

May 15, 1965

Mr. Kelly T. Andrews  
305 S. Jeffers St.  
Goldsboro, N. C

Dear Mr. Andrews:

Thank you for your reception report on WRWJ. After checking our program log for that date I am happy to verify your reception of WRWJ on March 22, 1965 during our last newscast and sign off.

Thank you for the post card and good luck with your DX'ing.

Sincerely,

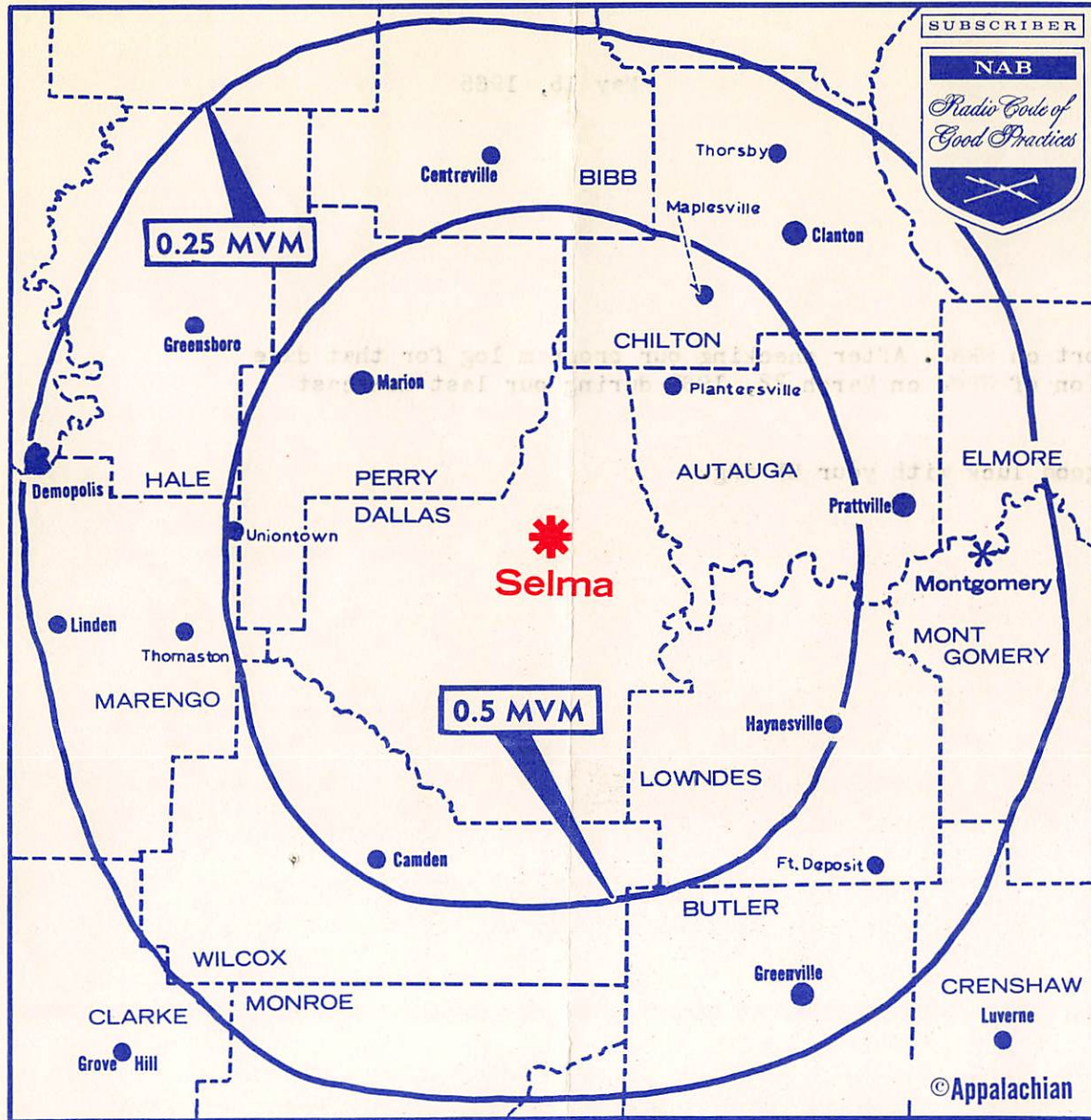
CENTRAL ALABAMA BROADCASTING CO.

*Roland Jordan, Jr.*  
Roland Jordan, Jr.  
Owner-Manager

RJ:lj

5,000 Sales-Packed Watts at 1570 KC

The People YOU Want to Reach Listen to



# WRWJ

in Selma, Alabama

The Pleasant Sound of Good Music

24-Hour Associated Press News Service

Complete Local and National Sports

"Dixie Farmers Time" — Noon Daily

Full Time Farm Director: Col. Miles Hardy

"Jimmie Fidler" Hollywood News Every Hour

Over 100 Industries in Primary Coverage

Serving Alabama's Richest Farming Area

### MARKET DATA:

	0.5 MVM COVERAGE	0.25 MVM COVERAGE
Total Population .....	125,900	442,000
Households .....	30,890	114,980
Radio Homes .....	25,820	98,260
Automobiles .....	27,520	117,240
Spendable Income .....	\$110,660,000	530,634,000

### RETAIL SALES:

Food Stores .....	\$ 20,020,000	84,624,000
Drug Stores .....	\$ 3,162,000	12,559,000
General Merchandise .....	\$ 12,471,000	53,701,000
Apparel Stores .....	\$ 4,674,000	24,328,000
Home Furnishings .....	\$ 3,299,000	16,699,000
Auto Sales .....	\$ 16,161,000	70,931,000
Service Stations .....	\$ 7,053,000	30,080,000
<b>TOTAL RETAIL SALES .....</b>	<b>\$ 78,390,000</b>	<b>353,383,000</b>

### FARM DATA:

Farm Population .....	32,500	70,300
Gross Farm Income .....	\$ 47,216,000	111,004,000

SOURCE: SRDS Consumer Market Data 1963.

HIGH FIDELITY

# WRWJ

5,000 WATTS

THE BIG ONE in Selma, Alabama

Prepared by MARKET DATA ASSOCIATES