



WFTG

The bright sound of

LONDON, KY.

Balanced Programming

Town and Country

- *Farm News
- *Local News
- *Good Music

1000 WATTS DAYS — 250 WATTS NIGHTS

Owned and Operated by
 LONDON BROADCASTING COMPANY, INC.
 Phone (Area 606) 864-2148
 P. O. Box 339
 LONDON, KENTUCKY

Handwritten notes in red ink:
 Still in 5-5
 This is to clarify
 your coverage of our pop. measurement
 on 8/25 - 3:34 to 4:45 AM - E.S.T.

WFTG

London, Kentucky

Quality Radio on 1400 KC

1000 WATTS DAYS	250 WATTS NIGHTS
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SOLD IN CONJUNCTION WITH:

WCPM - Cumberland, Kentucky - - - 1000 Watts - 1280 KC
 WNRG - Grundy, Virginia - - - - 5000 Watts - 940 KC

Represented by GEO. T. HOPEWELL INC.

MARKET DATA:

	0.5 MVM COVERAGE	0.1 MVM COVERAGE
Total Population	82,900	157,200
Households	21,030	40,950
Radio Homes	18,630	37,150
Automobiles	19,680	37,560
Spendable Income	\$ 66,643,000	127,537,000

RETAIL SALES:

Food Stores	\$ 14,150,000	32,970,000
Druggies	\$ 1,586,000	2,663,000
Merchandise	\$ 5,662,000	10,682,000
Apparel Stores	\$ 2,963,000	4,881,000
Home Furnishings	\$ 2,645,000	5,067,000
Auto Sales	\$ 10,088,000	16,805,000
Service Stations	\$ 8,247,000	13,389,000
TOTAL RETAIL SALES	\$ 53,018,000	92,735,000

FARM DATA:

Farm Population	27,900	55,900
Gross Farm Income	\$ 13,690,000	- 29,309,000

SOURCE: SRDS Consumer Market Data 1963.

Prepared by MARKET DATA ASSOCIATES