

# WFLAY

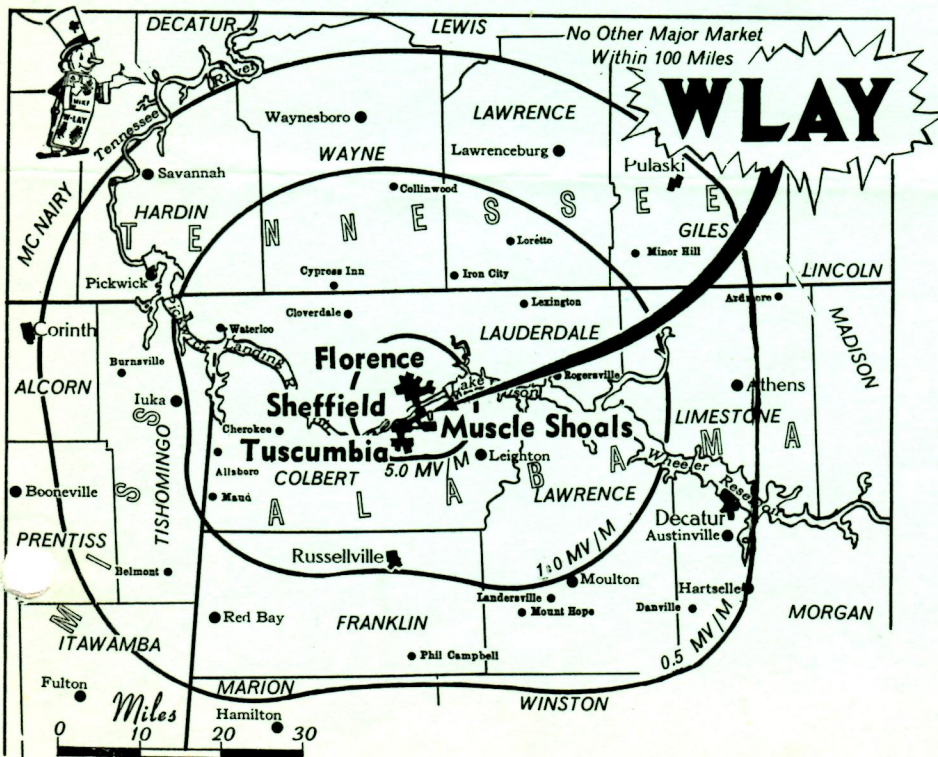
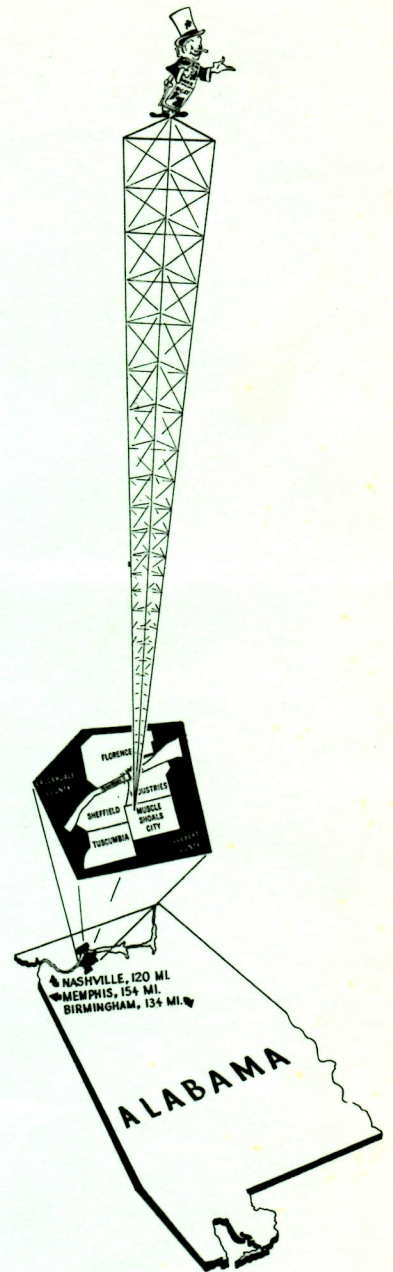
*Reception confirmed  
4-1-63*

## The South's Newest Industrial Center Is Booming With Plants Like These

- REYNOLDS METALS AND ALLOYS
- FORD MOTOR COMPANY
- ARMOUR'S AGRICULTURAL CHEMICAL
- TENNESSEE VALLEY AUTHORITY
- DIAMOND ALKALI
- STYLON CORD
- ROBBINS FLOOR PRODUCTS
- 47 OTHER MANUFACTURING PLANTS

### ALABAMA'S FIFTH MARKET

### ALABAMA'S 7TH OLDEST RADIO VOICE



### MUSCLE SHOALS MARKET

Florence, Sheffield, Tuscumbia and Muscle Shoals

	Metropolitan	.5 mv/m
Population	111,300	358,600
Households	28,300	92,500
Eff. buying power	150 million	413 million
Av. per household	5,287	4,203
Retail Sales	115 million	297 million
Food Sales	27 million	69 million
Gen. Mdse.	15 million	39 million
Automotive	20 million	60 million
Drugs	5 million	11 million

Compiled from SM Survey of buying power