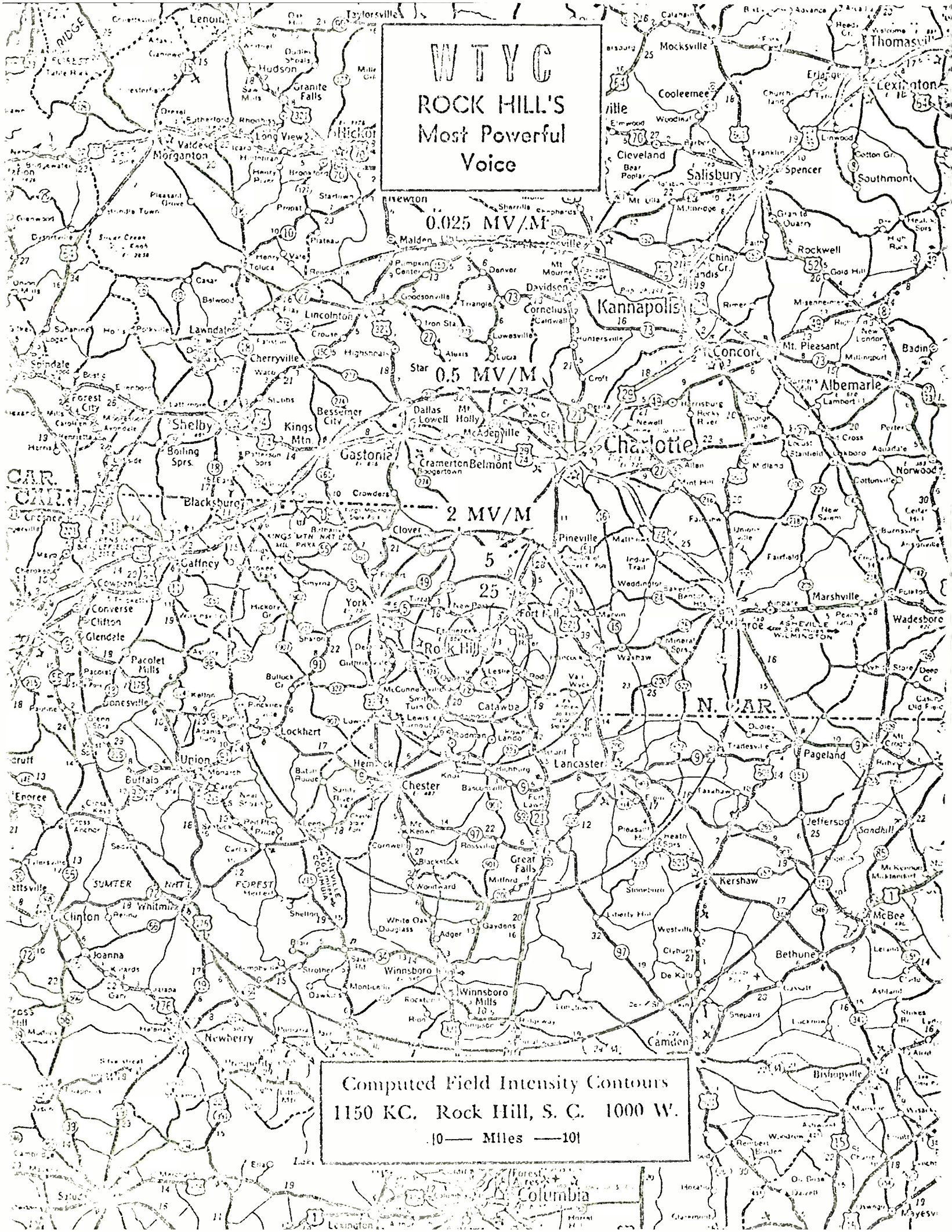
5

25

Rock Hill

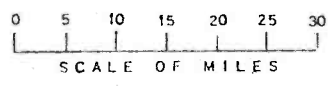
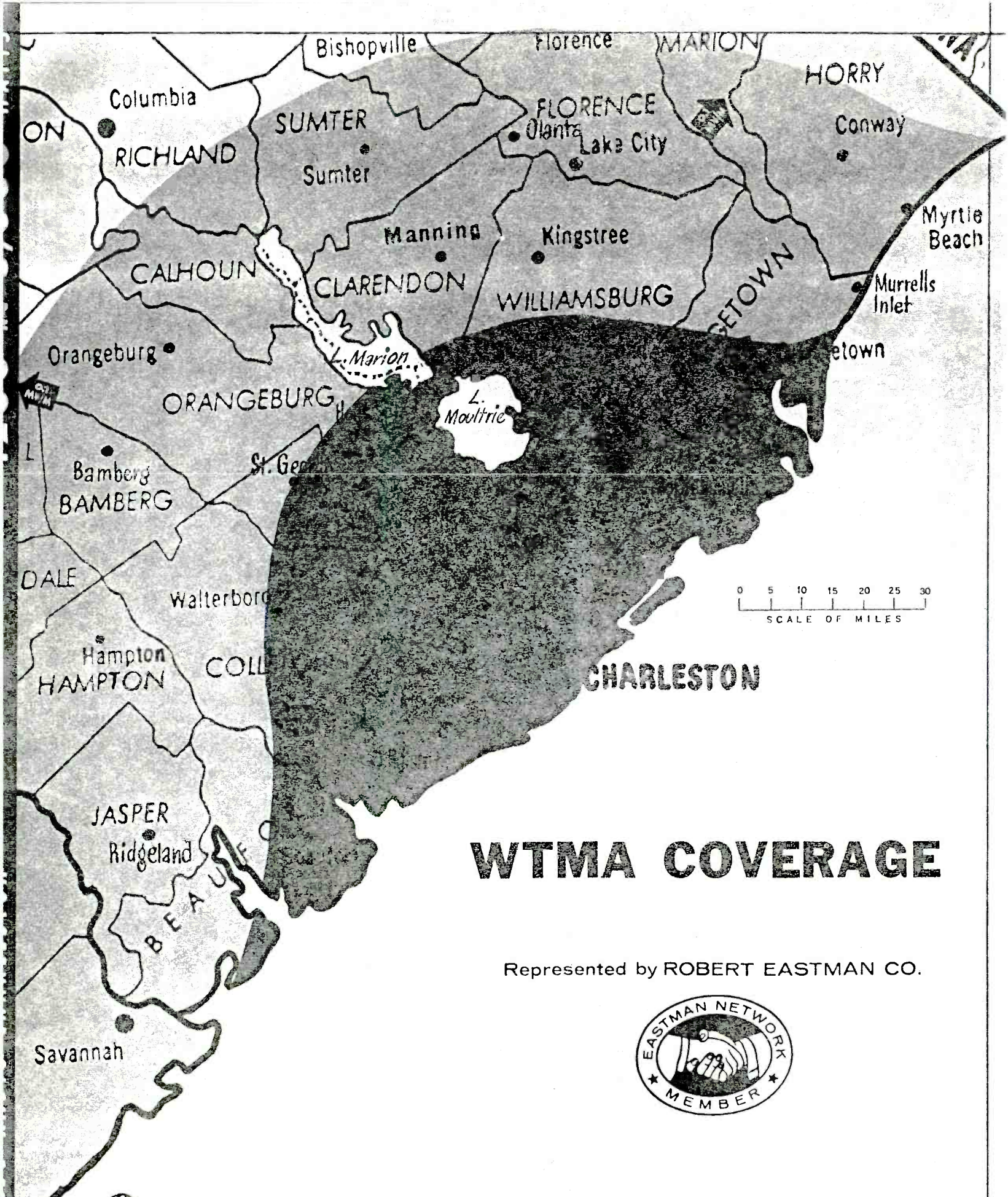
N. CAR.

Computed Field Intensity Contours  
1150 KC. Rock Hill, S. C. 1000 W.  
10 — Miles — 101









# WTMA COVERAGE

Represented by ROBERT EASTMAN CO.



**WTMA**

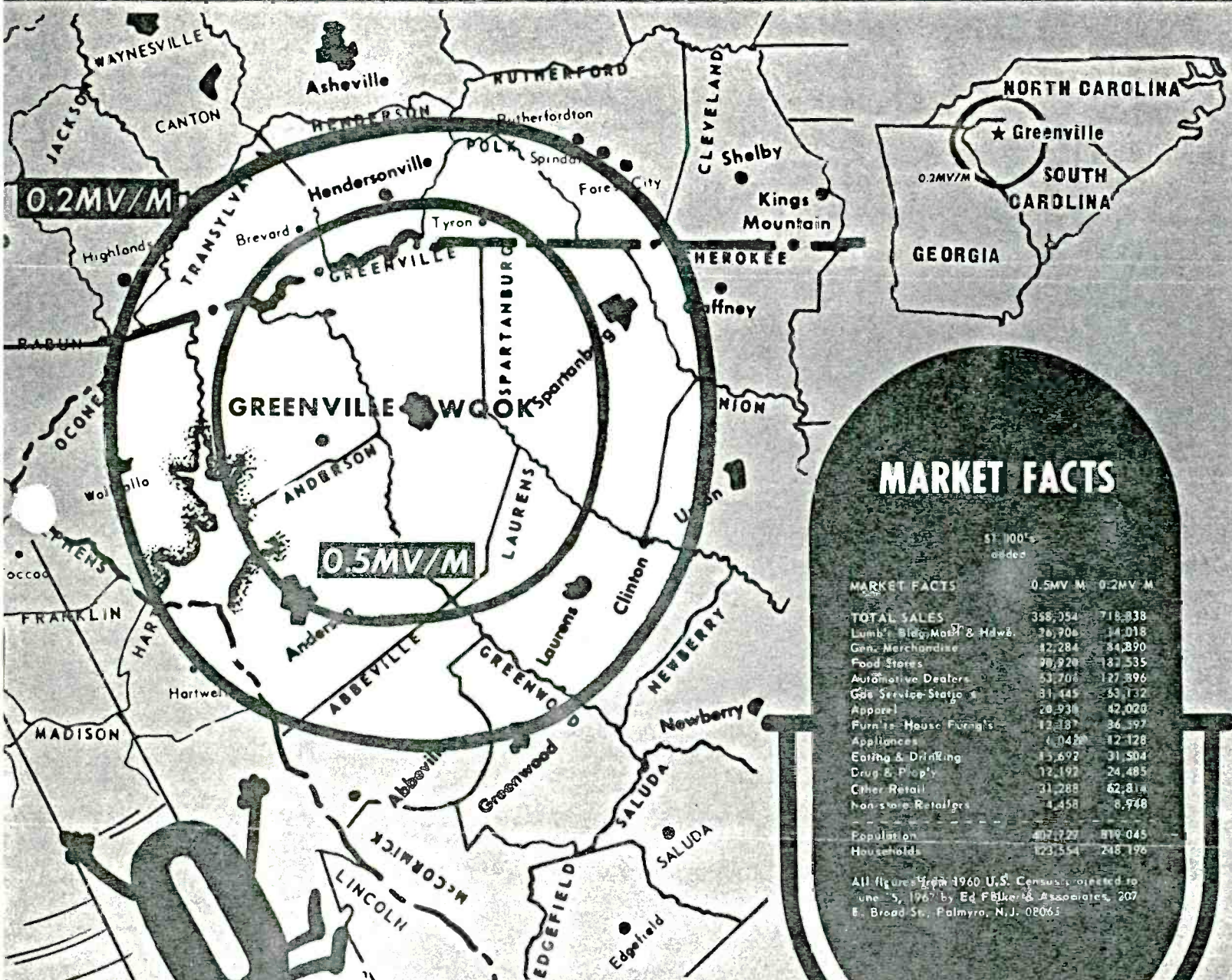
Atlantic Coast Broadcasting Corporation of Charleston  
 133 Church Street, Charleston, South Carolina A/C 803, 722-2961





# W O K

The Big "Q-Land"  
with the Happiest Sound in Town for the  
Young Lively at Heart and News  
when it Happens



## MARKET FACTS

\$1,000's  
rounded

MARKET FACTS	0.5MV M	0.2MV M
TOTAL SALES	358,354	718,838
Lumber, Bldg. Mat'l & Hdw.	26,706	14,018
Gen. Merchandise	42,284	34,890
Food Stores	98,920	137,535
Automotive Dealers	53,708	127,396
Gas Service Stations	31,445	53,132
Apparel	20,938	42,020
Furniture, House Furnish.	12,137	36,397
Appliances	6,042	12,128
Eating & Drinking	15,692	31,504
Drug & Prop'y	12,192	24,485
Other Retail	31,288	62,818
Non-store Retailers	4,458	8,948
Population	407,727	819,045
Households	129,554	248,196

All figures from 1960 U.S. Census, projected to June 30, 1967 by Ed Folke & Associates, 207 E. Broad St., Palmyra, N.J. 08065

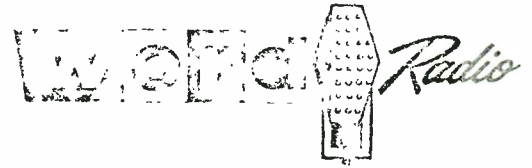
**JOIN THE SWING!**

# W O K





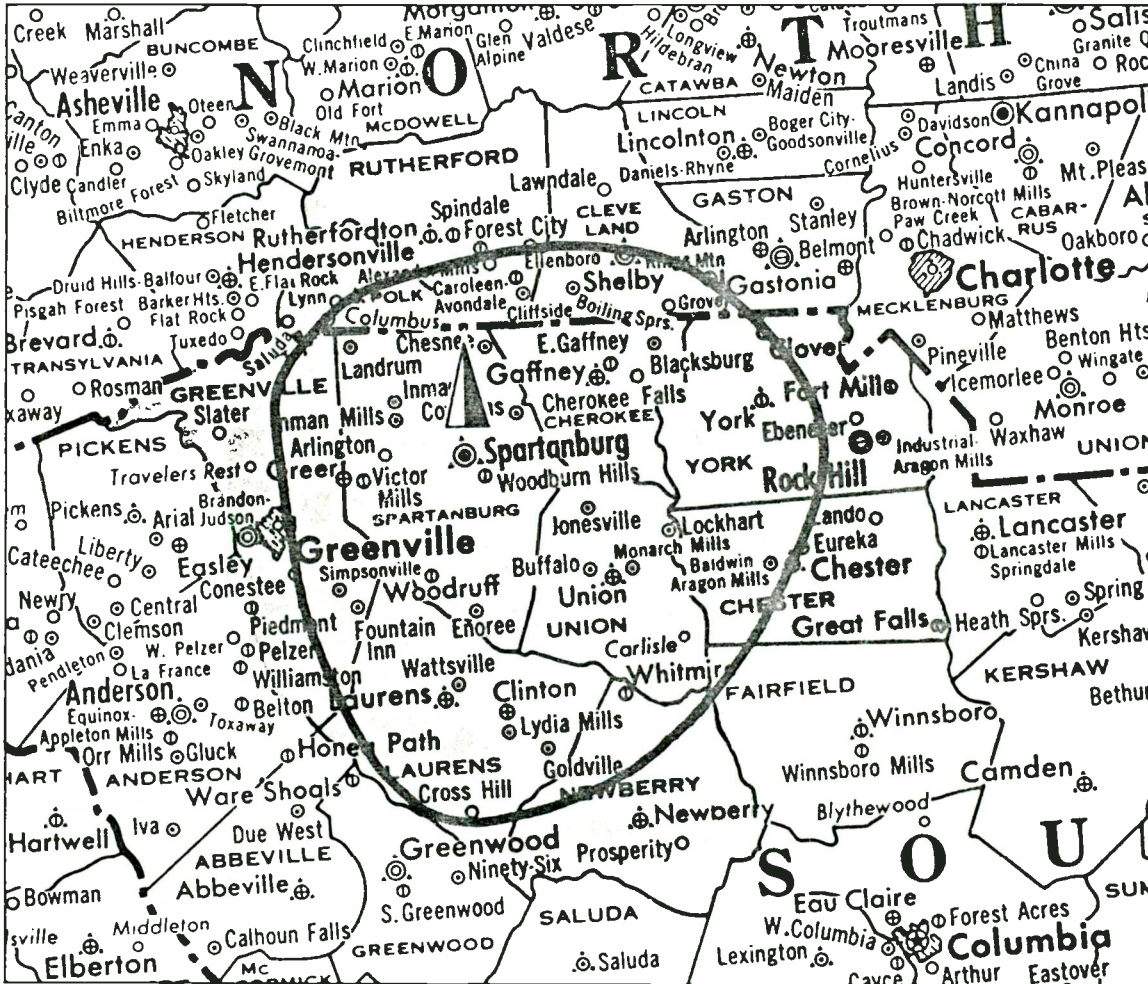
radio coverage



5,000 WATTS DAY  
1,000 WATTS NIGHT

910 KC.  
[0.5 MV/M]

SPARTANBURG  
SOUTH CAROLINA



source MEASURED ENGINEERING CONTOURS population key ● Over 100,000 ⊙ 50,000 to 100,000 ⊙ 25,000 to 50,000  
⊙ 20,000 to 25,000 ⊙ 10,000 to 20,000 ⊙ 5,000 to 10,000 ⊙ Under 5,000  
Copyright, American Map Co., N. Y., License No. 11966

**WORD MARKET FACTS**

	<u>Spartanburg Metro Area</u>	<u>WORD 0.5 MV/M Area</u>
Population	163,700	772,400
Households	45,000	210,900
Eff. Buying Income	\$314,073,000	\$1,252,074,000
Total Retail Sales	\$196,479,000	\$ 894,127,000
Food Sales	\$ 46,280,000	\$ 241,442,000
Auto Sales	\$ 46,822,000	\$ 188,712,000
Gas Station Sales	\$ 16,708,000	\$ 73,411,000
Drug Soles	\$ 9,607,000	\$ 32,528,000

Serving Spartanburg And The Surrounding Piedmont Area





# MARKET FACTS AND INFORMATION

## AREA &

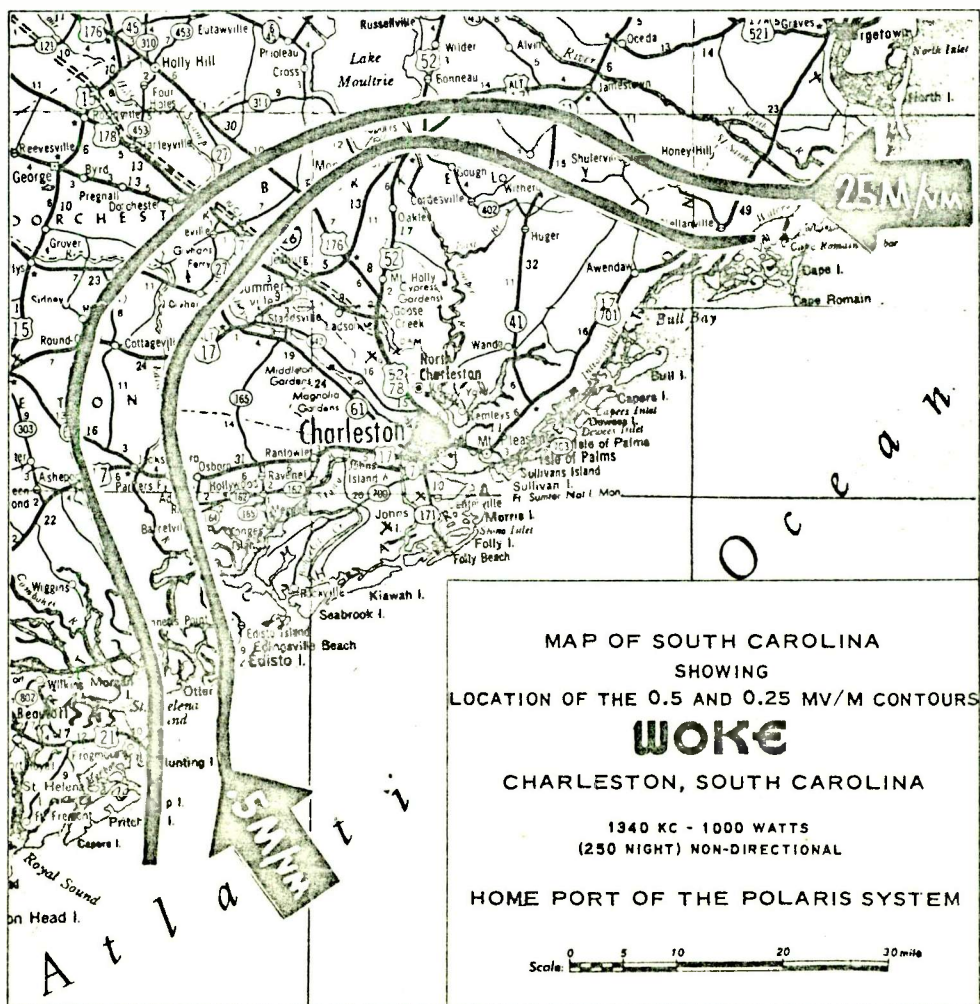
POPULATION 337,600 (January 1, 1967) Trident Counties. Source of Data: June, 1967 Sales Management and Charleston Trident Chamber of Commerce.

### 99th Market in the USA

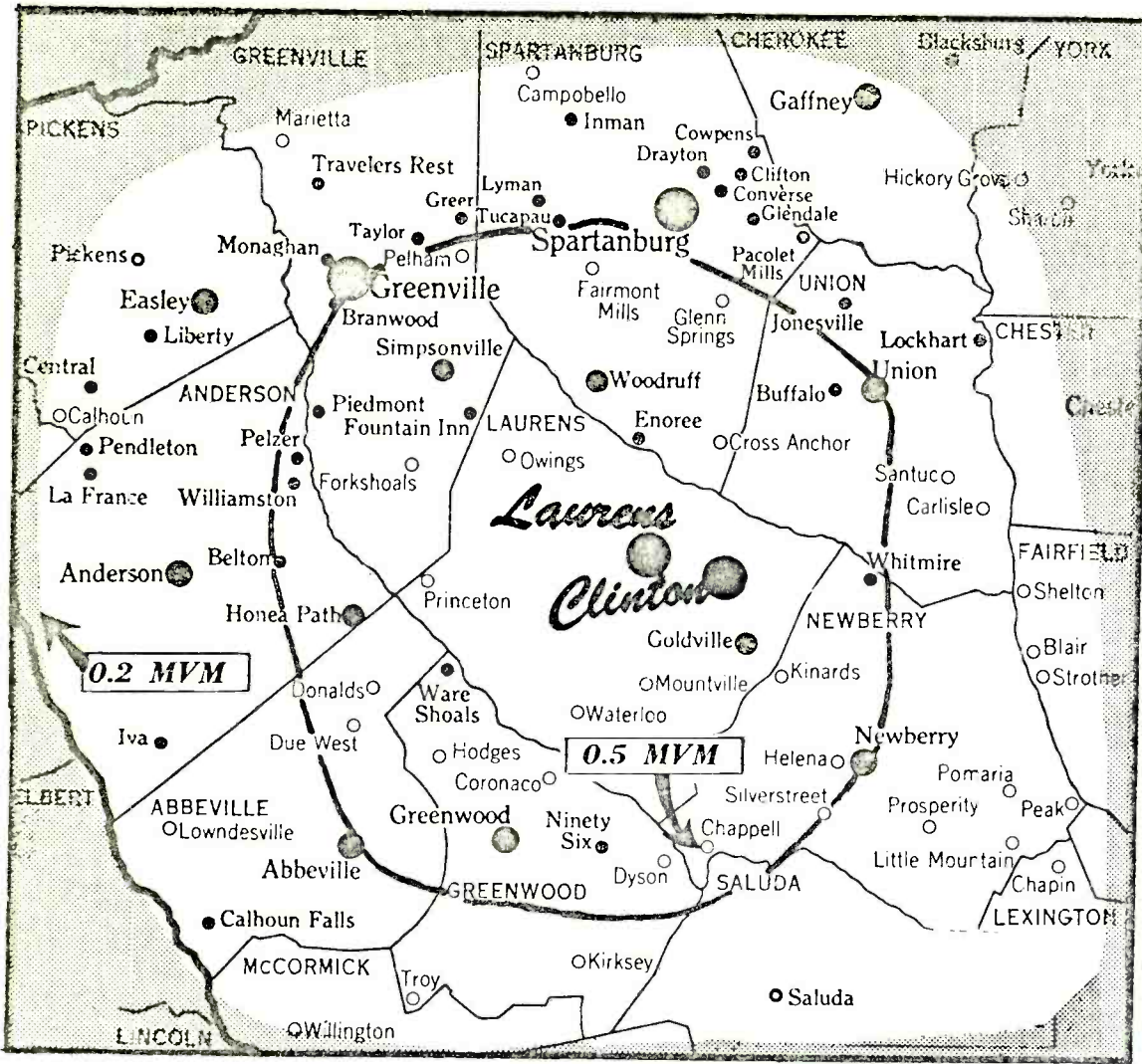
CHARLESTON COUNTY	BERKELEY COUNTY	DORCHESTER COUNTY	METRO CHARLESTON
258,900 69.3% Urban 67,100 Households	49,700 15.9% Urban 11,500 Households	29,000 14.8% Urban 7,400 Households	308,600 60.9% Urban 78,600 Households
<b>WEALTH, INCOME, INDUSTRY &amp; TRADE</b> \$98,598,836 Real and Personal Property \$504,634,000 Effective Buying Income \$7,521 Average Income Per Household \$1,949 Per Capita Income \$303,049,000 Total Retail Sales 1966 \$34,281,399 Value of 1966 Building Permits 354,359 Commercial Air Passengers 1966 \$446,000,000 Value of 1966 Foreign Commerce Port of Charleston 1,736 Vessels birthed at Port of Charleston	\$9,493,380 Real and Personal Property \$64,876,000 Effective Buying Income \$5,641 Average Income Per Household \$1,305 Per Capita Income \$17,177,000 Total Retail Sales 1966	\$10,339,440 Real and Personal Property \$40,507,000 Effective Buying Income \$5,474 Average Income Per Household \$1,355 Per Capita Income \$29,821,000 Total Retail Sales 1966	\$108,092,216 Real and Personal Property \$569,510,000 Effective Buying Income \$7,246 Average Income Per Household \$1,845 Per Capita Income \$320,266,000 Total Retail Sales 1966

W  
O  
K  
€

This Is A Wonderful Woke Radio Market. Only 5% of Charleston's total retail sales come from the rural trading zone, outside of Woke's coverage area.







*Affiliated With THE MUTUAL RADIO NETWORK*

# WLBG

**AM**

1000 Watts

860 KC

DAYTIME SERVICE

**FM**

3500 Watts

100.5 Meg

DAY and NIGHT

SERVING

**LAURENS-CLINTON, SOUTH CAROLINA**

# WLBG

**THE DOMINANT VOICE OF LAURENS COUNTY**

Serving the heavy-industrialized Piedmont area of South Carolina since 1948.

WLBG is the Station that puts INTEREST in Community Interest Programs.

**AM-1000 WATTS — 860 KC — Daytime**

**FM-3500 WATTS — 100.5 Meg — Day and Night**

# WLBG

**THE LAURENS-CLINTON BROADCASTING CO., INC.**

Bill Hogan, General Manager

P. O. Box 269

Phone (803) 984-5216

LAURENS, SOUTH CAROLINA

**MARKET DATA:**

	Within 0.5 MV/M Coverage	Within 0.2 MV/M Coverage
Total Population.....	179,600	626,800
Total Households.....	52,640	180,999
Total Radio Homes.....	50,534	176,500
Total Passenger Cars.....	52,114	178,200
Spendable Income.....	\$231,648,000	828,749,000

**RETAIL DATA:**

Food Sales.....	\$ 45,137,000	163,120,000
Drug Sales.....	\$ 5,074,000	23,357,000
Eat-Drink Places.....	\$ 9,000,000	53,223,000
Genl. Merchandise Sales.....	\$ 10,227,000	60,481,000
Apparel Sales.....	\$ 9,603,000	34,359,000
Home Furnishing Sales.....	\$ 10,415,000	36,132,000
Automotive Sales.....	\$ 36,769,000	144,154,000
Filling Station Sales.....	\$ 15,230,000	51,392,000
Building Materials.....	\$ 19,037,000	64,240,000
<b>TOTAL RETAIL SALES.....</b>	<b>\$166,847,000</b>	<b>659,283,000</b>
<b>TOTAL WHOLESALE SALES.....</b>	<b>\$ 96,771,000</b>	<b>382,354,000</b>
<b>TOTAL SERVICE RECEIPTS.....</b>	<b>\$ 33,369,000</b>	<b>131,357,000</b>

**FARM DATA:**

Total Farm Population.....	42,600	156,400
Farm Households.....	9,630	39,100
Farm AM Radio Homes.....	9,300	38,318
Farm Passenger Cars.....	9,650	35,190
Total Farm Income.....	\$ 88,776,000	176,933,000

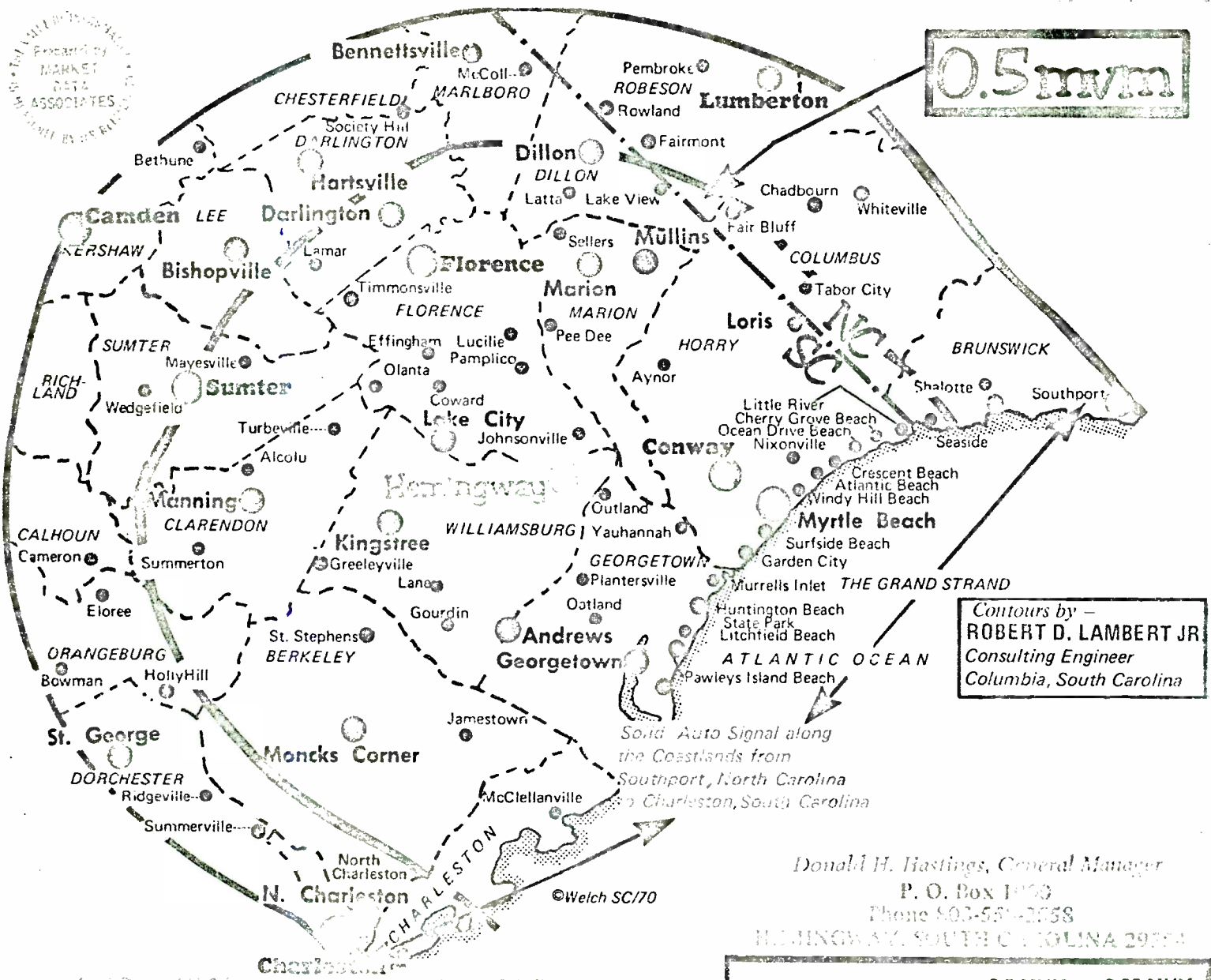
SOURCE: SRDS Consumer Market Data; Sales Management; U. S. Department of Commerce; U. S. Department of Agriculture; RETMA.





Prepared by  
MARKET  
DATA  
ASSOCIATES  
MEMBER OF THE  
NATIONAL BUSINESS  
ECONOMICS RESEARCH  
INSTITUTE

0.5 mvm



Contours by -  
**ROBERT D. LAMBERT JR**  
Consulting Engineer  
Columbia, South Carolina

Solid Auto Signal along  
the Coastlands from  
Southport, North Carolina  
to Charleston, South Carolina

Donald H. Hastings, General Manager  
P. O. Box 1950  
Phone 803-551-2058

HORRINGTONWAY, SOUTH CAROLINA 29554

	0.5 MVM Coverage	0.25 MVM Coverage
Population .....	563,970	828,790
Households .....	135,880	206,650
AM Radio Homes .....	134,700	203,860
Auto Ownership .....	174,560	264,870
Farm Population .....	124,350	198,000
Spendable Income .... \$203,853,000	1,386,854,000	
Total Retail Sales .... \$702,836,000	998,096,000	
Food Stores .....	\$161,943,000	236,633,000
Drug Stores .....	\$ 28,830,000	34,901,000
Department Stores .... \$ 97,065,000	131,094,000	
Apparel Shops .....	\$ 39,663,600	52,836,000
Homefurnishings .....	\$ 43,993,000	58,934,000
Auto Dealers .....	\$154,863,000	208,997,000
Service Stations .....	\$ 58,044,000	92,126,000
Gross Farm Income .. \$224,539,000	378,936,000	

Source: SRDS Consumer Market Data ©

© 1974 MARKET DATA ASSOCIATES



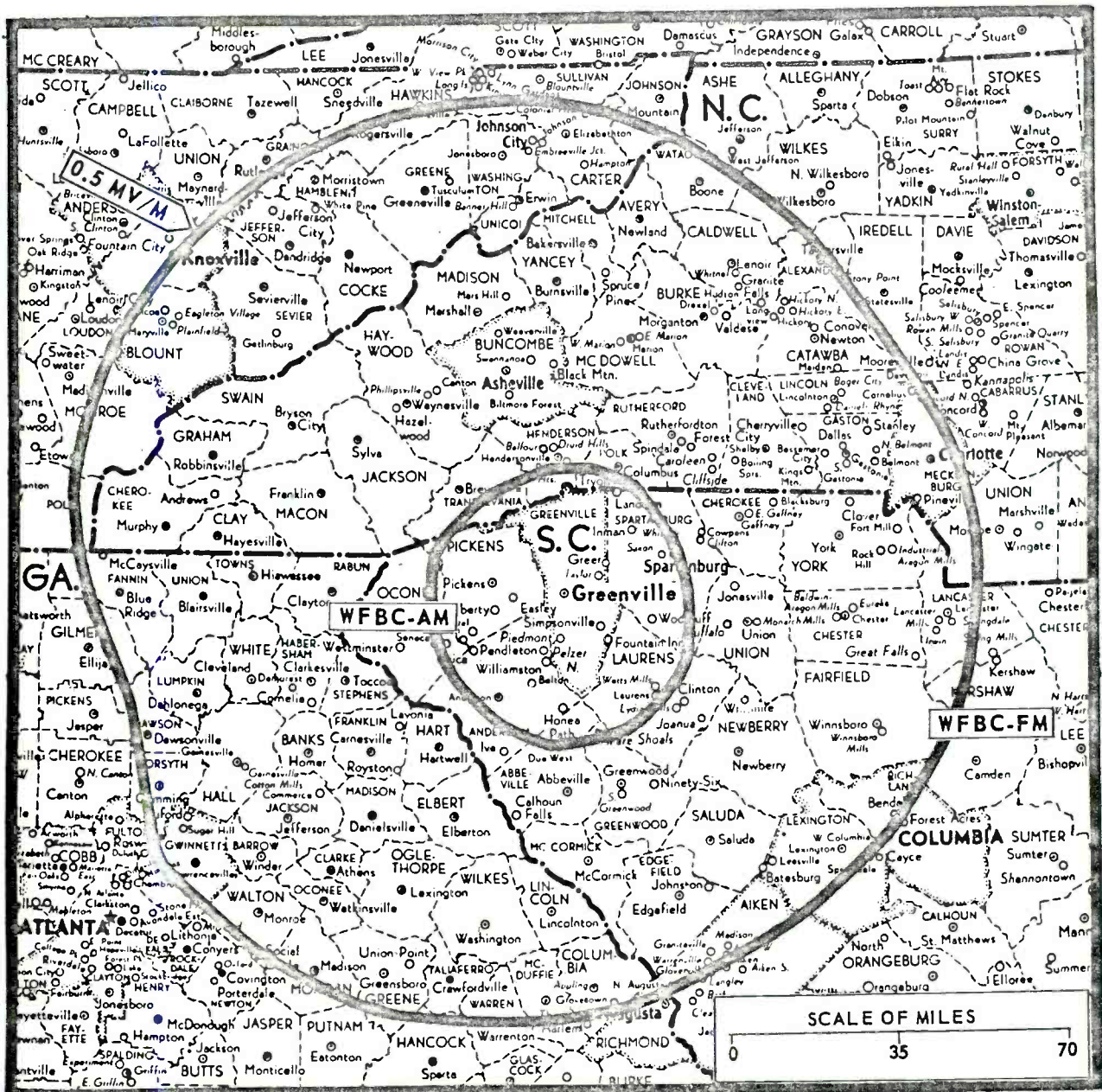


# WFBC AM & FM Greenville, South Carolina

Multimedia Broadcasting Stations

WFBC-AM: 5,000 watts at 1330kc  
WFBC-FM: 100,000 watts at 93.7mc

Coverage



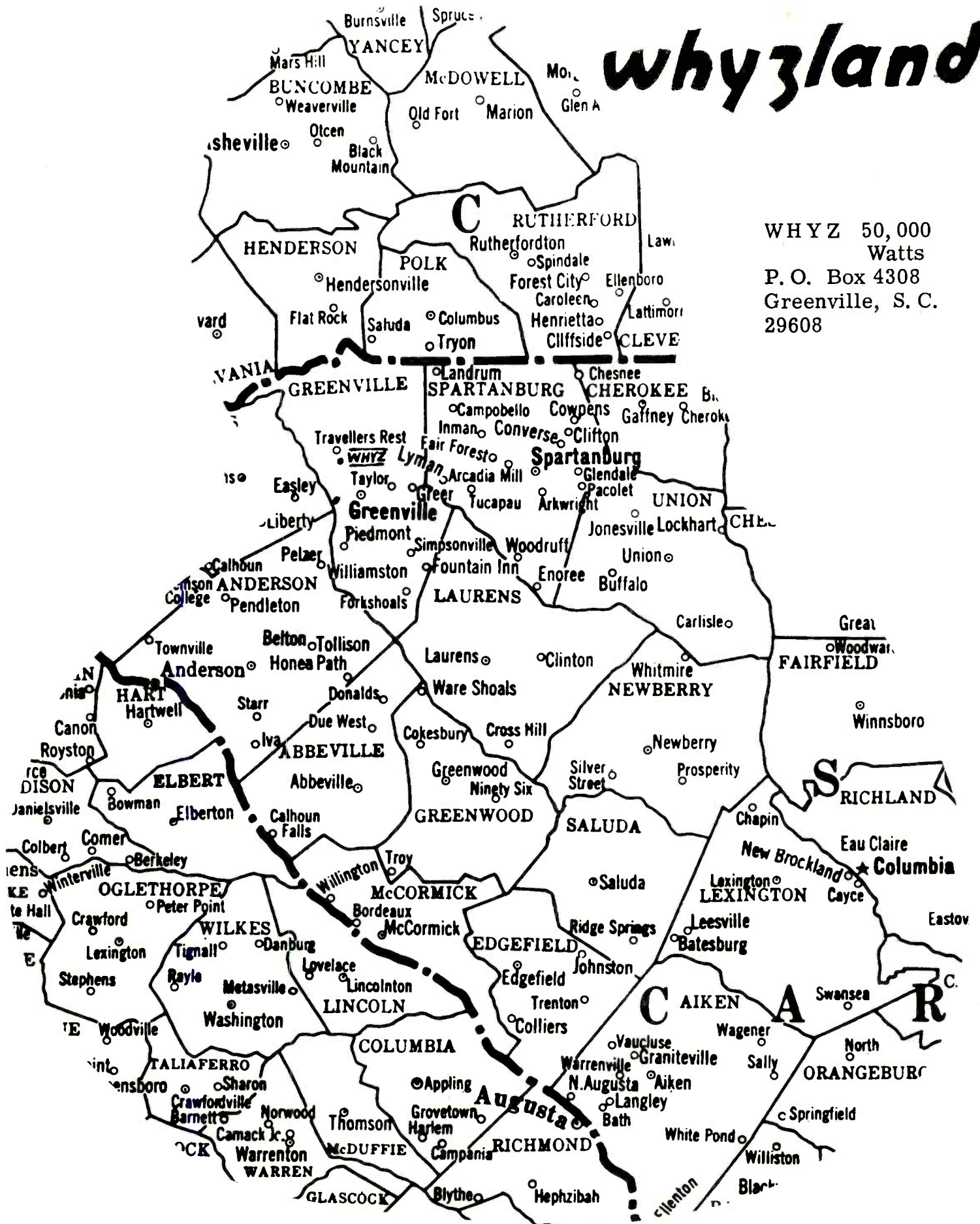




"Advertise with WHYZdom"

# whyzland

WHYZ 50,000  
Watts  
P. O. Box 4308  
Greenville, S. C.  
29608







**LOCAL  
RETAIL RATE CARD**

**No. 4**

EFFECTIVE MARCH 1, 1963

**WCOS**

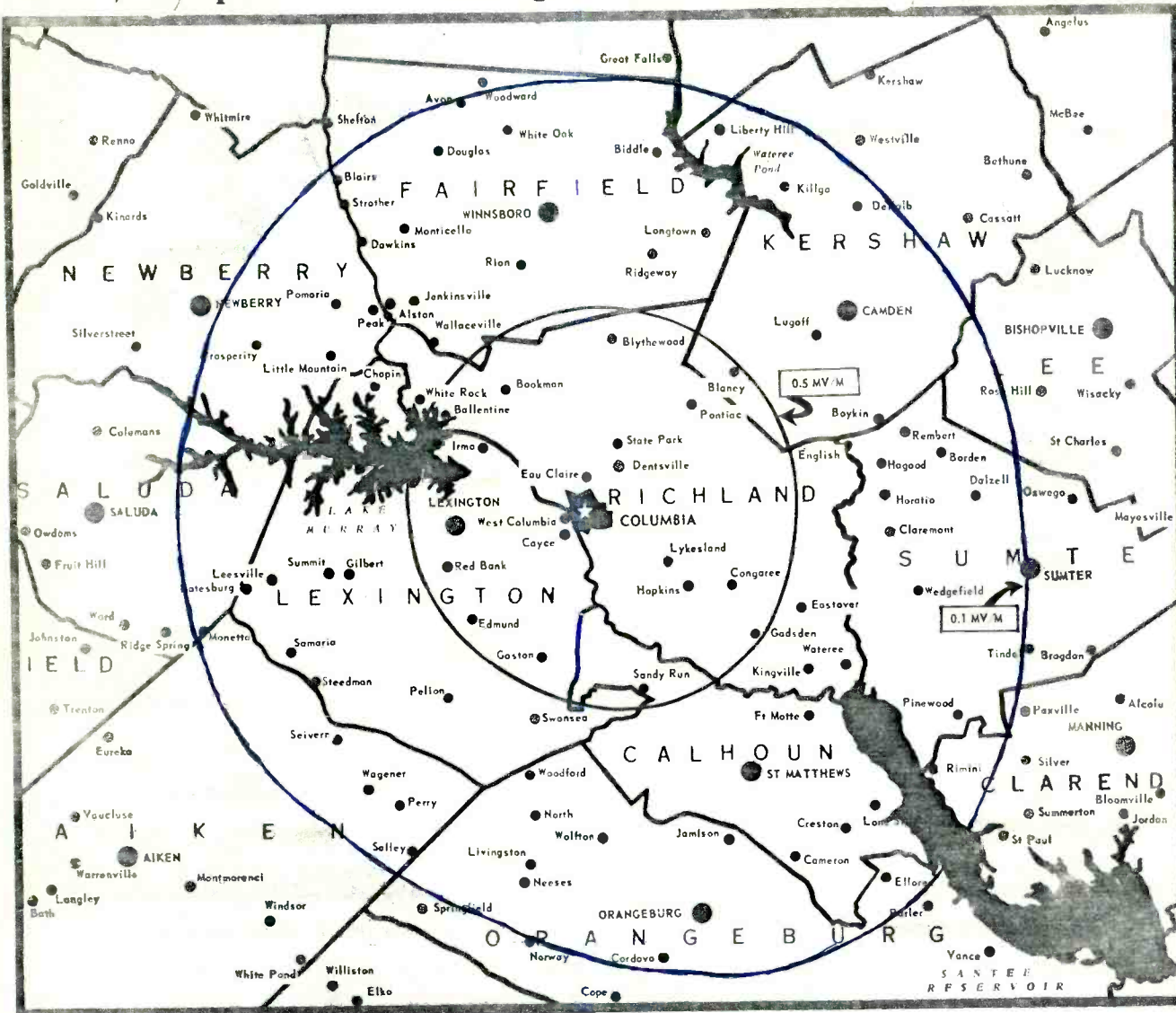
AM - FM

**RADIO**

*Columbia's  
24 Hour Station*

**1400-KC**

**1000 Watts-Day  
250 Watts-Night**



**MARKET DATA**

TOTAL POPULATION	271,100
TOTAL HOUSEHOLDS	65,690
TOTAL CONSUMER SPENDABLE INCOME	\$404,946,000
CONSUMER SPENDABLE INCOME, PER HOUSEHOLD	\$ 6,164
TOTAL PASSENGER CARS	81,920

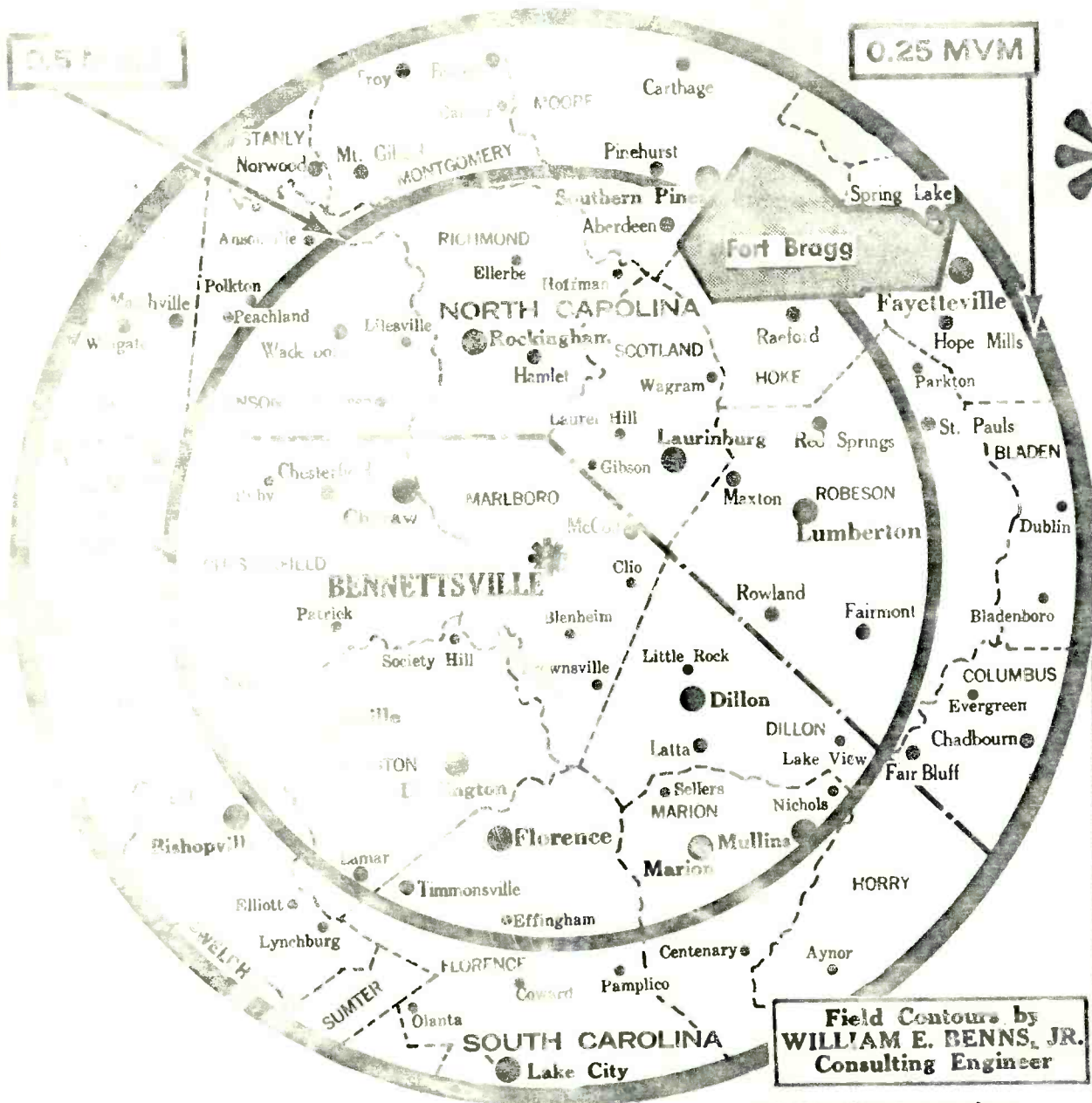
**RETAIL DATA**

FOOD SALES	\$ 53,211,000
DRUG SALES	8,770,000
GENERAL MERCHANDISE SALES	34,404,000
APPAREL SALES	18,465,000
HOME FURNITURE SALES	11,139,000
AUTOMOTIVE SALES	53,025,000
FILLING STATION SALES	26,324,000
TOTAL RETAIL SALES	255,270,000
RETAIL SALES, PER HOUSEHOLD	3,886

SOURCE: SRDS - U. S. CENSUS - S. M.

STUDIOS AND OFFICES  
CORNELL ARMS BUILDING  
TELEPHONE: AL 2-2177  
COLUMBIA, S. C.





# \*WBSC

SERVING THE CENTRAL CAROLINAS  
 BENNETTSVILLE, SOUTH CAROLINA  
**10,000 Watts Day**

For POWERFUL "Sounds that SELL"  
 your product, write or call us!

A. K. Harmon, General Manager  
 P. O. Box 639 Phone (803)479-4051  
 BENNETTSVILLE, SOUTH CAROLINA

MARKET DATA:	0.5 MVM Coverage	0.25 MVM Coverage
Population	315,400	957,300
Households	74,520	231,850
Radio Homes	69,060	210,340
Automobiles	81,230	255,260
Spendable Income	\$315,173,000	1,144,582,000
<b>RETAIL SALES:</b>		
Food Stores	\$ 60,683,000	191,106,000
Drug Stores	\$ 6,957,000	22,856,000
Gen'l Merchandise	\$ 32,337,000	108,217,000
Apparel Stores	\$ 10,280,000	39,632,000
Home Furnishings	\$ 8,205,000	34,231,000
Auto Sales	\$ 42,287,000	164,830,000
Service Stations	\$ 27,927,000	80,374,000
<b>Total Retail Sales</b>	<b>\$222,488,000</b>	<b>854,803,000</b>

<b>FARM DATA:</b>		
Farm Population	102,400	245,200
Farm Income	\$134,717,000	373,919,000

SOURCE: SRDS Market Data exclusively.

# WBSC

BENNETTSVILLE, S. C.

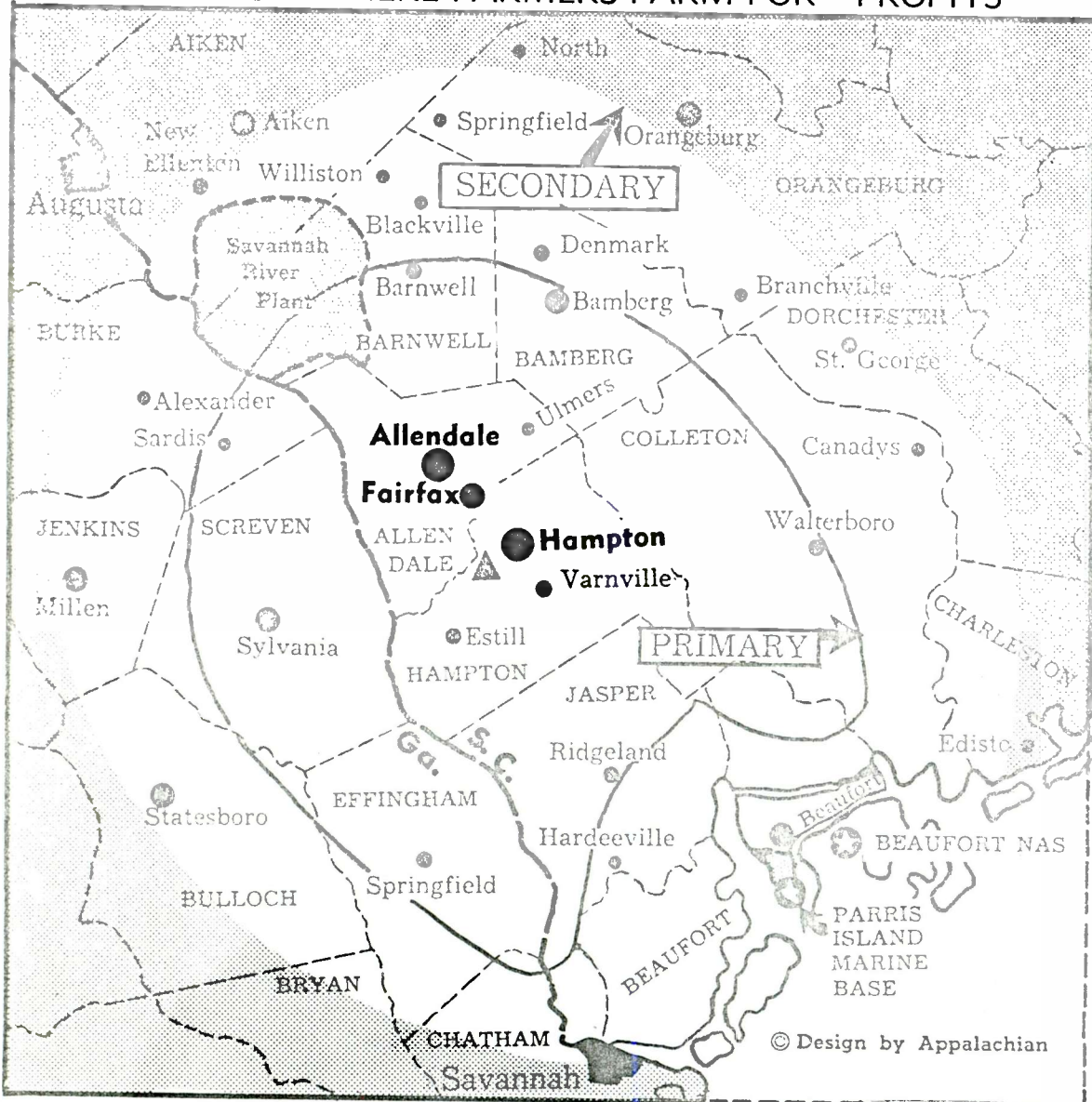
10,000 Watts Daytime  
 Mutual Network News  
 1550 KC Fulltime!  
 Agri Weather Wire  
 22 Hrs. C&W Weekly  
 6 Hrs. Farm News Weekly



172

JOSEPH E. KURETH, JR.  
817 W. STAYMAN DR.  
ELLCOTT C.T., MD. 21043

BUY WBHC – WHERE FARMERS FARM FOR “PROFITS”



# WBHC

“... with that Pleasing, SELLING Sound!”

HAMPTON, SOUTH CAROLINA

1000 WATTS

1270 KC

MEMBER OF  
KEYSTONE  
NETWORK

# WBHC

“... Serving South Carolina's Most Prosperous Farming Region...”

Major News Casts  
DAILY Major Weather Forecasts  
Farm Programs in Depth

NEWS on-the-Hour / Capsule News on Half-hour

The Home of Westinghouse Micarta; Riechold Chemical Co.; United Door Co. and Hampton Apparel Company.

1270 KC Non-Directional Daytime  
“The Bright Refreshing Sound...”

Owned and Operated by  
HAMPTON COUNTY BROADCASTERS, INC.  
P. O. Box 666 Phone Hampton 2831  
HAMPTON, SOUTH CAROLINA

### MARKET DATA:

	Primary Coverage	Secondary Coverage
Total Population	100,100	275,400
Total Households	24,080	68,490
Radio Homes	24,600	66,030
Passenger Cars	35,800	89,300
Spendable Income	\$84,930,000	261,535,000

### RETAIL SALES:

Food Stores	\$17,409,000	49,310,000
Drug Stores	\$ 2,323,000	7,057,000
General Merchandise	\$ 6,071,000	18,050,000
Apparel Stores	\$ 3,013,000	9,750,000
Home Furnishings	\$ 2,078,000	7,122,000
Auto Sales	\$ 9,755,000	34,754,000
Filling Stations	\$ 8,864,000	20,475,000
Building Materials	\$ 8,330,000	24,360,000
<b>TOTAL RETAIL SALES</b>	<b>\$68,919,000</b>	<b>191,486,000</b>

### FARM DATA:

Farm Population	46,800	127,500
Farm Households	13,090	32,040
Farm Radio Homes	12,860	31,890
Gross Farm Income	\$34,193,000	103,705,000

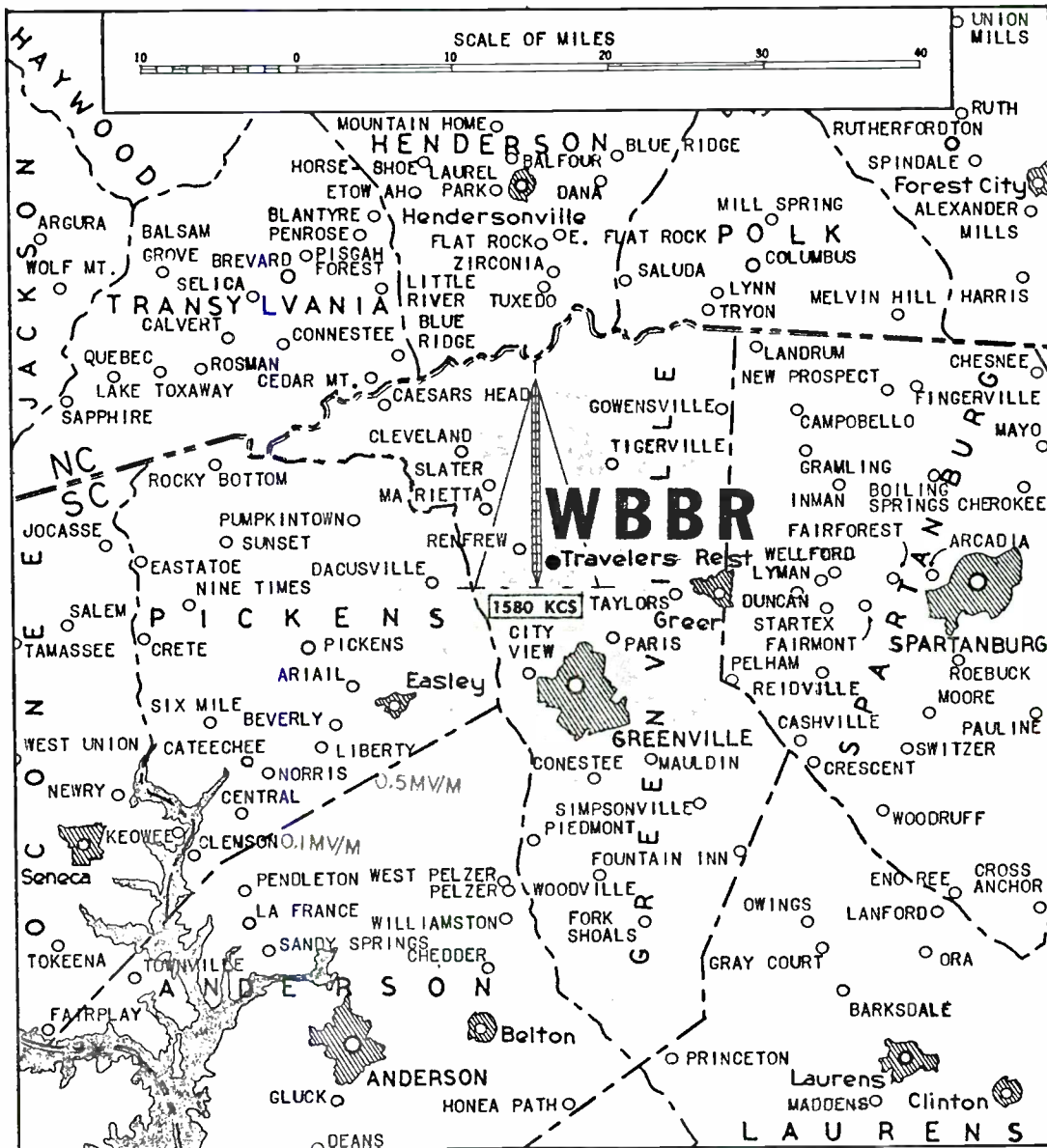
SOURCE: United States Census Reports on Population, Housing, Agriculture, Retail Trade; SRDS Consumer Data; REA Farm Survey Reports; RETMA.

Design by Appalachian Advertising Associates.





# WBBR RADIO - Serving Metropolitan Greenville from Travelers Rest



# WBBR

Piedmont Broadcasting Co., Inc.

Box 456

TRAVELERS REST,  
SOUTH CAROLINA

Tel: 834-6265

## 1580 KC 500 WATTS

NON DIRECTIONAL

## UPI WIRE SERVICE AFFILIATE

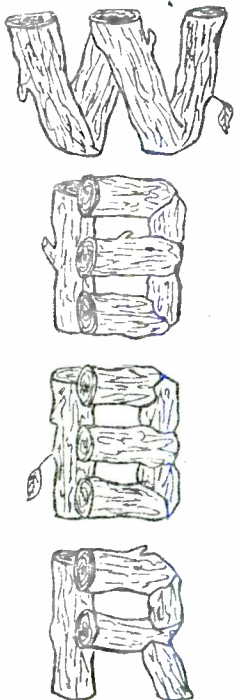
Southern Representative

### Clarke Brown Co.

1182 W. Peachtree St. N. W.

ATLANTA, GA.

Tel: 875-9539



### MARKET DATA

	Within 0.5 mv/m	Within 0.1 mv/m
Population	124,435	400,930
Non-White Population	21,081	69,464
Households	34,778	113,449
Consumer Spendable Income	\$226,266,764	\$712,182,137
Consumer Spendable Income per Household (Average)	\$ 6,506	\$ 6,278
Total Retail Sales	\$136,725,657	\$424,946,099
Total Retail Sales per Household (Average)	\$ 3,931	\$ 3,745
Food	\$ 33,666,106	\$105,174,034
Drug	\$ 5,820,455	\$ 19,164,300
General Merchandise	\$ 20,137,990	\$ 58,071,431
Apparel	\$ 6,574,971	\$ 26,420,974
Home Furnishings	\$ 6,651,367	\$ 20,681,800
Automotive	\$ 28,635,283	\$ 76,515,690
Filling Station	\$ 12,513,146	\$ 39,702,696
Passenger Cars	47,736	152,510
Bank Deposits	\$ 79,168,734	\$193,706,712
Farm Population	4,592	21,538
Farm Households	1,394	6,547

Sources: U. S. Department of Commerce, Rand McNally Commercial Atlas and Marketing Guide, and Standard Rate and Data Service

