

95.5 ON
 YOUR FM DIAL
50,000
WATTS

RADIO STATION
WPGC-FM
 COVERAGE MAP



The PERSONALITY Station

WASHINGTON, D.C.
 (301) 779-2100

24 HOURS A DAY



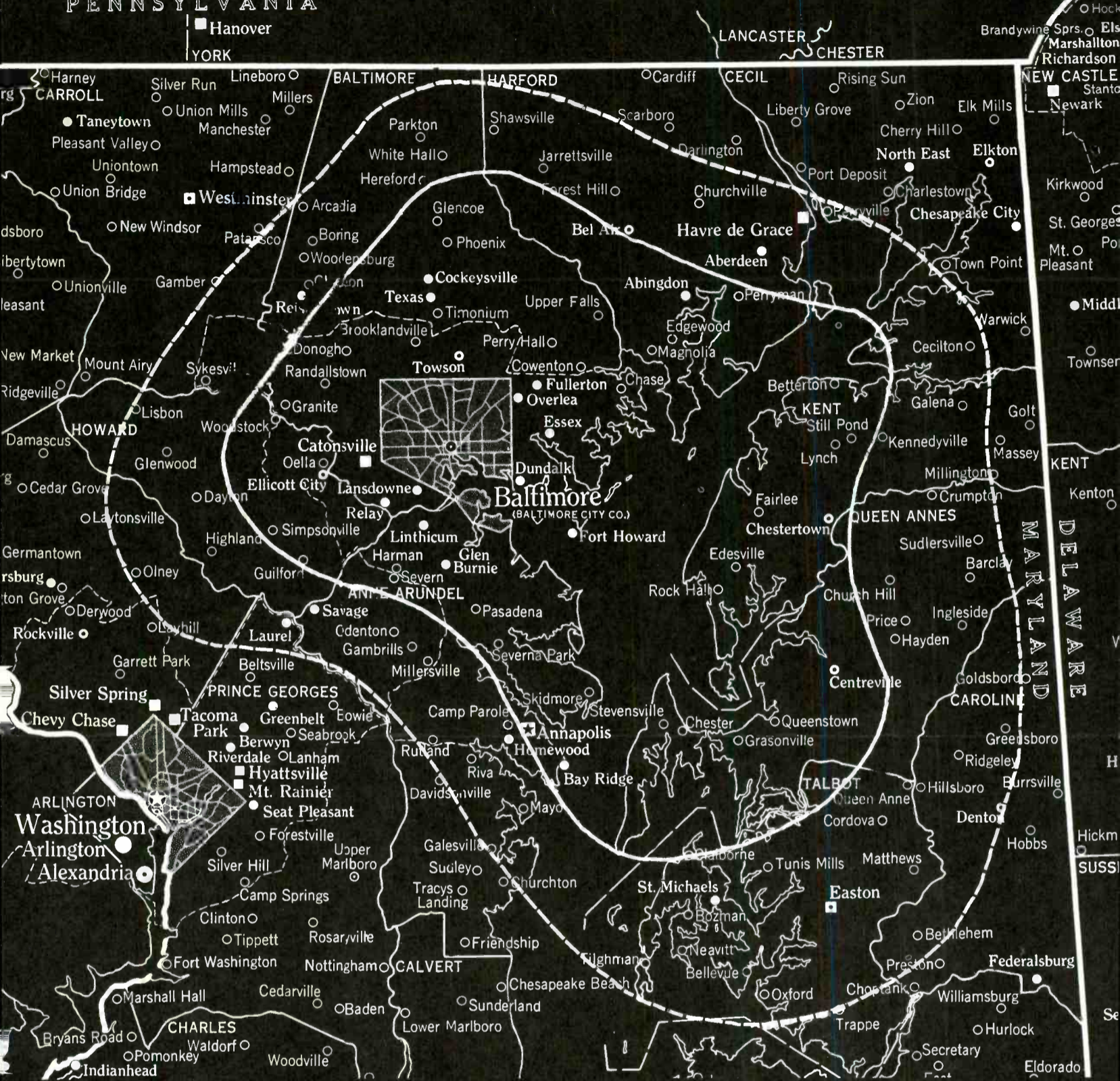
NON-DIRECTIONAL

RADIO 1400

NATIONAL CITY BANK BUILDING
PENNSYLVANIA

BALTIMORE, MARYLAND 21202

SARATOGA 7-1400



.5 MV/M CONTOUR —————
 .25 MV/M CONTOUR - - - - -

POPULATION — .5 MV/M — 1,618,708
 POPULATION — .25 MV/M — 1,832,019

CONTOURS BY SILLIMAN, MOFFET AND KOWALSKI
 CONSULTING ENGINEERS, WASHINGTON, D. C.

POPULATION COUNT BY BALTIMORE
 ASSOCIATION OF COMMERCE

NEWS • MUSIC • SPORTS

**THE ONLY FULL-TIME AM
 NEGRO COMMUNITY STATION
 IN BALTIMORE, MARYLAND**

1400 KC
24 HOURS A DAY



1,000 WATTS
NON-DIRECTIONAL

RADIO 1400

NATIONAL CITY BANK BUILDING • BALTIMORE, MARYLAND 21202 • SARATOGA 7-1400

RETAIL RATE CARD

— Programs —

(Sundays thru Saturdays — All Hours)

	Hour	1/2 Hour	1/4 Hour	10 Minutes	5 Minutes
1 Time	\$250.00	\$150.00	\$100.00	\$75.00	\$50.00
26 Times	237.50	142.50	95.00	71.25	47.50
52 Times	225.00	135.00	90.00	67.50	45.00
104 Times	212.50	127.50	85.00	63.75	42.50
156 Times	200.00	120.00	80.00	60.00	40.00
260 Times	187.50	112.50	75.00	56.25	37.50
312 Times	175.00	105.00	70.00	52.50	35.00

— Announcements —

CLASS "AA" — 6:00 to 10:00 A.M. — 3:00 to 7:00 P.M., Monday thru Saturday

Per Week	1-25 Weeks			26-51 Weeks			52 Weeks		
	Mins.	30 Sec.	Id's	Mins.	30 Sec.	Id's	Mins.	30 Sec.	Id's
6 Times	\$17.00	\$13.60	\$12.75	\$16.50	\$13.20	\$12.40	\$16.00	\$12.80	\$12.00
12 Times	16.50	13.20	12.40	16.00	12.80	12.00	15.50	12.40	11.60
18 Times	16.00	12.80	12.00	15.50	12.40	11.60	15.00	12.00	11.25
24 Times	15.50	12.40	11.60	15.00	12.00	11.25	14.50	11.60	10.85
30 Times	15.00	12.00	11.25	14.50	11.60	10.85	14.00	11.20	10.50
36 Times	14.50	11.60	10.85	14.00	11.20	10.50	13.50	10.80	10.15
42 Times	14.00	11.20	10.50	13.50	10.80	10.15	13.00	10.40	9.75
48 Times	13.50	10.80	10.15	13.00	10.40	9.75	12.50	10.00	9.35
54 Times	13.00	10.40	9.75	12.50	10.00	9.35	12.00	9.60	9.00

CLASS "A" — 10:00 A.M. to 3:00 P.M. — 7:00 P.M. to 12 Midnight, Sunday thru Saturday

Per Week	1-25 Weeks			26-51 Weeks			52 Weeks		
	Mins.	30 Sec.	Id's	Mins.	30 Sec.	Id's	Mins.	30 Sec.	Id's
6 Times	\$14.00	\$11.20	\$10.50	\$13.50	\$10.80	\$10.15	\$13.00	\$10.40	\$9.80
12 Times	13.50	10.80	10.15	13.00	10.40	9.80	12.50	10.00	9.35
18 Times	13.00	10.40	9.80	12.50	10.00	9.35	12.00	9.60	9.00
24 Times	12.50	10.00	9.35	12.00	9.60	9.00	11.50	9.20	8.65
30 Times	12.00	9.60	9.00	11.50	9.20	8.65	11.00	8.80	8.25
36 Times	11.50	9.20	8.65	11.00	8.80	8.25	10.50	8.40	7.90
42 Times	11.00	8.80	8.25	10.50	8.40	7.90	10.00	8.00	7.50
48 Times	10.50	8.40	7.90	10.00	8.00	7.50	9.50	7.60	7.10
54 Times	10.00	8.00	7.50	9.50	7.60	7.10	9.00	7.20	6.75

Class AA and A rates combine for maximum frequency discounts.

Special Features

Newscasts, Weathercasts, Sportscasts Rates on Request.

The All Nite Show

Sundays thru Saturdays Rates on Request.

Personnel

THOMAS F. McNULTY President
H. SHELTON EARP Executive Vice President and General Manager
KEN QUORTIN Sales Manager
MARY HARRIS Merchandising Manager
AL JEFFERSON Program Director
LEO KARNIS Chief Engineer

NOTE: This card is published by WWIN for the convenient reference of advertisers and is not to be considered as an offer of facilities. All rates and information herein are subject to change without notice.

Represented by

SAVALLI/GATES, Inc.

New York, Chicago, Los Angeles, San Francisco, Dallas and Atlanta

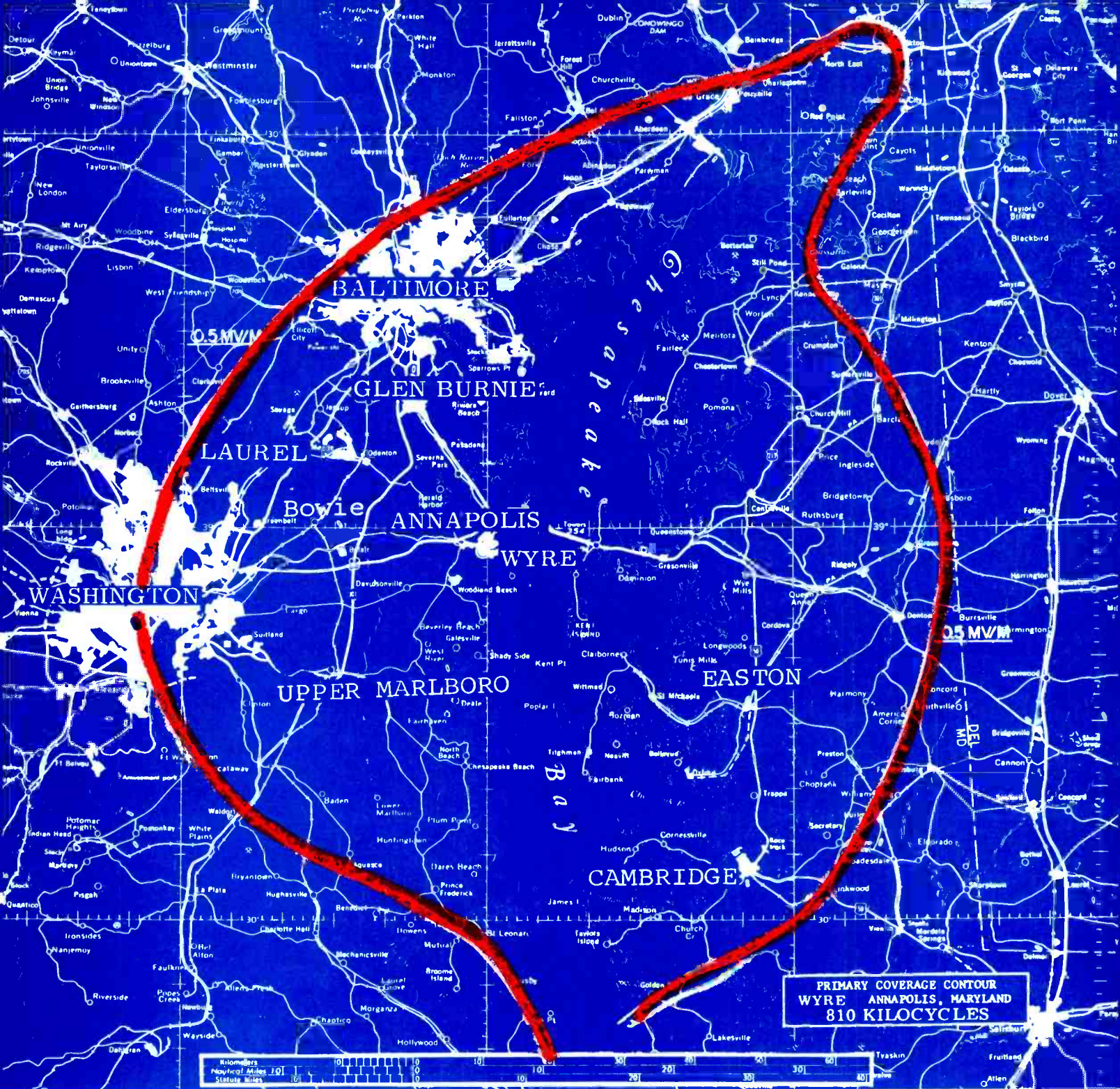
RATE CARD #11 — EFFECTIVE MAY 1, 1969

NEWS

MUSIC

SPORTS

The only Full-Time AM Negro Community Station in Baltimore, Maryland



Covers

*The richest, fastest growing
Suburban Communities
in America*

*America's Greatest
Boating Market*

RADIO CHESAPEAKE, INCORPORATED
Annapolis, Md. 21400 Baltimore: 974-0460
Phone: Colonial 3-9211 Washington: 776-6622

Westminster, Md.

WTTR

AM—1000 Watts 1470 KC
FM—20,000 Watts 100.7 MC

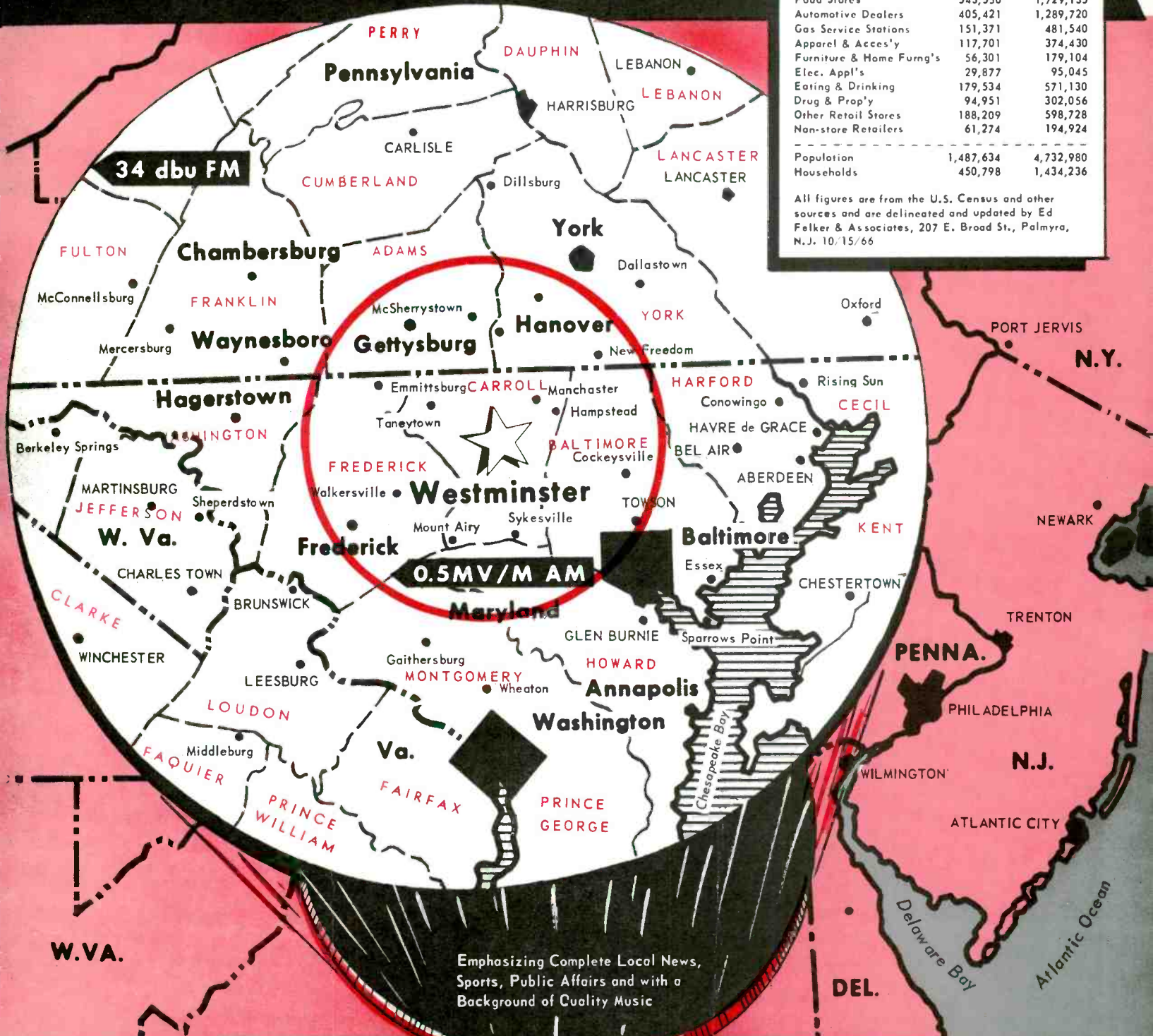
The Stereo and Vertipower Regional Voice of Quality Covering important portions of 4-states with Two-Way Coverage DAY and Night

Carroll County Broadcasting Corporation
Russell H. Morgan Vice-Pres. & Mgr.
Phone - 301-848-5511
Westminster, Md.

MARKET FACTS

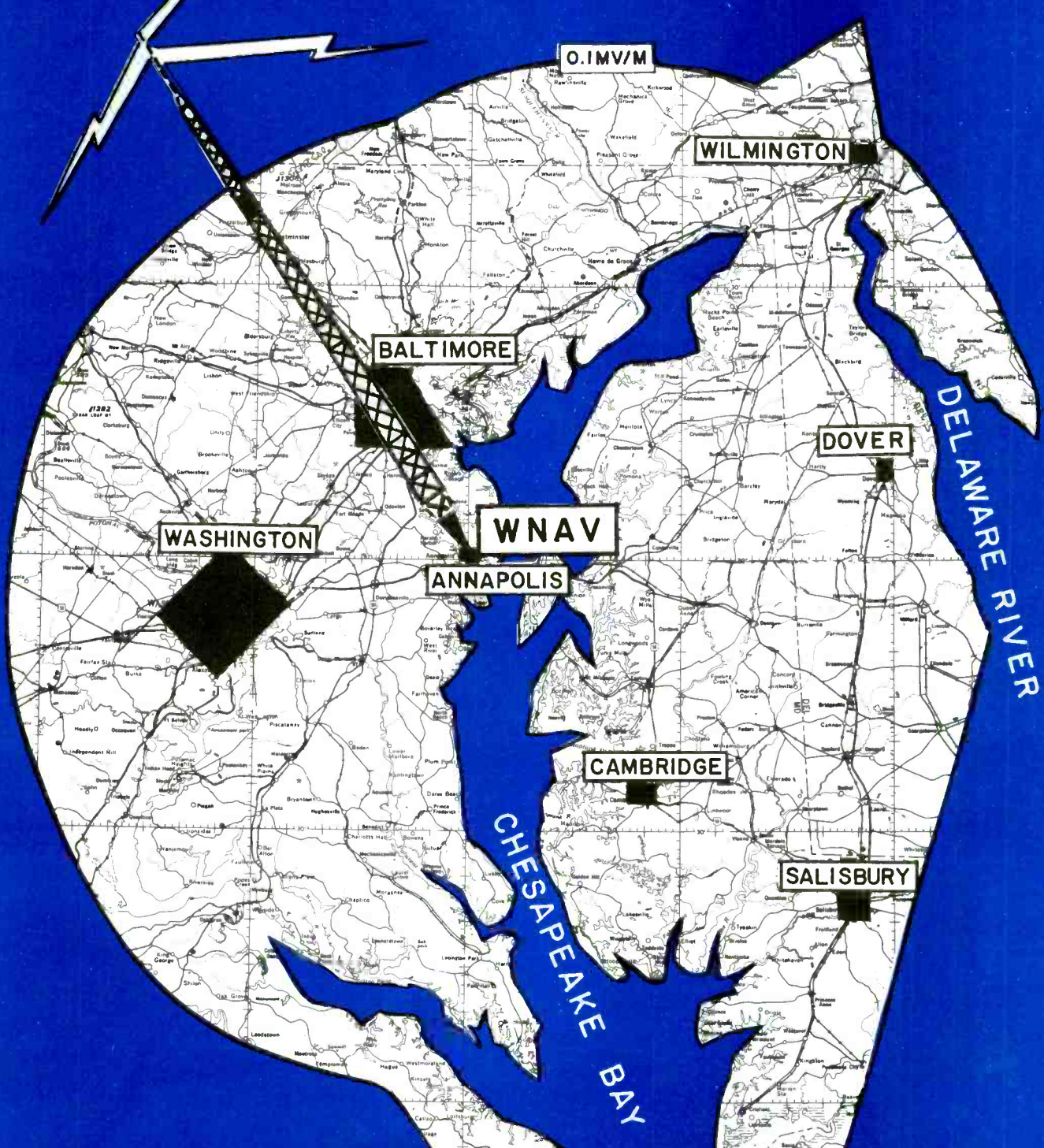
	\$1,000's added	
	AM(0.5MV/M)	FM(34dbu)
TOTAL SALES	2,256,659	7,178,852
Lumb'r, Bldg, Mar'l, Hdwe.	99,955	317,974
Gen. Merchandise	328,514	1,045,065
Food Stores	543,550	1,729,135
Automotive Dealers	405,421	1,289,720
Gas Service Stations	151,371	481,540
Apparel & Acces'y	117,701	374,430
Furniture & Home Furng's	56,301	179,104
Elec. Appl's	29,877	95,045
Eating & Drinking	179,534	571,130
Drug & Prop'y	94,951	302,056
Other Retail Stores	188,209	598,728
Non-store Retailers	61,274	194,924
Population	1,487,634	4,732,980
Households	450,798	1,434,236

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.J. 10/15/66



Emphasizing Complete Local News, Sports, Public Affairs and with a Background of Quality Music

Use WTTR AM & FM the Two-Way Powerful Voice to Cover and Deliver a wide Primary AM Market (0.5MV/M) of \$2,257,000,000 in Retail Sales and FM Primary Market of \$7,179,000,000



0.1MV/M

WILMINGTON

BALTIMORE

DOVER

WASHINGTON

WNAV

ANNAPOLIS

CAMBRIDGE

SALISBURY

DELAWARE RIVER

CHESAPEAKE BAY

5000 WATT CONTOUR
1430 KILOCYCLES
CAPITOL BROADCASTING CO.
WNAV ANNAPOLIS MD.

COVERAGE



GENERAL

GENERAL INFORMATION

1. Maximum Contract—one (1) year—unfulfilled contract at earned rate.
2. Three (3) months rate protection.
3. No cash discounts. Bills due and payable when presented.
4. 15% commission paid to recognized agencies on bills paid by 15th of following month.
5. All copy subject to station approval.
6. Unfulfilled contracts are subject to short-rate as earned.
7. Advertiser may request schedules. However, no times are guaranteed. Announcements will be scheduled in best times available on a first-come basis.
8. Complete Studio Recording Facilities.

ALEXANDER W. SHEFTELL
PRESIDENT AND GENERAL MANAGER

WILLIAM A. LEMER
EXECUTIVE VICE PRESIDENT

INTERURBAN BROADCASTING CORPORATION

P.O. BOX 42 ■ LAUREL, MARYLAND 20810

953-2332 (Washington)

792-9077 (Baltimore)

Out of State-Area Code (301)

A SUBSIDIARY OF SHEFTELL COMMUNICATIONS, INC.

WLMD RADIO



900 AM

**RETAIL RATE CARD NO. 3
EFFECTIVE DECEMBER 1, 1972**

Serving:
Metropolitan Washington
& Suburban Baltimore
from Laurel/Columbia.

INTERURBAN BROADCASTING CORPORATION

P.O. BOX 42 ■ LAUREL, MARYLAND 20810

953-2332 (Washington)

792-9077 (Baltimore)

Out of State-Area Code (301)

RATES

CLASS AA

6-10 A.M. Monday-Saturday
3-7 P.M. Monday-Friday

ONE MINUTE ANNOUNCEMENTS

Number	30x	24x	18x	12x	6x
Cost Per	\$ 7.00	\$ 7.50	\$ 8.00	\$ 8.50	\$ 9.00
Total	\$210.00	\$180.00	\$144.00	\$102.00	\$54.00

THIRTY SECOND ANNOUNCEMENTS

Number	30x	24x	18x	12x	6x
Cost Per	\$ 5.60	\$ 6.00	\$ 6.40	\$ 6.80	\$ 7.20
Total	\$168.00	\$144.00	\$115.20	\$ 81.60	\$43.20

CLASS A

10 A.M.-3 P.M. Monday-Friday
10 A.M.-Sign Off Saturday
All Day Sunday

ONE MINUTE ANNOUNCEMENTS

Number	30x	24x	18x	12x	6x
Cost Per	\$ 5.00	\$ 5.50	\$ 6.00	\$ 6.50	\$ 7.00
Total	\$150.00	\$132.00	\$108.00	\$ 78.00	\$42.00

THIRTY SECOND ANNOUNCEMENTS

Number	30x	24x	18x	12x	6x
Cost Per	\$ 4.00	\$ 4.40	\$ 4.80	\$ 5.20	\$ 5.60
Total	\$120.00	\$105.60	\$ 86.40	\$ 62.40	\$33.60

PLANS

TOTAL AUDIENCE PLANS

50% AA and 50% A

MINUTES

48x per week @ \$6.00 = \$288.00
36x per week @ \$6.50 = \$234.00
24x per week @ \$7.00 = \$168.00
12x per week @ \$7.50 = \$ 90.00

THIRTY SECONDS

48x per week @ \$4.80 = \$230.40
36x per week @ \$5.20 = \$187.20
24x per week @ \$5.60 = \$134.40
12x per week @ \$6.00 = \$ 72.00



900 AM

RATES

PROGRAM RATES

Format: Open, Close and One Minute Commercial

5 MINUTES

NEWS, WEATHER, SPORTS, BUSINESS,

	1x	3x	6x
AA	\$20.00	\$17.00	\$15.00
A	\$16.00	\$14.00	\$12.00

15 MINUTES

	1x	3x	6x
A	\$45.00	\$35.00	\$30.00

30 MINUTES

A 1X \$ 70.00

ONE HOUR

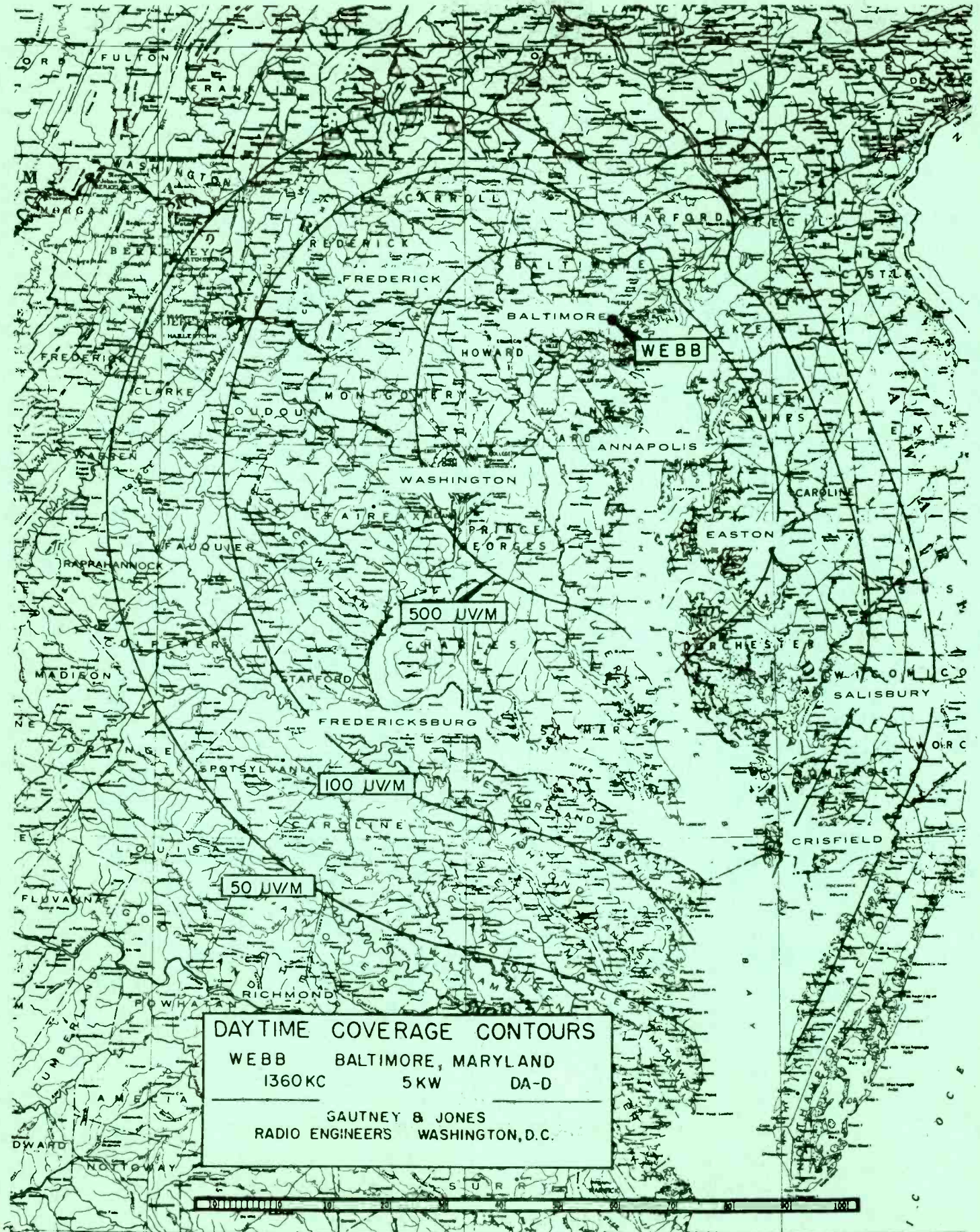
A 1X \$125.00

CONSECUTIVE WEEKLY DISCOUNTS*

13 Weeks	26 Weeks	52 Weeks
5%	8%	10%

*Total Audience Plan does not apply

Sports Specials and Horse Racing Rates Available
On Request



webb



James Brown Radio 1360

Clifton & Denison Streets
Baltimore, Md. 21216
(301) 947-1245

RATE CARD NUMBER 12

SPOT FREQUENCY RATES

WEEKLY	60 Seconds			30 Seconds			10 Seconds		
	AA	A	B	AA	A	B	AA	A	B
1-6 times	\$15.00	\$14.00	\$13.00	\$13.00	\$12.00	\$11.00	\$9.50	\$9.00	\$8.50
7-12 times	14.00	13.00	12.00	12.00	11.00	10.00	9.00	8.50	8.00
13-18 times	13.00	12.00	11.00	11.00	10.00	9.00	8.50	8.00	7.50
19-24 times	12.00	11.00	10.00	10.00	9.00	8.00	8.00	7.50	7.00
25-32 times	11.00	10.00	9.00	9.00	8.00	7.00	7.50	7.00	6.50
32-40 times	10.00	9.00	8.00	8.00	7.00	6.00	7.00	6.50	6.00

TOTAL AUDIENCE PLAN

WEEKLY		60 Seconds	30 Seconds
10 times	2AA, 3A, 5B	115.00	95.00
20 times	4AA, 8A, 8B	220.00	180.00
30 times	6AA, 12A, 12B	325.00	265.00
40 times	8AA, 16A, 16B	420.00	340.00

AA 3-7 PM Mon-Sat
A 6-10 AM Mon-Fri
B All other times

Discounts
5% - 26 weeks
10% - 52 weeks

**ROS PLAN
BEST TIMES AVAILABLE**

WEEKLY	60 Seconds	30 Seconds
20 times	\$200.00	\$160.00
30 times	270.00	210.00
40 times	320.00	240.00

PROGRAM RATES

YEARLY	60 Minutes	30 Minutes	15 Minutes	5 Minutes
1	160.00	110.00	80.00	20.00
26	150.00	100.00	70.00	17.00
52	140.00	90.00	60.00	16.00
156	130.00	80.00	50.00	14.00
312	120.00	70.00	40.00	13.00

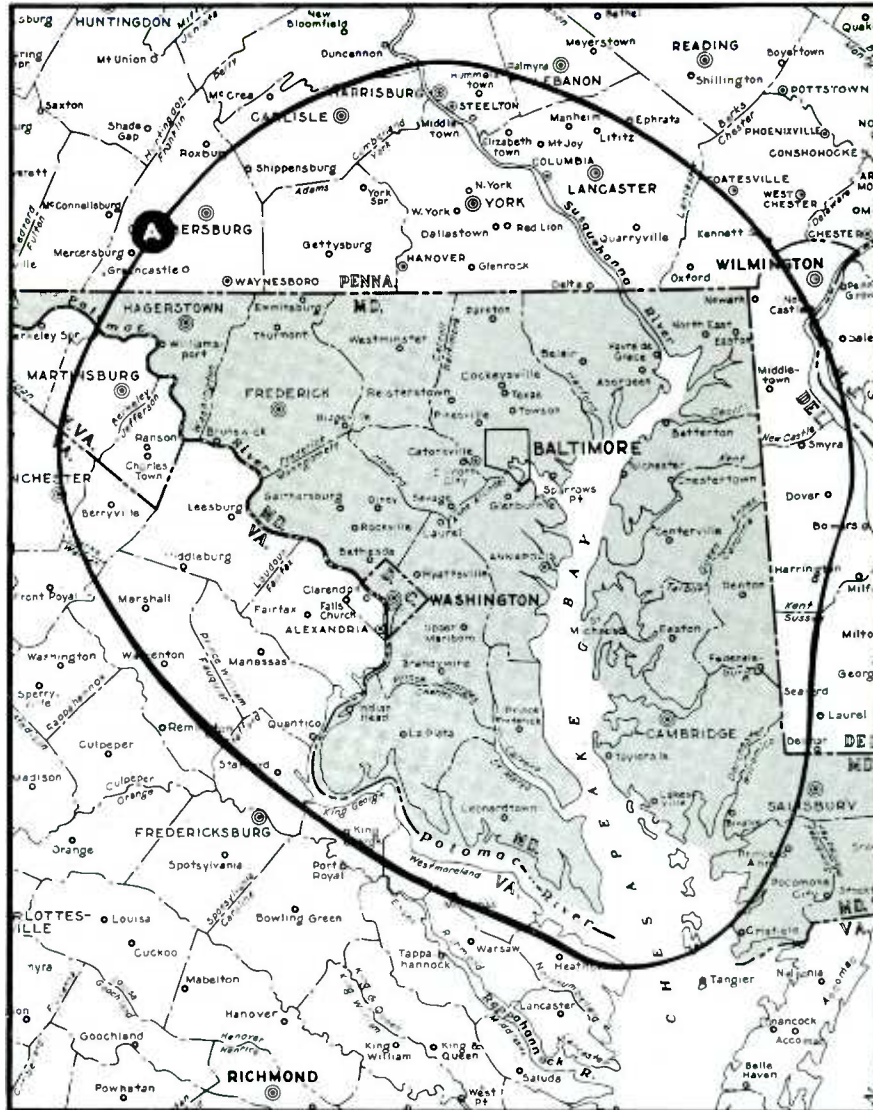
FEATURES - SPORTS

CAPSULE SPORTS SHOWS BY BALTIMORE ATHLETES

5 times weekly	\$ 80.00
10 times weekly	140.00

Includes time, talent, production, and on-air promotion

WBAL RADIO 11



MARKET EXCLUSIVES

- 50,000 Watts
- 17 Man Full Time Local News Team
- NBC News
- Emphasis
- Full Time Sport's Director
- Full Time Women's Director
- Full Time Farm Director
- Direct Wires to Weather Bureau
- Navy Football
- World Series
- Oriole Baseball
- Clipper Ice Hockey
- Monitor
- Foodmobile
- Meet The Press
- A.P. & U.P.I.
- Accredited White House Correspondent

WBAL RADIO...always the best, now even better.

WBAL

50,000 WATTS, Maryland's Broadcast Center, Baltimore 11, Maryland
Area Code 301-467-3000

RADIO 11

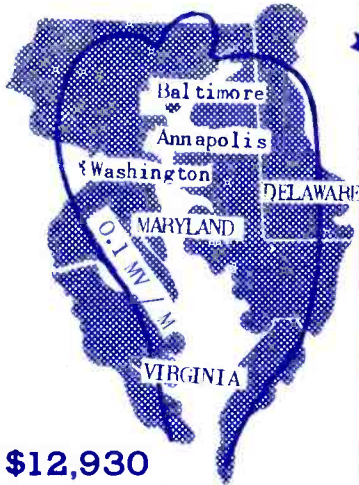
NBC AFFILIATE Represented Nationally by McGovern-Guild Co., Inc.

GALEN FROMME . . .
MARYLAND'S
FAVORITE
NEWSCASTER



- *News Director*
- *Broadcasts the news daily at 6:30, 7, 7:30, 8, 8:30 & 9 a.m.; 4:30, 5, 5:30 & 6 p.m.*
- *Accredited White House Correspondent*
- *26 years with WBAL*
- *Called on by NBC to report directly on local events.*
- *Covered national political conventions for the past twelve years.*

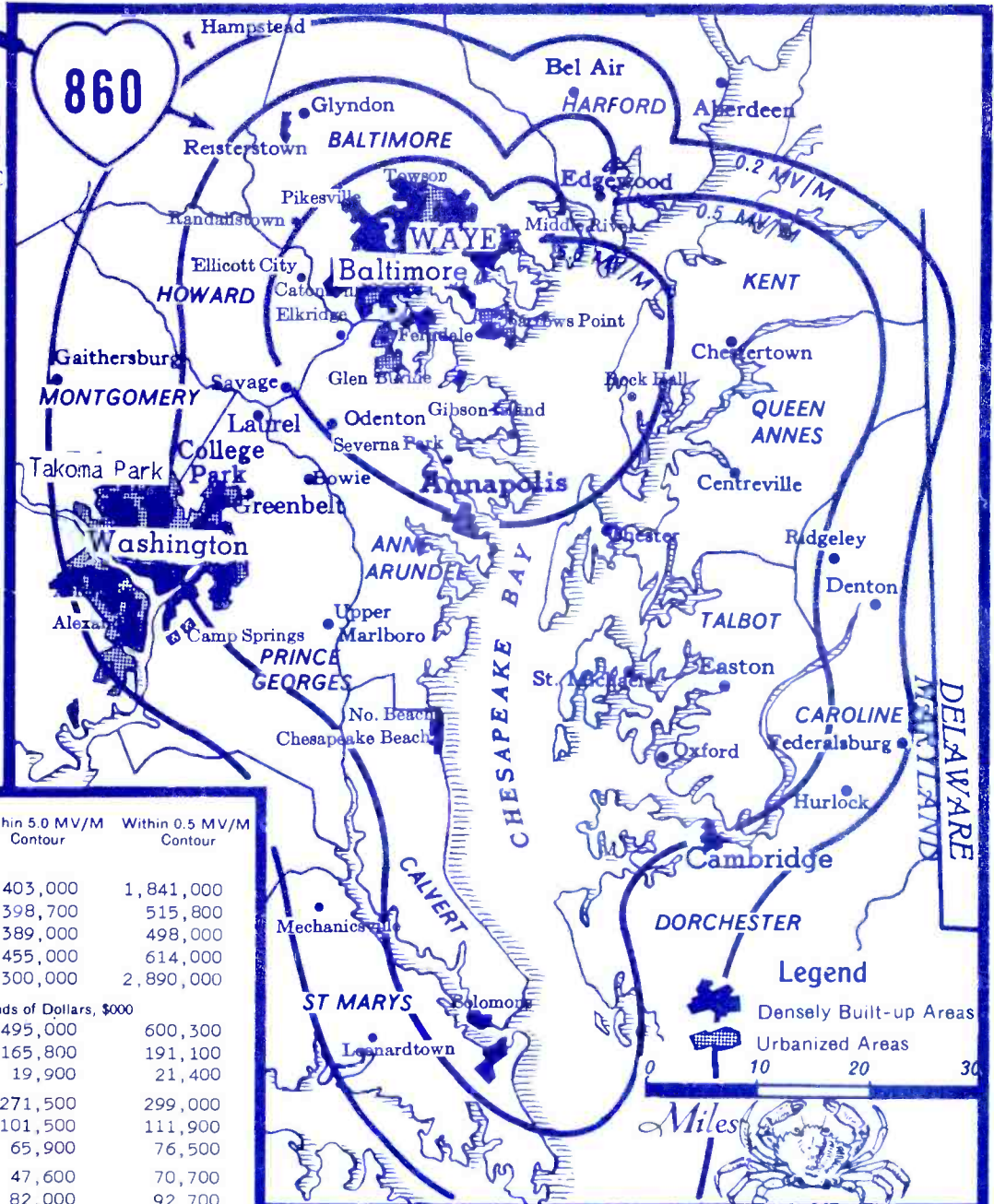
WBAL RADIO . . . always the best, now even better.



\$12,930
Average Income per Commercial Farm

★★★

Superlative Service to
AMERICA'S SIXTH CITY
and adjacent Maryland Counties
A Tri-City Market



1956-57 DATA

Audience as of January 1, 1956

	Within 5.0 MV/M Contour	Within 0.5 MV/M Contour
Population	1,403,000	1,841,000
Households	398,700	515,800
With AM Radio	389,000	498,000
Automotive Vehicles Registered	455,000	614,000
Expendable Income, \$000	2,300,000	2,890,000

Market Sales by Store Classes in Thousands of Dollars, \$000

	Within 5.0 MV/M Contour	Within 0.5 MV/M Contour
Food & Beverage Stores	495,000	600,300
Restaurants, Drinking Places	165,800	191,100
Hotels & Roadside Courts	19,900	21,400
General Merchandise Stores	271,500	299,000
Apparel Stores	101,500	111,900
Personal & Household Services	65,900	76,500
Building Supplies & Materials	47,600	70,700
Home Furnishings Stores	82,000	92,700
Repair & Maintenance Services	63,500	71,800
Automotive & Accessory Stores	246,000	306,000
Gasoline Service Stations	73,900	99,100
Farm Machinery & Supplies	3,600	12,100
Drug Stores	55,400	64,300
All Other Retail Stores	105,000	124,300
Amusements	24,800	32,000
TOTAL RETAIL SALES	1,647,300	1,971,500
TOTAL SERVICE RECEIPTS	174,100	201,700
WHOLESALE SALES	2,440,000	2,590,000

Farm Market Total Farm Audience Within 0.1 MV/M Contour

Type of Farm	COMMERCIAL	RURAL-HOME
Number Operated	27,540	11,630
Population Living on Farms	147,800	49,200
Occupied Dwellings With Radio	33,150	11,150
Other Income more than Farm, %	15.5	76.0
Sales of Farm Products \$000	347,300	4,560
Farm Supplies Purchased \$000	187,800	4,340
*Gross Income per Farm, \$	12,930	700

* Includes Value Products Consumed, Government Payments.

WAYE 860 KC

Delightfully Different Daytime Listening

The high-quality sound at the Musical Heart of the Radio Dial is the Favorite of Maryland Listeners

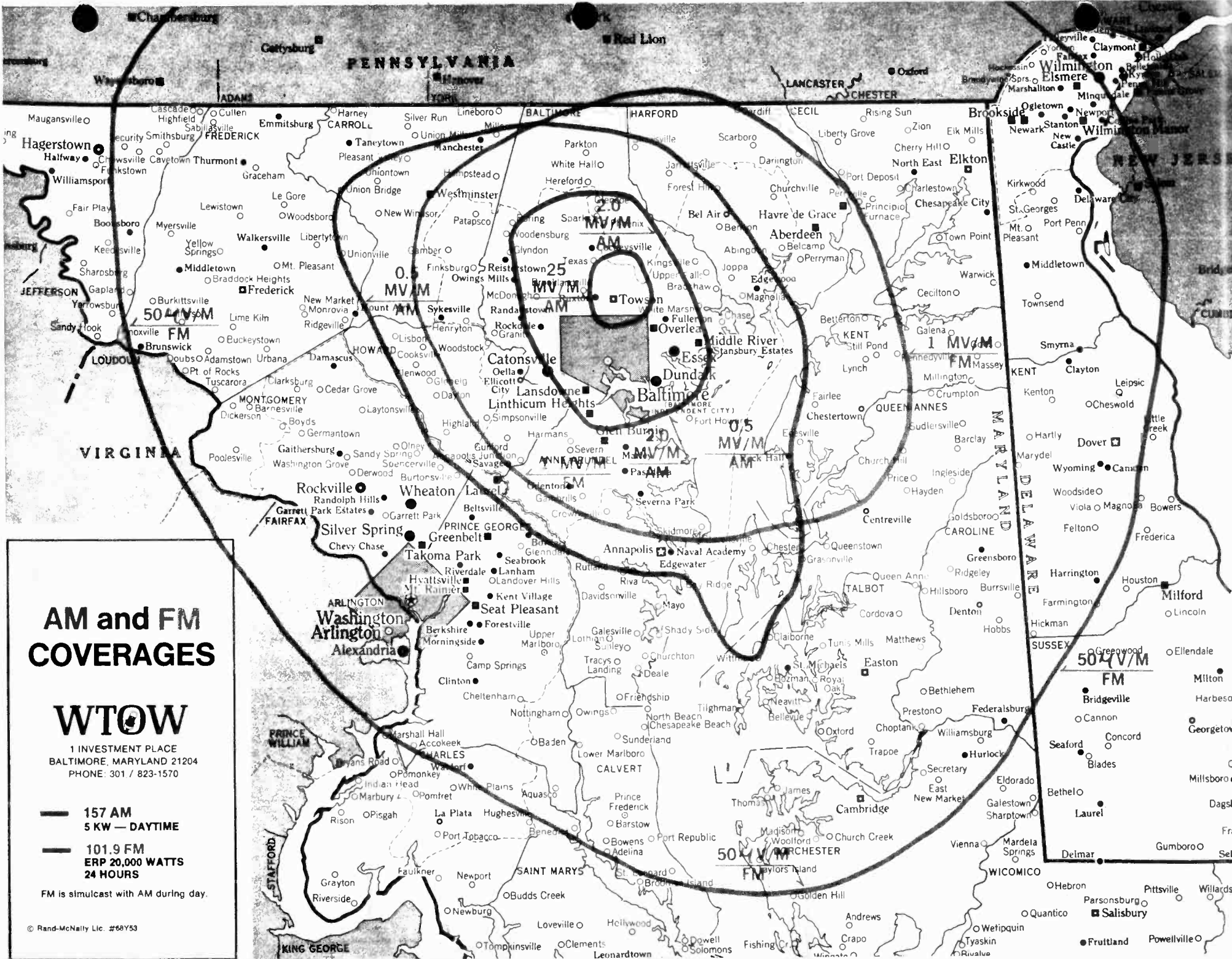
THE ERWAY STATION

Guy S. Erway, President Woodward W. White, Sales Manager

916 N. Charles St. WINDOW STUDIOS PLaza 2-4008

National Representatives: HIL F. BEST COMPANY
NEW YORK—101 Park Avenue ATLANTA—Mortgage Guarantee Bldg.
CHICAGO—228 N. LaSalle SAN FRANCISCO—Monadnock Bldg.
DETROIT—Park Ave. Building LOS ANGELES—439 La Cienega

BALTIMORE, MD.



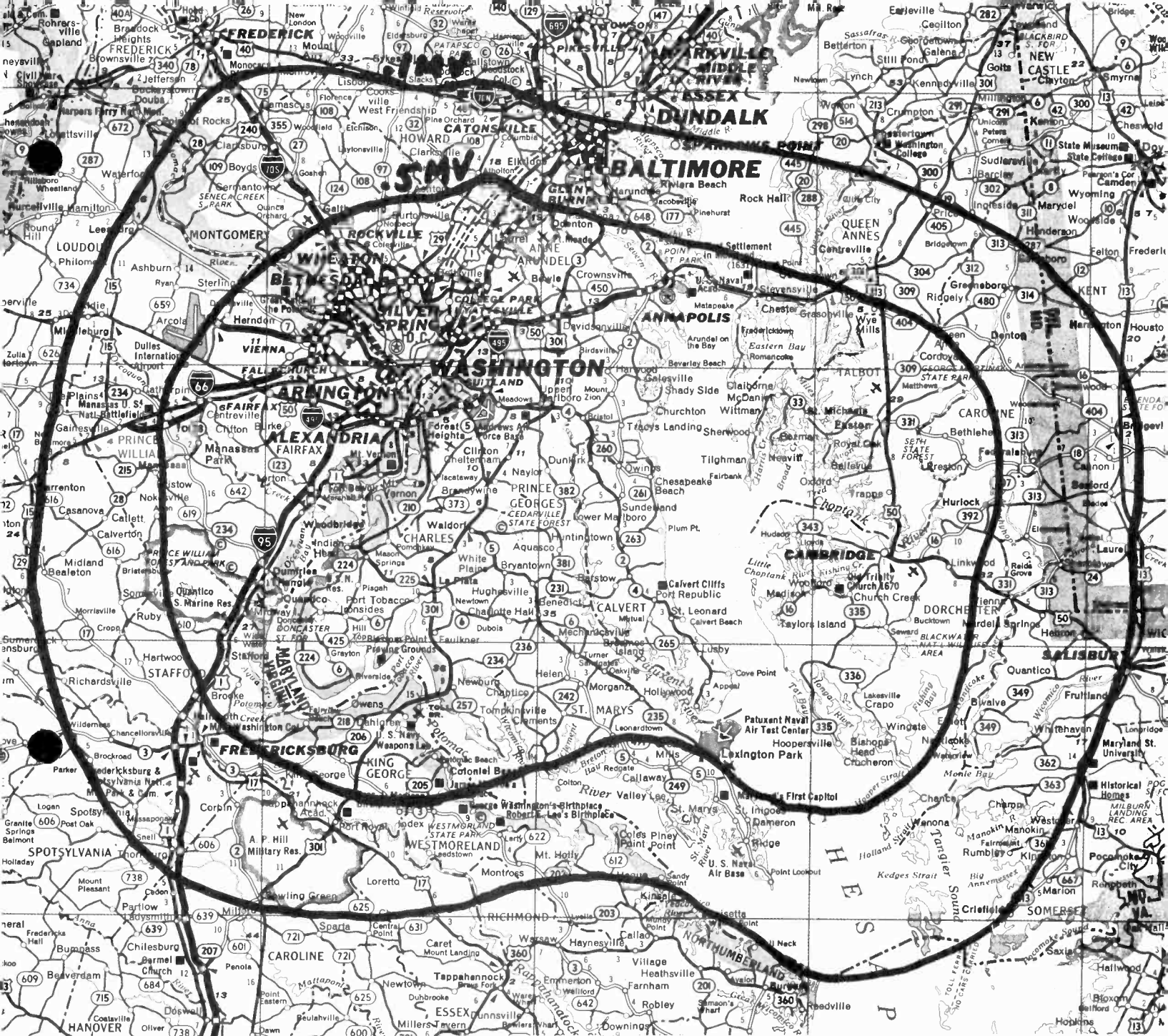
AM and FM COVERAGES

WTOW

1 INVESTMENT PLACE
BALTIMORE, MARYLAND 21204
PHONE: 301 / 823-1570

- 157 AM
5 KW — DAYTIME
- 101.9 FM
ERP 20,000 WATTS
24 HOURS

FM is simulcast with AM during day.



10,000 WATTS

The MOST POWERFUL

Independent in the
Washington, D.C. area

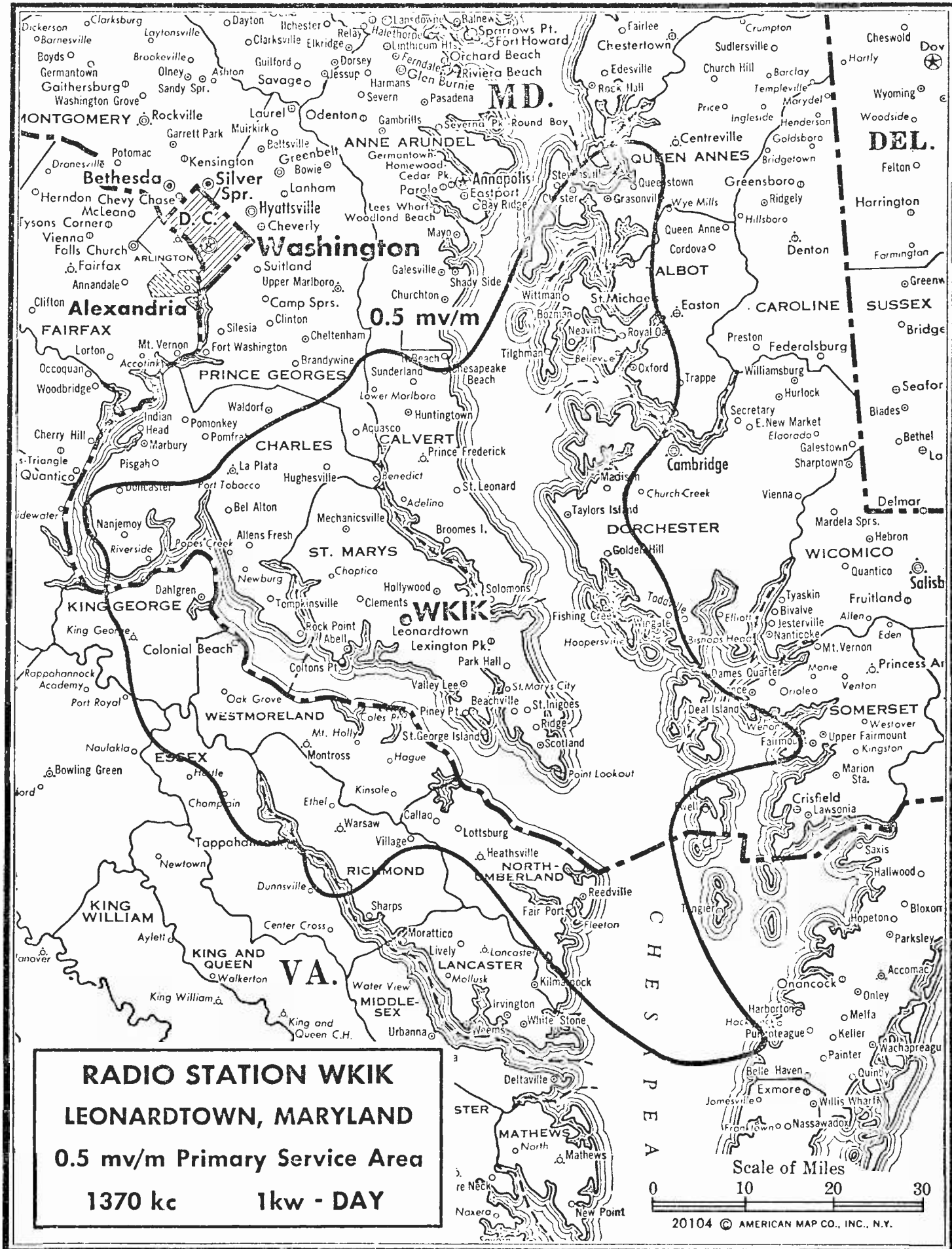
RADIO STATION
WPGC
COVERAGE MAP



The PERSONALITY Station

BLADENSBURG, MD.

779-2100



RADIO STATION WKIK
LEONARDTOWN, MARYLAND
0.5 mv/m Primary Service Area
1370 kc 1kw - DAY

Scale of Miles
 0 10 20 30
 20104 © AMERICAN MAP CO., INC., N.Y.



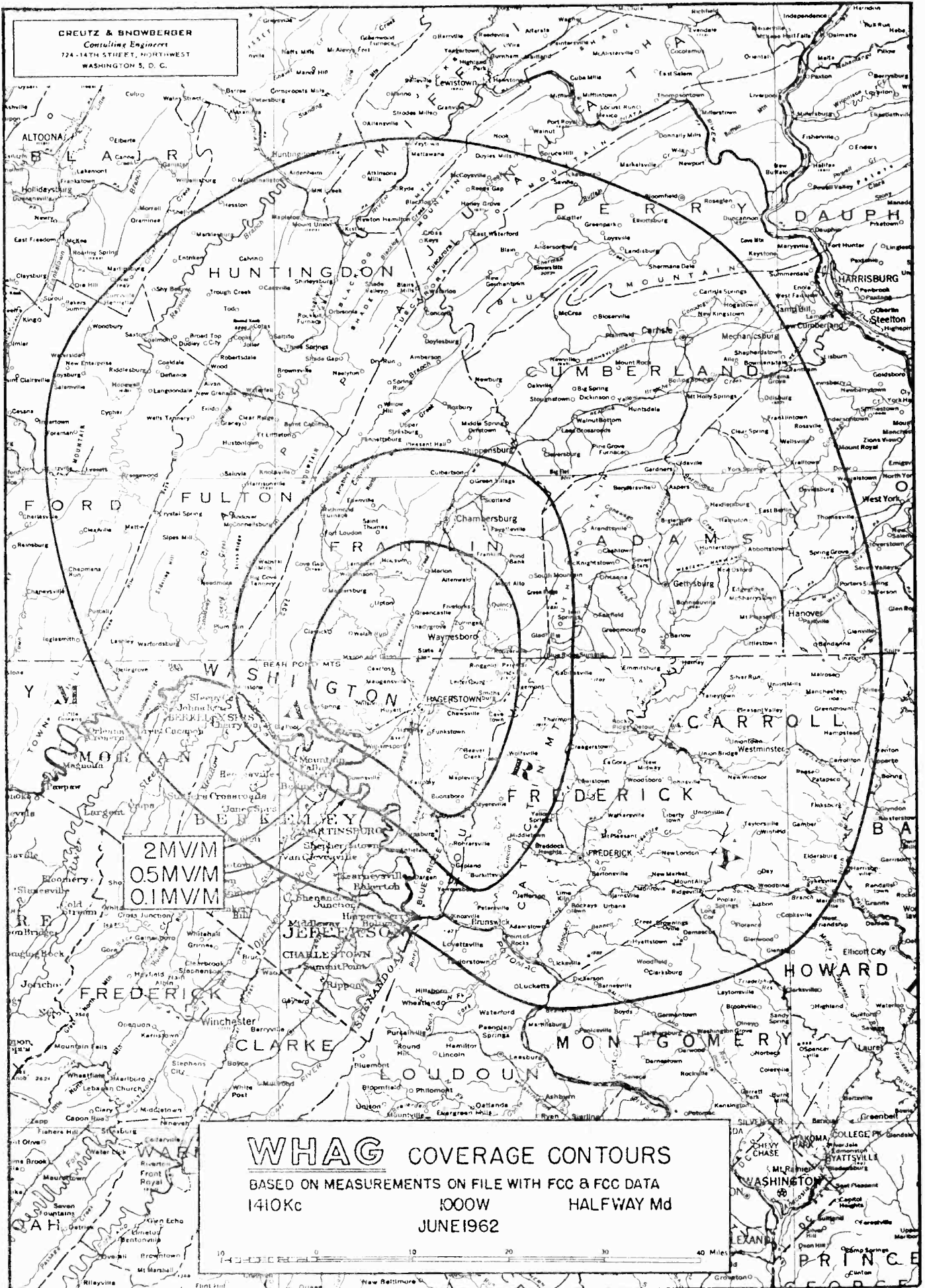


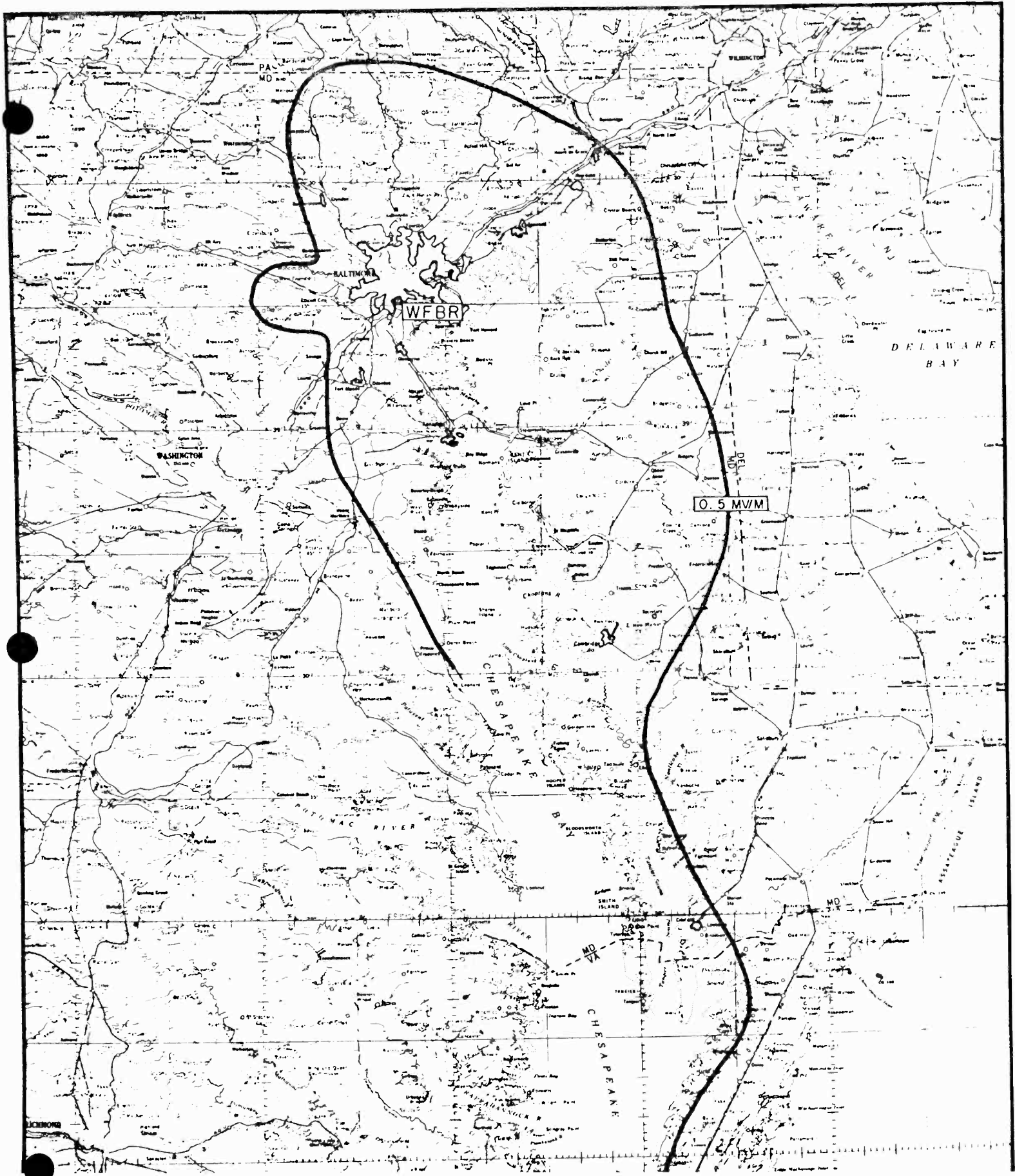
WINX "DIAL-16"

MUSIC LIST WEEK OF MAY 25 - 31, 1974

	<u>Label</u>	<u>Weeks on Chart</u>
AIR I BREATHE - HOLLIES	EPIC	1
ALL IN LOVE IS FAIR - BARBARA STREISAND	COLUMBIA	9
*ALREADY GONE - EAGLES	ASYLUM	3
ANOTHER PARK, ANOTHER SUNDAY - DOOBIE BROTHERS	WARNER BROS.	5
BAND ON THE RUN - WINGS	CAPITOL	8
BE THANKFUL - WILLIAM DeVAUGHN	ROXBURY	1
BILLY DON'T BE A HERO - BO DONALDSON & THE HEYWOODS	ABC	8
COME MONDAY - JIMMY BUFFET	ABC/DUNHILL	4
*DANCING MACHINE - JACKSON 5	MOTOWN	10
DAYBREAK - NILSSON	RCA	1
DON'T YOU WORRY 'BOUT A THING - STEVE WONDER	TAMLA	6
FOREVER YOUNG - JOAN BAEZ	A&M	4
HELP ME - JONI MITCHELL	ASYLUM	13
HAVEN'T GOT TIME FOR THE PAIN - CARLY SIMON	ELECTRA	3
I DON'T SEE ME IN YOUR EYES ANYMORE - CHARLY RICH	RCA	4
IF YOU LOVE ME - OLIVIA NEWTON JOHN	MCA	7
(I'VE) BEEN) SEARCHIN' SO LONG - CHICAGO	COLUMBIA	11
IF YOU WANT TO GET TO HEAVEN - OZARK MTN. DAREDEVILS	A&M	3
I'M COMIN' HOME - SPINNERS	ATLANTIC	1
I'M IN LOVE - ARETHA FRANKLIN	ATLANTIC	5
I WON'T LAST A DAY WITHOUT YOU - CARPENTERS	A&M	7
KNIGHTS OF NOTHING - SEALS & CROFTS	WARNER	1
MIDNIGHT AT THE OASIS - MARIA MULDAUR	REPRISE	12
MY GIRL BILL - JIM STAFORD	MGM	7
ONE HELL OF A WOMAN - MAC DAVIS	COLUMBIA	11
OH VERY YOUNG - CAT STEVENS	A&M	11
PEPPER BOX - PEPPERS	EVENT	1
RHAPSODY IN WHITE - LOVE UNLIMITED ORCHESTRA	20th CENT.	4
*RIKKI, DON'T LOSE THAT NUMBER - STEELY DAN	ABC	1
ROCK AND ROLL HEAVEN - RIGHTEOUS BROTHERS	HAVEN	1
*SAVE THE LAST DANCE - DEFRANCO	20th CENT.	1
SON OF SAGITTARIUS - EDDIE KENDRICKS	TAMLA	1
SUNDOWN - GORDON LIGHTFOOT	REPRISE	7
THE ENTERTAINER - MARVIN HAMLISH	MCA	9
THE STREAK - RAY STEVENS	CHESS/JANUS	8
THE LOCOMOTION - GRAND FUNK	CAPITOL	12
THE SHOW MUST GO ON - THREE DOG NIGHT	CAPITOL	11

CREUTZ & SNOWERBERG
Consulting Engineers
774 14TH STREET, NORTHWEST
WASHINGTON 5, D. C.





WFBR

0.5 MVM

DELAWARE BAY

CHESAPEAKE

POTOMAC RIVER

DEL. RIVER

WASHINGTON

BALTIMORE

WILMINGTON

PA
MO

ANNE ARUNDEL

SMITH ISLAND

ASSATEague ISLAND

CHESAPEAKE

MD

VA

DE

COMPLETE COVERAGE MAP
 1000 Watts Day
 500 Watts Night

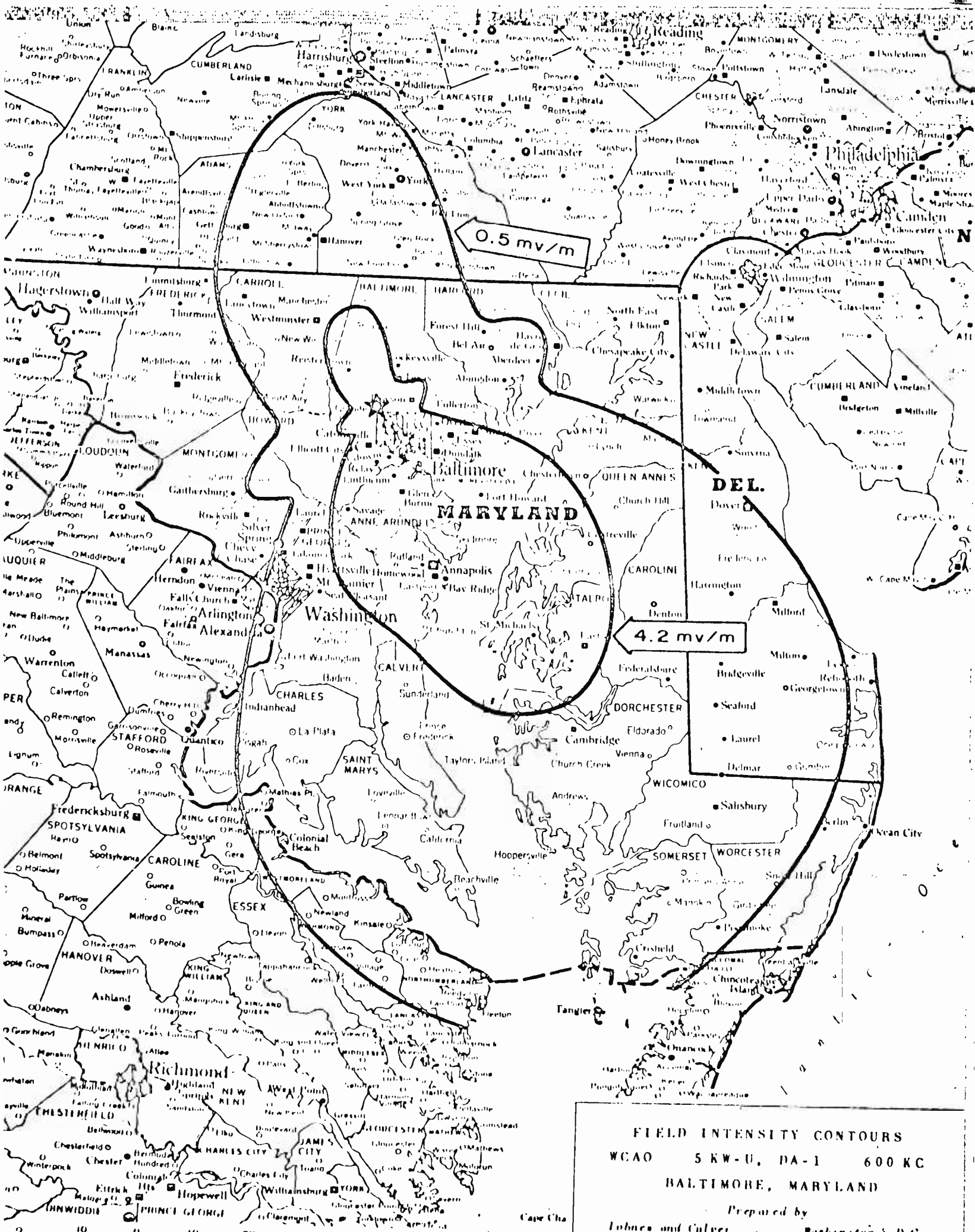
W E T T / Radio 1590



COVERAGE



John H. Mullaney
 Consulting Radio Engineer
 Washington, D.C.



FIELD INTENSITY CONTOURS
 WCAO 5 KW-U, DA-1 600 KC
 BALTIMORE, MARYLAND

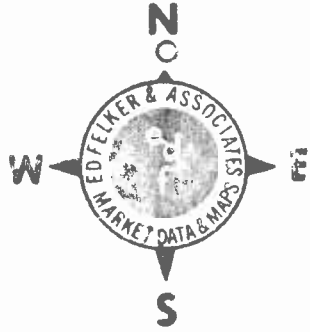
Prepared by
 Johns and Culver Washington, D. C.
 April 1957

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**Covering Kent and Queen Annes Counties
East of Chesapeake Bay from Bay Bridge to Elkton.**

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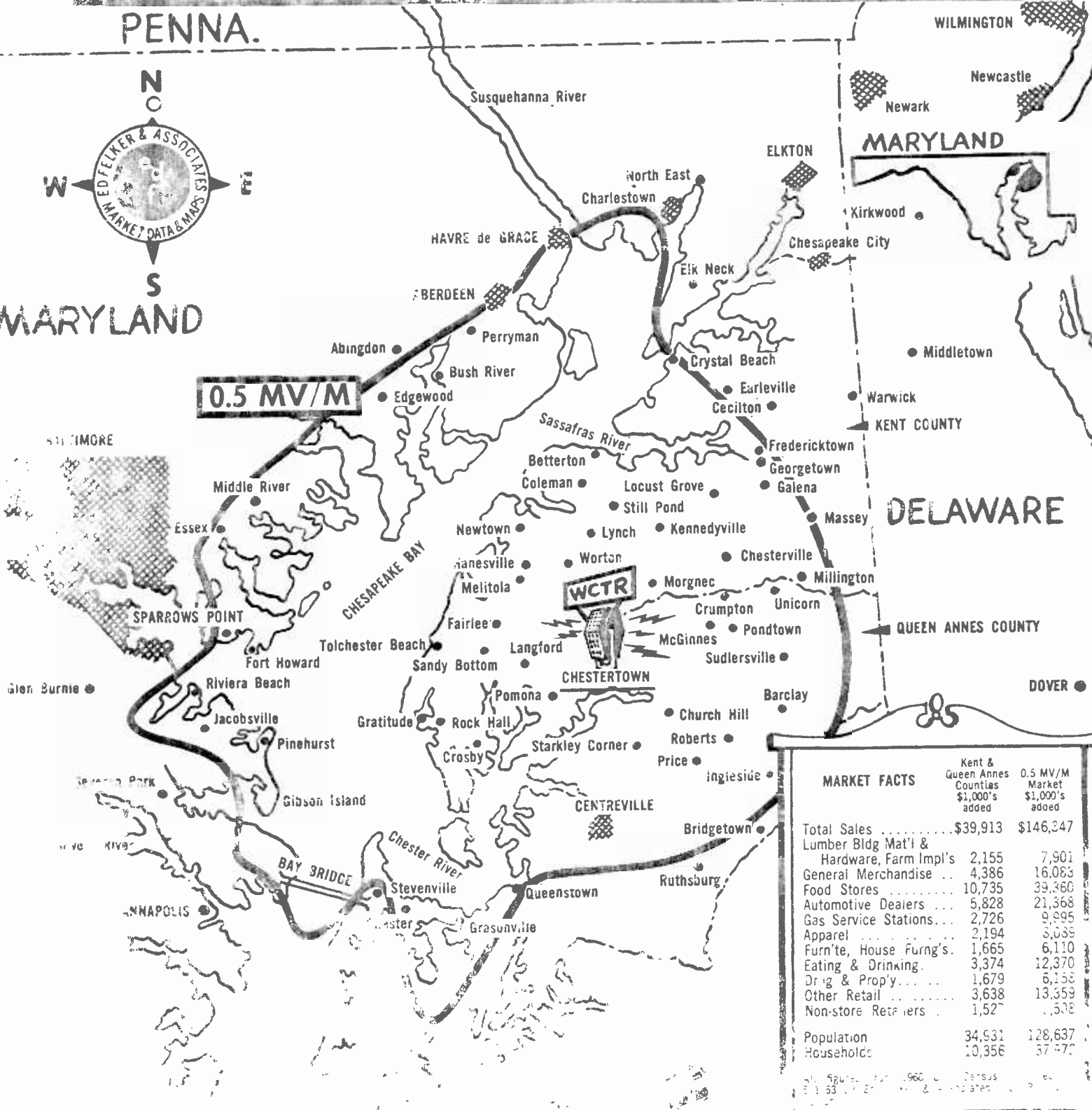
DELAWARE

QUEEN ANNES COUNTY

DOVER

MARKET FACTS	Kent & Queen Annes Counties \$1,000's added	0.5 MV/M Market \$1,000's added
Total Sales	\$39,913	\$146,347
Lumber Bldg Mat'l & Hardware, Farm Impl's	2,155	7,901
General Merchandise ..	4,386	16,083
Food Stores	10,735	39,360
Automotive Dealers	5,828	21,368
Gas Service Stations...	2,726	9,895
Apparel	2,194	3,635
Furn'te, House Furn'g's.	1,665	6,110
Eating & Drinking.	3,374	12,370
Drug & Prop'y.....	1,679	6,158
Other Retail	3,638	13,359
Non-store Retailers	1,527	5,508
Population	34,931	128,637
Households	10,356	37,870

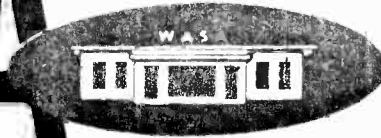
All figures for 1960. Census Bureau, U.S. Dept. of Commerce, Bureau of Economic Analysis.



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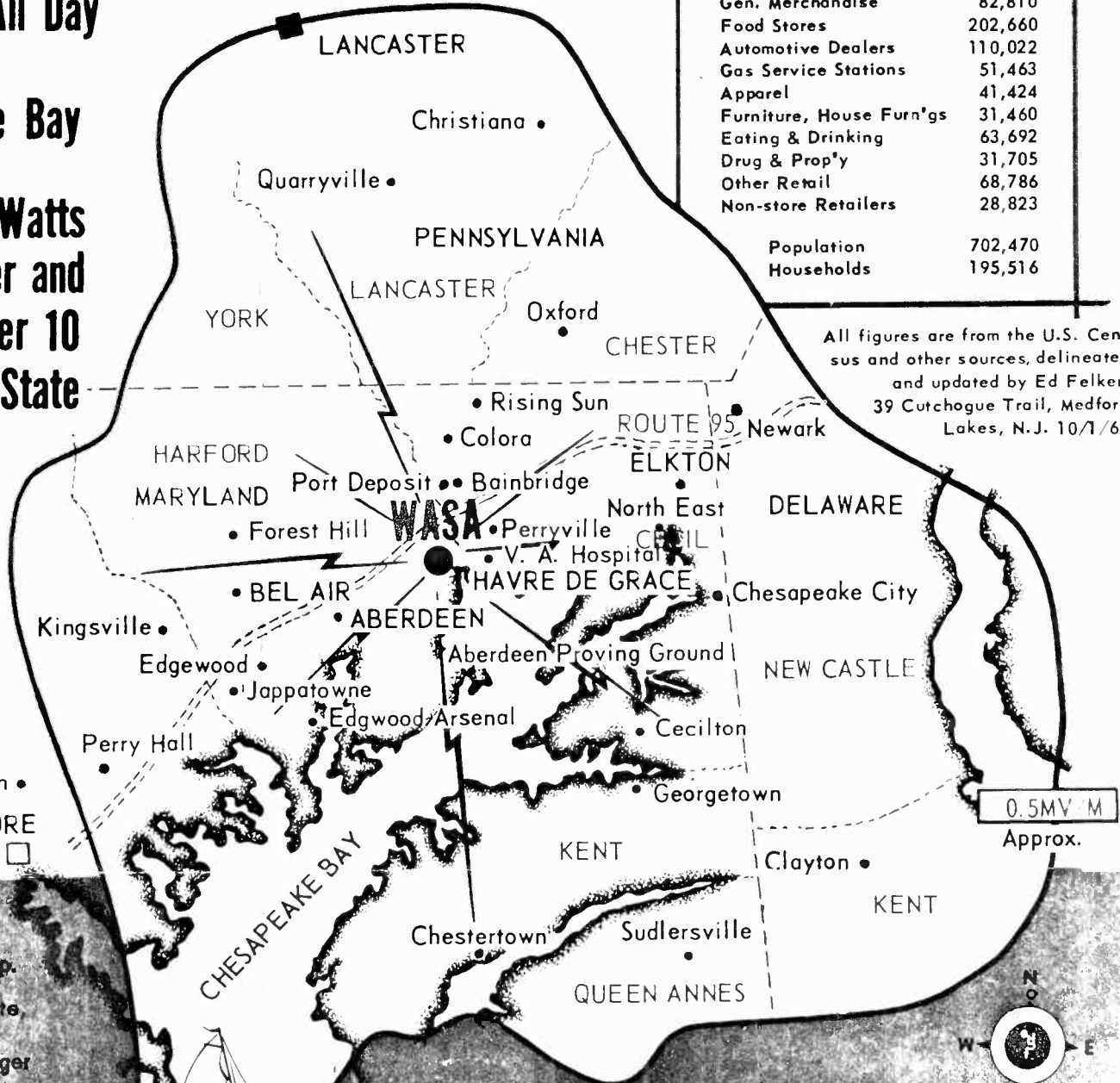
MARKET FACTS

(Retail Sales \$1,000's)

TOTAL RETAIL SALES	753,528
L'br, Bldg. Mat'l, Hdwe, etc.	40,682
Gen. Merchandise	82,810
Food Stores	202,660
Automotive Dealers	110,022
Gas Service Stations	51,463
Apparel	41,424
Furniture, House Furn'gs	31,460
Eating & Drinking	63,692
Drug & Prop'y	31,705
Other Retail	68,786
Non-store Retailers	28,823

Population	702,470
Households	195,516

All figures are from the U.S. Census and other sources, delineated and updated by Ed Felker, 39 Cutchogue Trail, Medford Lakes, N.J. 10/1/63



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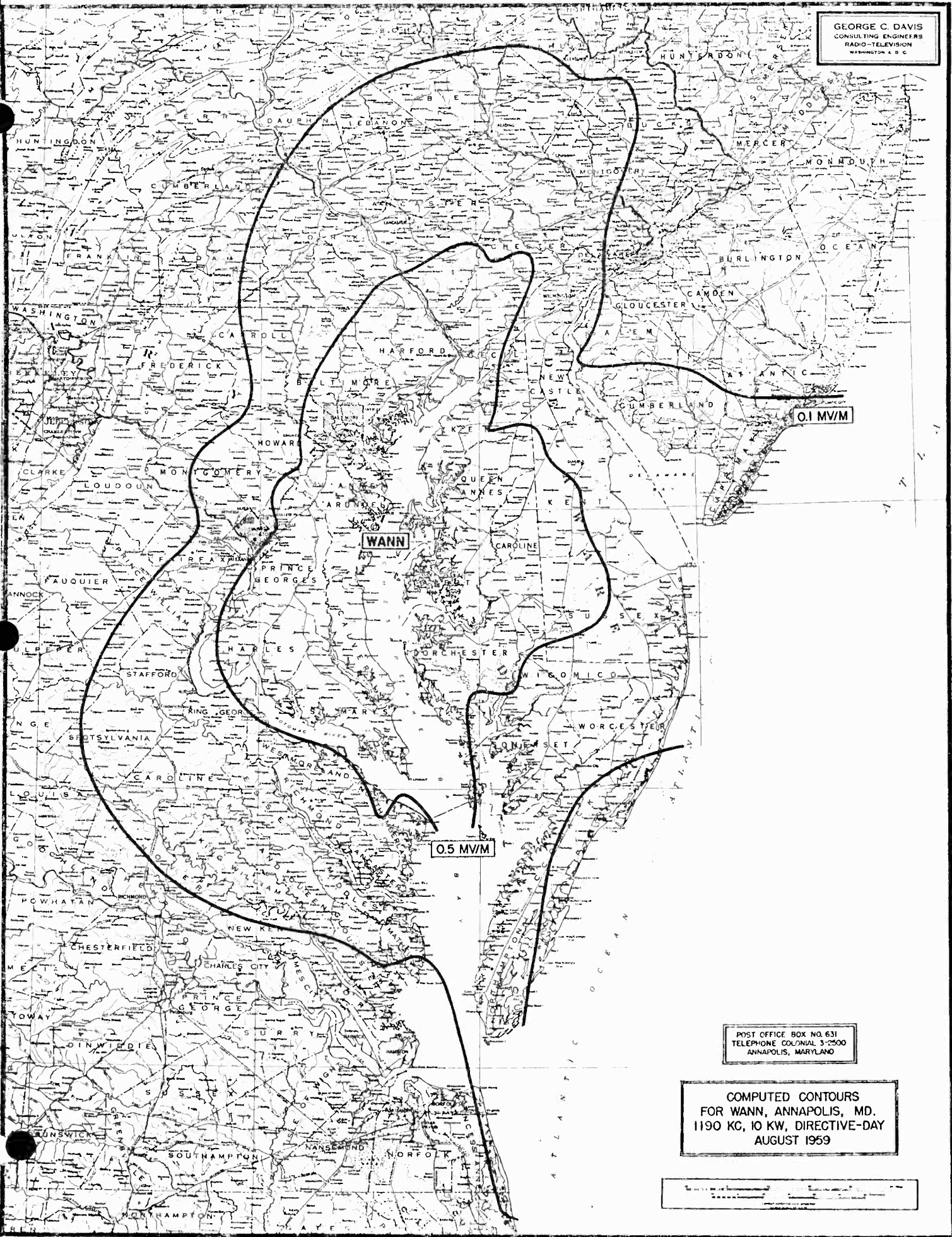
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