

QUALITY RADIO

WKOK

TOWERS OF POWER
 10,000 Watts Days - 1,000 Watts Nights
CLEAR CHANNEL RADIO 1070 KC
 Serving the Major Susquehanna River Valley

SUNBURY, PENNSYLVANIA

WKOK's "towers of power" affiliated with CBS RADIO offers the best in Network, State, Regional and Local Coverage of news, sports, special events, community service and music ... with a know-how developed since 1933.

Simultaneous Duplication of all programming and announcements on WKOK-FM ... 4,400 Watts at 94.1 MC.

SUNBURY BROADCASTING CORPORATION
 Homer R. Smith, General Manager
 1150 North Front Street
 Phones: AT 6-5838 - AT 6-5839
 SUNBURY, PENNSYLVANIA

MARKET DATA:

	0.5 MVM Coverage	0.1 MVM Coverage
Total Population	388,400	3,682,100
Total Households	115,400	1,103,380
Radio Homes	113,240	1,098,540
Passenger Cars	131,290	1,234,110
Spendable Income	\$630,476,000	6,909,100,000

RETAIL SALES:

Food Stores	\$112,500,000	1,110,504,000
Drug Stores	\$ 11,633,000	112,060,000
General Merchandise	\$ 37,800,000	441,864,000
Apparel Stores	\$ 27,164,000	271,071,000
Home Furnishings	\$ 20,565,000	219,438,000
Auto Sales	\$ 75,372,000	772,357,000
Filling Stations	\$ 31,174,000	320,845,000
Farm Stores	\$ 16,142,000	133,211,000
Building Materials	\$ 53,170,000	397,635,000
TOTAL RETAIL SALES	\$418,988,000	4,284,587,000

FARM DATA:

Farm Population	34,800	222,600
Gross Farm Income	\$ 85,078,000	647,763,000

SOURCE: SRDS Consumer Market Data 1963.

©Appalachian

Mr. John Sampson
 90 Pearl St.
 New Providence, N. J.

AP-54

Dear Sir:

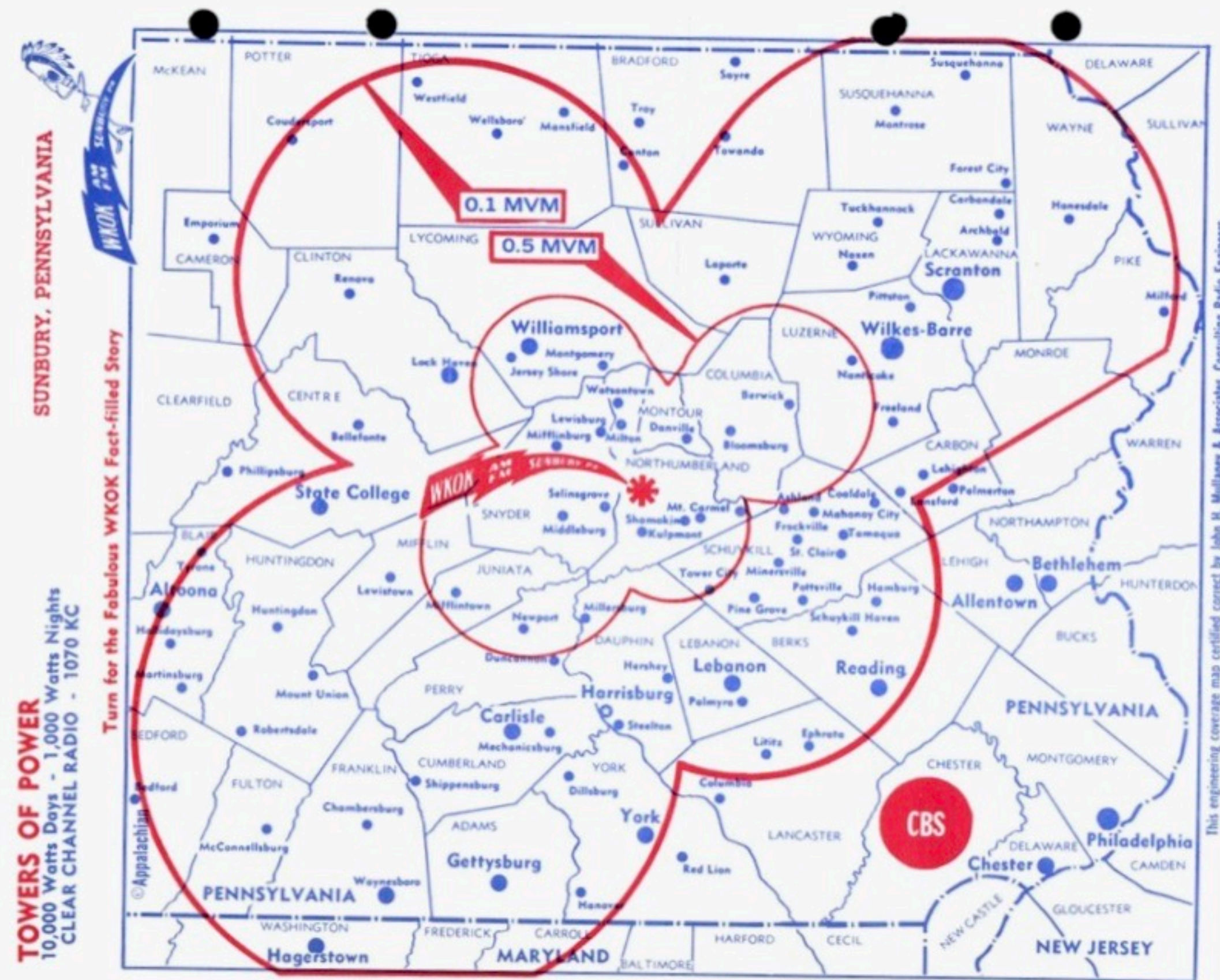
This will verify your reception of WKOK on April 3, 1969.

Yours truly,

H.R. Smith

Station WKOK

Turn to the Fabulous WKOK Coverage Story ...



This engineering coverage map certified correct by John H. Mullaney & Associates, Consulting Radio Engineers, a Division of Multronics, Inc., 5312 Frederick Ave., Rockville, Md.