

250 Watts - 1450 Kilocycles

American Broadcasting Company

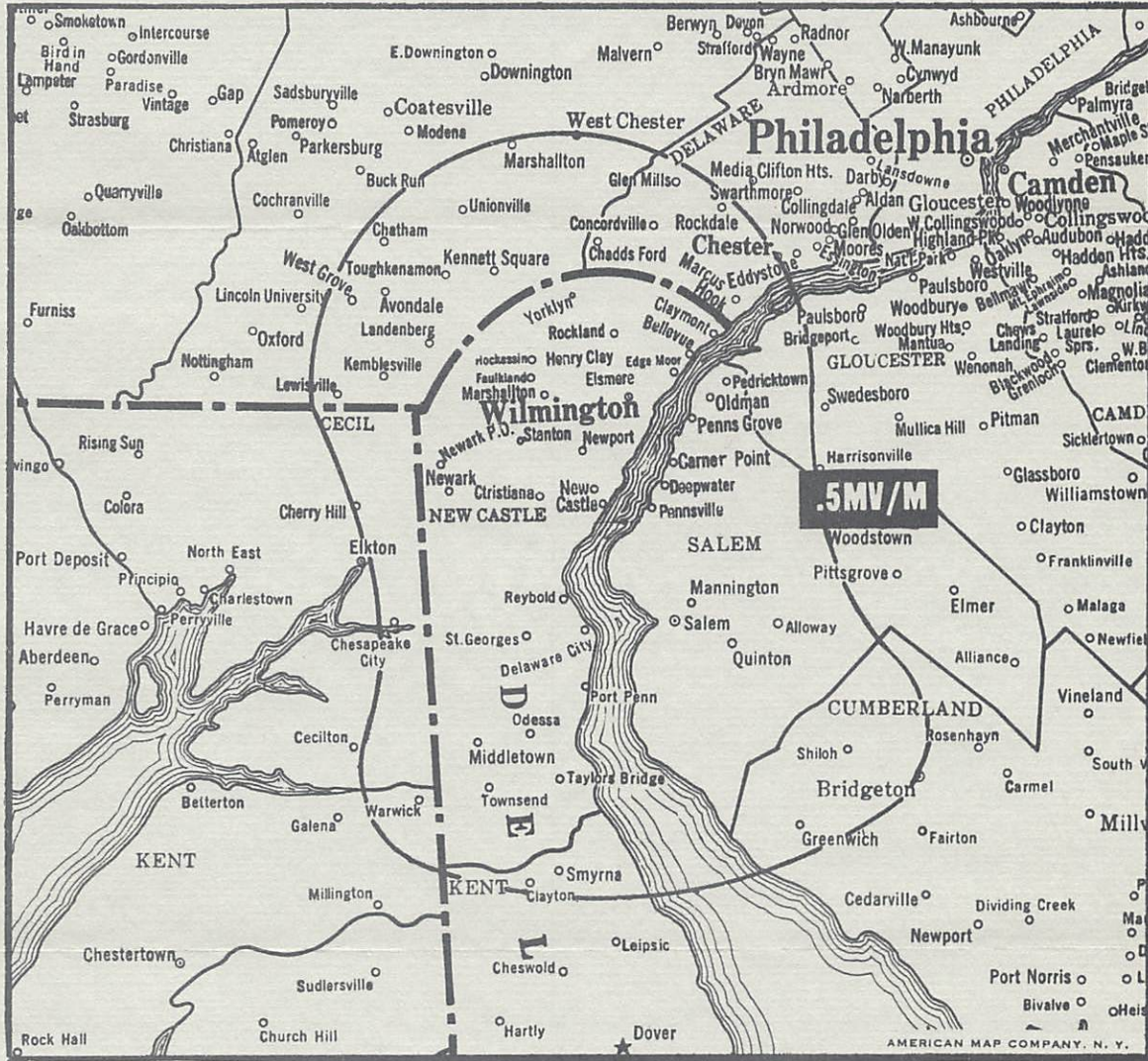
# WILM WILMINGTON - DELAWARE

"Wilmington's Family Station"

WILM is the most effective and least costly way to cover "the Chemical Capital of the World!"

Wilmington is the county seat of New Castle County wherein 83.5% of the total wage earners in the State are to be found. Its 226,900 population is employed by General Motors, Chrysler, Dupont, Atlas, Pullman-Standard, Baldwin Locomotive, and also in the manufacture of ships, paints, vulcanized fibres, cotton dyeing and finishing works, and in the processing of glazed kid and morocco leathers.

Twice as many local advertisers use WILM as any other radio station - the only station with a complete merchandising service.



### MARKET DATA

State	County	Population	Families	Radio Homes	Grocery Stores	Drug Stores
Delaware	New Castle	226,900	63,600	61,692	544	88
"	Kent	3,324	986	947	12	1
Pennsylvania	Delaware	103,944	29,400	29,106	196	45
"	Chester	18,018	4,653	4,420	34	6
New Jersey	Gloucester	478	139	133	10	1
"	Salem	6,144	1,800	1,710	21	3
"	Cumberland	22,950	6,700	6,365	61	5
Maryland	Cecil	6,264	1,602	1,506	24	2
<b>Total .5 MV/M Area</b>		<b>388,022</b>	<b>108,880</b>	<b>105,879</b>	<b>902</b>	<b>151</b>

POPULATION AND FAMILY FIGURES PRODUCED FROM THE U. S. CENSUS BY TOWNSHIPS WITHIN THE 1/2 MILLIVOLT AREA APPLIED TO SALES MANAGEMENT ESTIMATES. RADIO HOMES FROM BROADCASTING MAGAZINE. GROCERY-DRUG OUTLETS FROM THE U. S. CENSUS OF BUSINESS.

NATIONALLY REPRESENTED BY

*The Bolling Company, Inc.*