



WHTC

SHOPPING GUIDE OF THE HOLLAND-ZEELAND AREA HOLLAND, MICHIGAN

Complete News Coverage:

Local News, 5 Times Daily, Direct from Sentinel News Room State News Five Times Daily World News 12 Times Daily.

Complete Sports Coverage:

Play-by-play coverage of Holland High School football and basketball; Hope College football and basketball; Holland Christian basketball; Detroit Tigers baseball; Detroit Red Wings hockey.

Music for the ENTIRE FAMILY:

Classical, Sweet, Popular and Religious.

Community Interest Programs:

Church services, Council meetings, County farm agent, Library notes, Ladies Literary club, Driver training.

Surveys Prove Listeners **PREFER WHTC Morning, Noon, Night**

MARKET DATA:

	Totals 0.5 MV/M Coverage	Totals 0.1 MV/M Coverage
Total Population.....	149,700	687,000
Total Households.....	39,995	196,640
Total Radio Homes.....	38,760	193,870
Total Passenger Cars.....	39,880	195,160
Spendable Income.....	\$220,980,000	1,140,601,000

RETAIL DATA:

Food Sales.....	\$ 33,564,000	180,651,000
Drug Sales.....	\$ 6,475,000	28,926,000
Genl. Merchandise Sales.....	\$ 20,585,000	79,708,000
Apparel Sales.....	\$ 6,521,000	40,665,000
Home Furnishing Sales.....	\$ 7,946,000	42,646,000
Automotive Sales.....	\$ 32,393,000	173,306,000
Filling Station Sales.....	\$ 13,923,000	67,474,000
TOTAL RETAIL SALES.....	\$183,822,000	878,748,000
TOTAL WHOLESALE SALES.....	\$ 81,036,000	486,290,000
TOTAL SERVICE RECEIPTS.....	\$ 22,012,000	103,028,000

FARM DATA:

Total Farm Population.....	33,450	164,850
Farm Households.....	9,300	43,780
Farm AM Radio Homes.....	9,250	42,190
Farm Passenger Cars.....	9,280	42,990
Total Fa. m. Income.....	\$112,332,000	478,733,000

SOURCE: SRDS Consumer Markets; SM Survey of Buying Power; U. S. Department of Commerce; U. S. Department of Agriculture; American Automobile Association; RETMA

YOUR MUTUAL STATION FOR HOLLAND-ZEELAND AREA

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WHTC

Operated by Holland Broadcasting Co.
Sandy Meek, Station Manager

Phone EXport 2-3121

HOLLAND, MICHIGAN

Fulltime Service at 1-4-5-0 on the Dial

NATIONAL REPRESENTATIVE: Hill F. Best Company

Thanks for the report. Information is correct.

Staff Eng. 11/13/50 by Howards
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