

Atlantic City N.J.  
Feb 13-68

Dear Sir,

Thank you for your  
letter, this will confirm  
your reception report.

yours truly  
W M I D INC

# Boss Radio - Atlantic City, U.S.A.



**ATLANTIC CITY . . .** this world-renowned resort and convention city hosts 16 million visitors each year. The city boasts the world's longest Boardwalk, the world's largest and fully air-conditioned convention hall, and hosts the Miss America Pageant each year.

Organizations ranging from the 35,000 strong American Medical Association to the Metropolitan Insurance Company of Canada converge here the year round. Urban renewal is giving metropolitan Atlantic City a modern, new skyline.

**ATLANTIC CITY** has industry tool Apparel manufacturing, automobile batteries, electronic assembly, boat building and commercial fishing have resulted in new highs in employment. The world's largest National Aviation Facilities Experimental Center is located just north of Atlantic City.

**ATLANTIC CITY** is located directly on the Garden State Parkway from New York and is the termination point of the Philadelphia-Atlantic City Expressway.

**WMID . . . "Boss Radio" . . .** beams a strong signal from its mighty 314-foot self-supporting tower, located in South Jersey's wet-lands, is heard regularly in four states . . . from southern Long Island to Ocean City, Maryland.

WMID's unique mixture of promotion, contemporary music, and local news on a consistent basis for many years, has resulted in complete dominance in the South Jersey radio market.

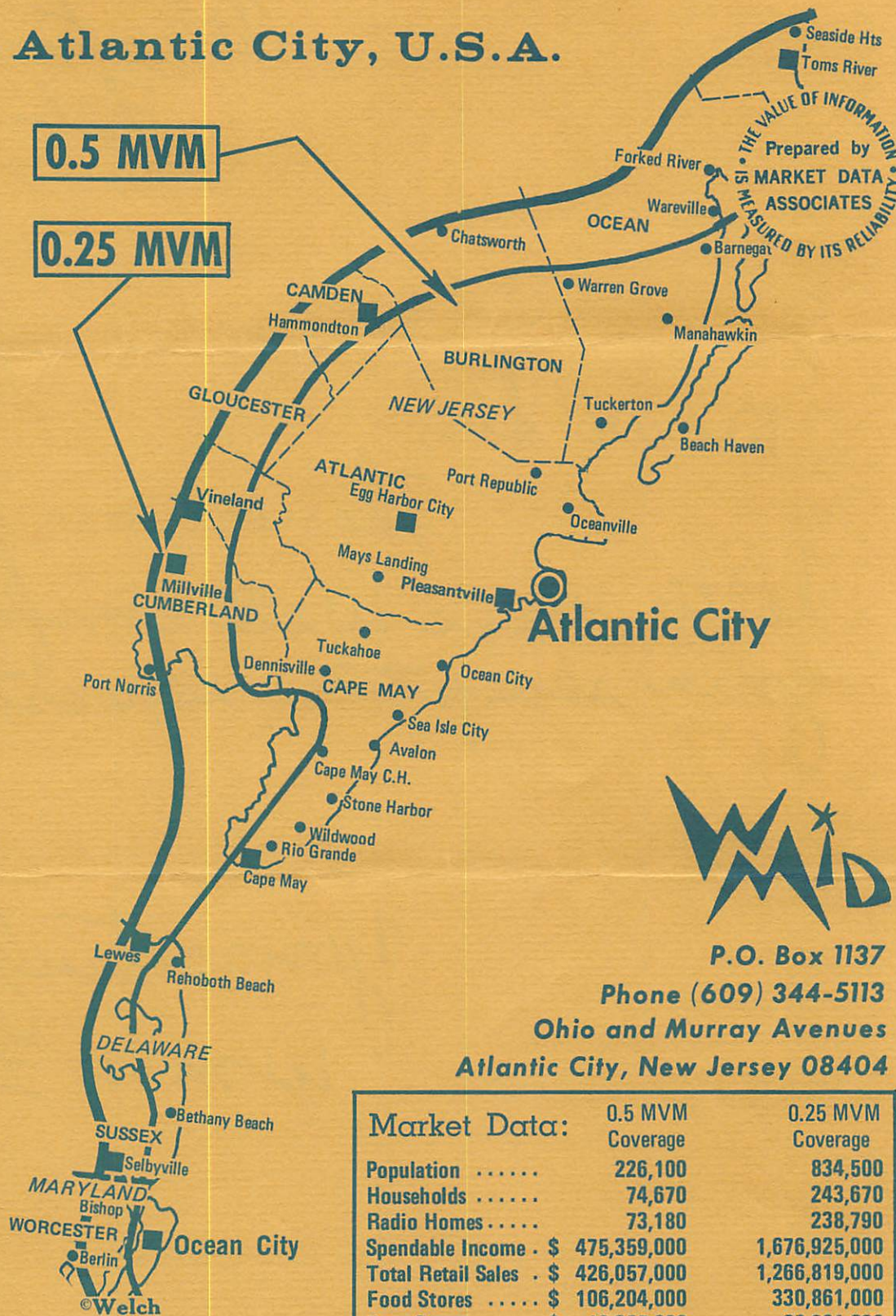
WMID is proud of its public service record and has built public equity unequalled in the market.



**1340 KC**  
**1000 Watts**  
**24 Hours a Day**  
**Seven (7) Days a Week**

**0.5 MVM**

**0.25 MVM**



**P.O. Box 1137**  
**Phone (609) 344-5113**  
**Ohio and Murray Avenues**  
**Atlantic City, New Jersey 08404**

Market Data:	0.5 MVM Coverage	0.25 MVM Coverage
Population . . . . .	226,100	834,500
Households . . . . .	74,670	243,670
Radio Homes . . . . .	73,180	238,790
Spendable Income . \$	475,359,000	1,676,925,000
Total Retail Sales . \$	426,057,000	1,266,819,000
Food Stores . . . . . \$	106,204,000	330,861,000
Drug Stores . . . . . \$	12,325,000	32,901,000
Gen'l Merchandise . \$	32,134,000	101,093,000
Apparel Stores . . . \$	29,529,000	71,540,000
Home Furnishings . \$	15,048,000	49,711,000
Auto Sales . . . . . \$	53,690,000	213,715,000
Service Stations . . \$	25,432,000	90,481,000
Private Autos . . . .	92,280	296,960
Farm Population . . .	3,300	33,300
Farm Households . .	890	10,000
Gross Farm Income \$	22,560,000	223,168,000
<b>SOURCE: SRDS Consumer Market Data 1967.</b>		

**A Merv Griffin group station**

Coverage Contours Prepared by:  
**JULES COHEN & ASSOCIATES**  
Consulting Electronics Engineers  
Washington, D.C.