MARKET DATA NEW MUSIC – NEW PROGRAMS – NEW PERSONALITIES

Population	344,955		
Households	88,885		
Consumer Spendable Income		$472,745,000	
(Farm Income Included	78,318,000)		
Retail Sales		336,913,000	
Untapped Potential Market		$135,832,000	

Food	$78,834,000
Drugs	11,796,000
General Merchandise	40,583,000
Home Furnishings	14,765,000
Automotive	77,149,000
Apparel	25,185,000
Other	88,601,000

1000 WATTS

THE WMGO BUILDING – CANTON, MISSISSIPPI – PHONE 859-2373 – AREA CODE 601

February 15, 1964

Mr. Kermit Geary
R. D. 2, Box 298
Walnutport, Pennsylvania

Dear Mr. Geary:

It was, indeed, a pleasure to hear from you again. Your letter of February 9, 1964, in which you recorded your observations of our operation on the morning of February 8, was most welcome.

Your observations are entirely correct and we appreciate your report.

Our transmitting equipment has changed, also, with the change in call-letters -- it is now a Collins 20V-3. We have the same antenna, and are still 1000 watts. We are most pleased with the noticeable and reported increase in quality over our former equipment.

Thank you again for your report.

Sincerely yours,

G. D. Causey
Chief Engineer