Dear Carl, Thank you for your report. We hape we may hear from you again. G. Alsum, Marion Rosholt . Clintonville • WISCONSIN **OUTAGAMIE** Stevens Point 公 •Iola 公 WAUPACA • Manawa Amherst New London Waupaca Ripon PORTAGE Hortonville Chute Kaukauna WCWC Weyauwega Almond • • Fremont Appleton Kimberly Menasha • Plainfield • Wild Rose Brillion • WAUSHARA Neenah Pine Rive · Hancock Poy Sippi toma Winneconne CALUMET Directed to the Wautoma Arkdale & Chilton Omro• **CREAM of** • Coloma Redgranite Friendship Waukau • WISCONSIN'S Adams Berlin WINNEBAGO Neshkoro Grand Marsh DAIRYLAND Pickett • ADAMS . Ripon Westfield • Rosendale Princeton • Mount Calvary Brooks . El Dorado Oxford Montello WCWC Brandon Fond du Lac MARQUETTE Oakfield Endeavor **GREEN LAKE** Waupun FOND DU LAC Kingston . Among First 100 Markesan U.S. Counties in Wisconsin Dells Campbellsport Randolph Fox Lake Portage Number of Cambria SAUKT Dairy Cows. DODGE Mayville Reedsburg Pardeeville WASHINGTON Horicon Rio Beaver Dam COLUMBIA A Juneau • 40 Columbus • Lodi

MARKET DATA		Within 0.5 MV/M Contour
Audience Population		368,000
Households		107,700
With AM Radio		104,600
Automotive Vehicles Registered		147,400
Expendable Income, \$000		558,200
Market*TOTAL RETAIL SALES		440,000
Food Store Sales		84,900
Restaurants, Drinking Places		38,000
Drug Stores		11,600
General Merchandise Stores		40,600
Apparel Stores		19,900
Home Furnishings Stores		23,600
Automotive Sales Outlets		77,300
Gasoline Service Stations		29,000
Hardware & Building Supplies		50,600
TOTAL SERVICE RECEIPTS		32,300
Personal Service Shops		9,760
Garage Services		3,960
TOTAL WHOLESALE SALES		240,100
Merchant Wholesalers		147,600
All Other Types		92,500
Farm Total Within 0.1 MV/MContour	COMMERCIAL	RURAL-HOME
Number Operated	45,820	5,420
Population Living on Farms	199,500	24,500
Occupied Dwellings With AM	47,200	5,330
Sales of Farm Products \$000	257,200	2,800
Farm Supplies Purchased \$000	77,100	2,020
Gross Income per Farm \$	6,070	830
Includes Value Products Consumed, Go		ts
*Sales by Store Classes in Thousands of SOURCES: Latest Census tabulations, 19		sampled data Salas
Tax Reports from Federal and State sour		
by DATAMAPS, WALTER P. I		

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Reaches 27 Dairy-Farming Counties ☆ of which 20 rank with ☆ the First 100 of 3070 U.S. Counties

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