

09 NOV 65

Dear Mr. DANGERFIELD:

Thank you very much for your letter of 07 NOV. 65 reporting reception of Radio Station WHWN on 1350 Kcs. on 06 NOV '65 at 3:00 P hrs.


WHWN is authorized to operate with a power of 5000 watts, and two combinations of four antennas producing a directional pattern favoring N144 degrees East during the daytime hours and N128 degrees East at night. Our transmitter is an RCA BTA-SF using a 5762 final amplifier tube operating Class C with approximately 91 percent efficiency.

Our transmitting site is in Hopewell Township, New Jersey, near the community of Mount Rose, approximately 300 feet above sea level. It is six air miles northwest of Princeton, New Jersey, and ten air miles from Trenton, New Jersey.

The Nassau Broadcasting Company also owns and operates Radio Station WTOA (FM) at 97.5 Kcs. in Trenton, New Jersey.

We especially appreciate your report because it helps us to evaluate our calculated coverage distances. Please accept an invitation from me to stop in to say hello if you are ever in the Princeton area. It would be my pleasure to show you through our facilities.

Sincerely,
The Nassau Broadcasting Co.


Arthur A. Silver
Chief Engineer

AA3:xs

5,000 WATTS

DAY AND NIGHT

whwh

1350 ON THE DIAL ■ PRINCETON, NEW JERSEY

NASSAU BROADCASTING CO. • 221 WITHERSPOON ST. ■ PRINCETON: 924 • 3600 • TRENTON: 896 • 1900

COVERING THE HEART OF NEW JERSEY MIDWAY BETWEEN NEW YORK AND PHILADELPHIA...
... ONE OF THE NATION'S WEALTHIEST MARKETS*



TOTAL MARKET DATA WITHIN .05 MV.		MERCER COUNTY MARKET DATA	
Population	1,105,000	Population:	278,600
Households:	318,000	Households:	80,600
Retail Sales:	\$1,262,250,000	Retail Sales:	\$427,440,000
Expendable Income:	\$2,286,000,000	Expendable Income:	\$665,518,000
EFFECTIVE BUYING INCOME PER HOUSEHOLD:		NATIONAL METROPOLITAN MARKET RANKINGS:	
Princeton	\$16,663*	Population:	97th
New Jersey	\$ 8,219	Retail Sales Per Hsehold:	5th
National Av.	\$ 6,874	CSI Per Hsehold:	16th

SOURCES: SRDS, 1963 ESTIMATES, SALES MANAGEMENT JUNE 1963. TOTAL MARKET DATA BASED ON 100% COVERAGE OF MERCER COUNTY, AND EXACT PROPORTIONATE DATA BASED ON COVERAGE OF 0.5MV IN SEVEN OTHER COUNTIES.

SERVING THE HEART OF NEW JERSEY ■ MIDWAY BETWEEN NEW YORK AND PHILADELPHIA