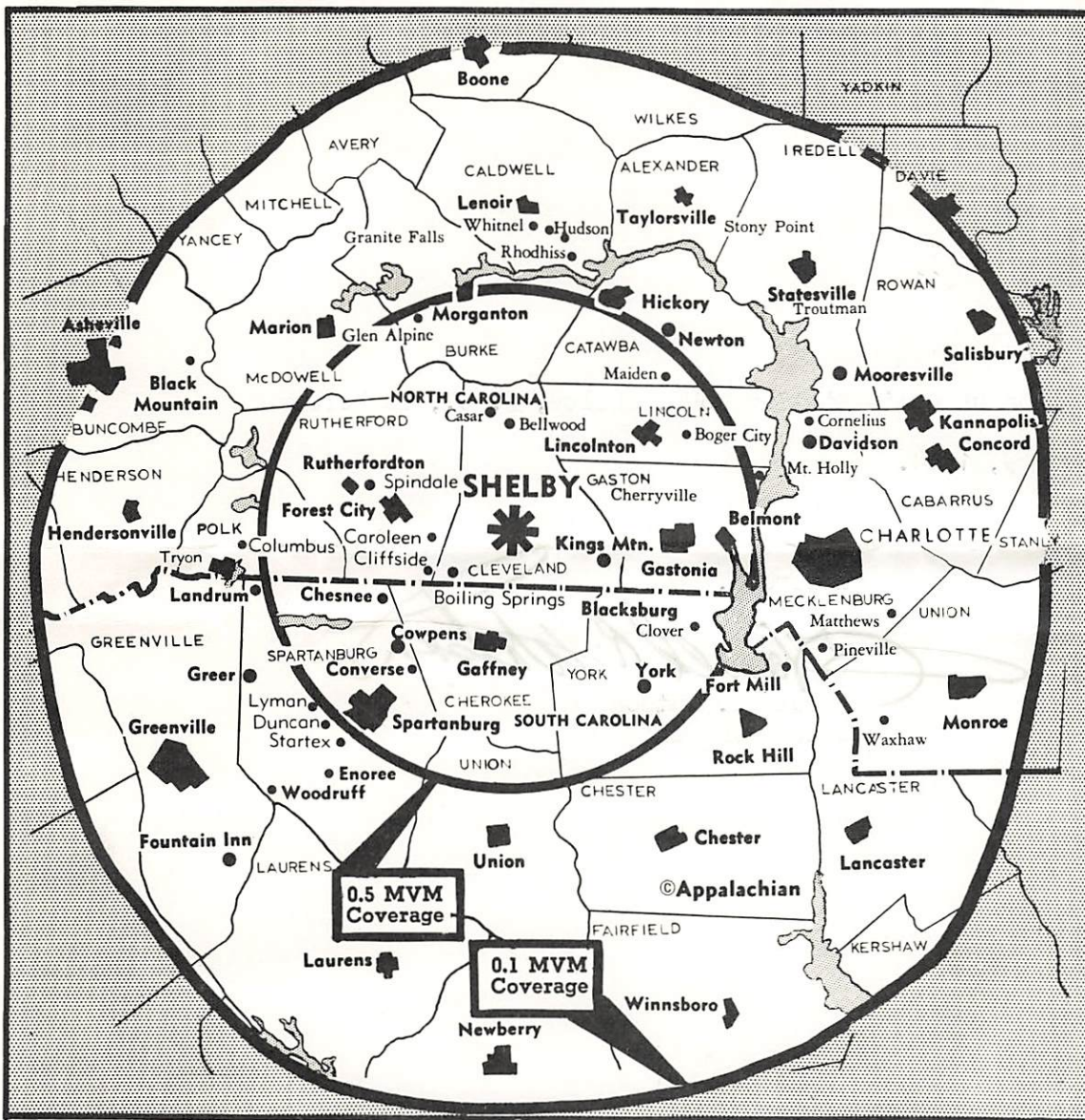


WOHS



NEWS:

FM Remote Mobile Unit, Beeper Phone, Local News, State News, Mutual News and AP Worldwide News

SPORTS:

Play-by-play Football, Baseball and Basketball PLUS Complete National and Local Sports Coverage

FARM:

Local and Regional Farm News Coverage

WEATHER:

Complete Local, state and regional weather.

MUSIC:

Variety

WOHS

The Big "O"
Shelby, North Carolina

1000 WATTS AT 730 KC

Affiliated:
MUTUAL Broadcasting System
KEYSTONE Broadcasting System

BONUS COVERAGE!

WOHS-FM / 96.1 MC

P. O. Box 1401 Phone 487-6313
SHELBY, NORTH CAROLINA

MARKET DATA:

	0.5 MVM Coverage	0.1 MVM Coverage
Total Population	507,100	1,883,100
Households	137,050	518,040
Radio Homes	136,320	516,830
Automobiles	142,980	588,170
Consumer Income	\$723,204,000	2,963,925,000

RETAIL SALES:

Food Stores	\$114,550,000	458,803,000
Drug Stores	\$ 19,118,000	70,437,000
General Merchandise	\$ 49,761,000	239,155,000
Apparel Stores	\$ 23,664,000	108,135,000
Home Furnishings	\$ 19,349,000	88,893,000
Auto Sales	\$ 83,400,000	350,334,000
Service Stations	\$ 41,249,000	168,495,000
TOTAL RETAIL SALES	\$416,694,000	1,837,432,000

FARM DATA:

Farm Population	44,500	142,800
Gross Farm Income	\$ 64,603,000	197,714,000

SOURCE: SRDS Consumer Market Data 1963.

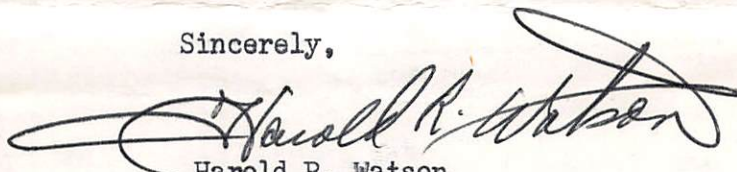
Designed by Appalachian Advertising Agency
Black Mountain, North Carolina

Mr. Maurice W. Nittler
4590 South Julian Street
Englewood, Colorado 80110

Dear Maurice:

Your reception of Radio Station WOHS, Shelby, N. C., is hereby
verified on March 9, 1964.

Sincerely,

A handwritten signature in cursive script, appearing to read "Harold R. Watson". The signature is written in dark ink and is positioned above the typed name and title.

Harold R. Watson
Sales Manager