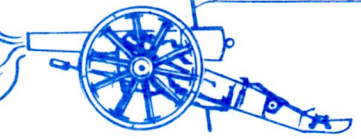


Carl, your reception is verified.
Harry Reynolds

The
MIGHTY "90"
 IN SAVANNAH, GA.

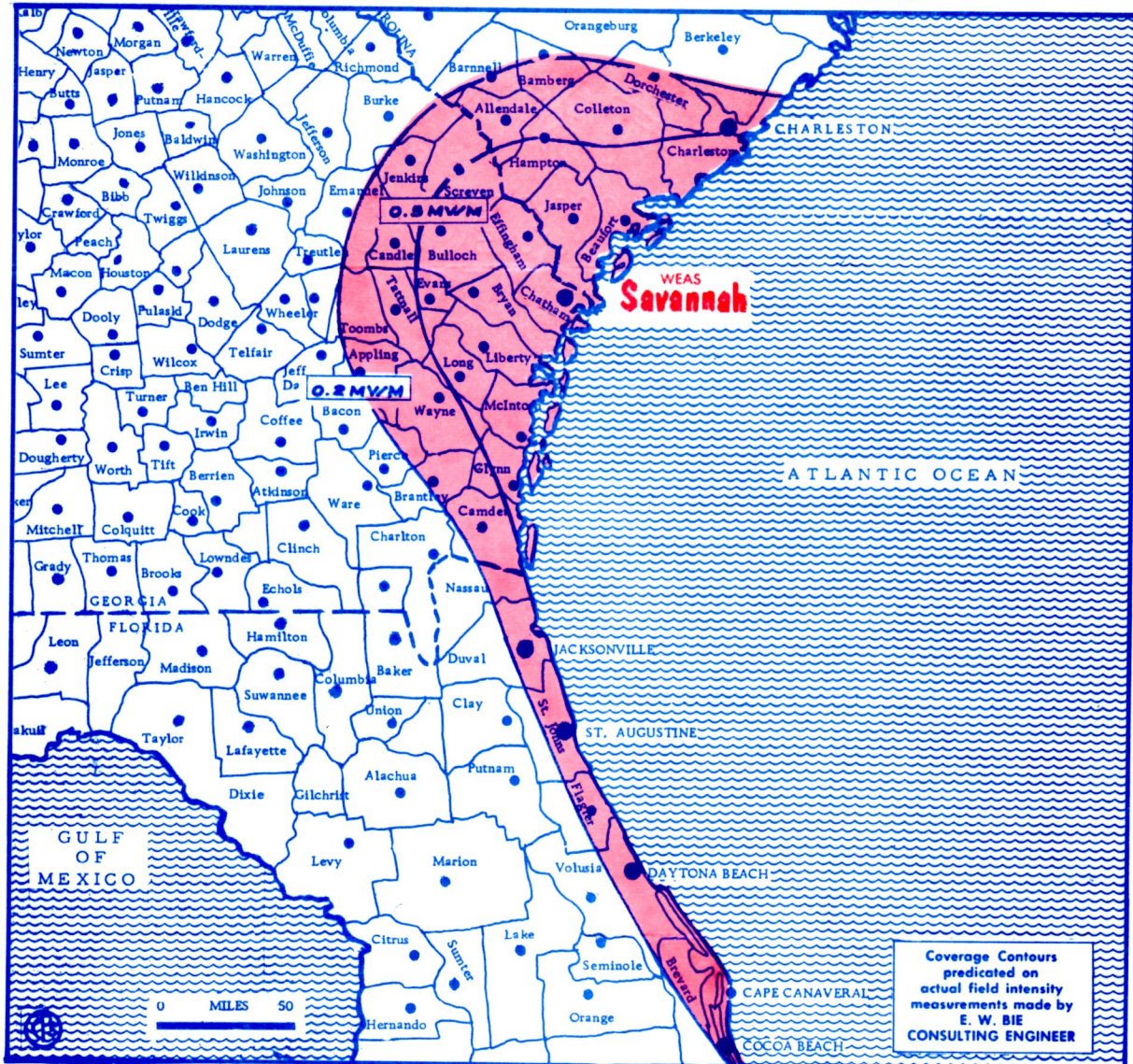
WEAS

900 kc.
5000
 Watts



A "Dee" RIVERS STATION None more **POWERFUL** in the Coastal Empire!

128 W. TAYLOR STREET - SAVANNAH, GEORGIA - P. O. BOX 737 - TELEPHONE 234-7264



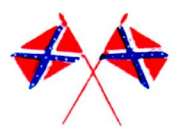
EVEREADY ADVERTISING
 1817 Broadway • Nashville 4, Tenn.

Coverage Contours
 predicated on
 actual field intensity
 measurements made by
E. W. BIE
 CONSULTING ENGINEER

MARKET DATA

	0.5 MV/M	0.2 MV/M
Total Population	641,300	1,580,900
Total Households	171,890	441,600
Total Radio Homes	168,452	432,768
Spendable Income	\$ 890,446,000	\$ 2,221,145,000
TOTAL RETAIL SALES	\$ 572,247,000	\$ 1,663,303,000
Food Sales	\$ 145,596,000	\$ 411,735,000
Drug Sales	\$ 20,959,000	\$ 64,983,000
General Merchandise	\$ 58,216,000	\$ 149,388,000
Apparel Stores	\$ 45,620,000	\$ 114,560,000
Home Furnishings	\$ 32,148,000	\$ 85,260,000
Automotive Sales	\$ 103,409,000	\$ 330,582,000
Filling Stations	48,641,000	142,842,000
Total Farm Population	\$ 73,700	\$ 166,300
Farm Gross Income	\$ 61,279,000	\$ 182,310,000

SOURCE: SRDS Consumer Market Data; May - 1961



5000 WATTS 900 ON YOUR SAVANNAH RADIO DIAL