



W P G  
MUNICIPAL RADIO STATION  
ATLANTIC CITY, N. J.

NORMAN REED  
General Manager

MEMBER STATION OF COLUMBIA BROADCASTING SYSTEM

WM. H. APPELBY  
Commercial Manager

December 27th, 1939

**W P G MARKET DATA**

—Certified Listening Area—

Total Population  
902,000  
Radio Homes  
221,800  
Radio Listeners  
887,200  
Annual Retail Sales  
\$323,419,000

Mr. David F. Thomas,  
Proctorville, Ohio.

—Secondary Area—

Urban Population  
24,673,995  
Rural Population  
4,762,198  
Total Population  
29,436,193  
Radio Homes  
5,990,530  
Radio Listeners  
22,617,690  
Annual Retail Sales  
\$7,390,370,000

Dear Mr. Thomas:

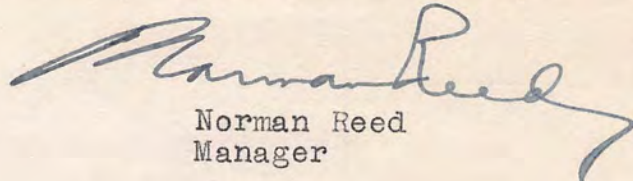
We are pleased to acknowledge your card of December 25th and to thank you for the very interesting information contained therein.

Station WPG permanently retires from the air after December 31st. There will be no station in Atlantic City operating at this frequency. Our wave length is to be used by WOV New York as a full time station instead of the existing time sharing set-up that now exists between WBIL and WPG.

All of our equipment is being purchased by Mr. Bulova and some of it will be sold while other equipment will probably be retained and used by him.

Again thanking you for your interesting report, I am,

Very truly yours,



Norman Reed  
Manager

**A FEW OF OUR**

**NATIONAL ADVERTISERS**

American Tobacco Co.  
Atlantic Refining Co.  
Bell Telephone Co.  
Campbell Soup Co.  
Carter Medicine Co.  
Chevrolet Motor Co.  
Chrysler Corp.  
Coca-Cola Co.  
D. L. & W. Blue Coal  
Fels & Co.  
Ford Motor Co.  
Freihofer Baking Co.  
General Baking Co.  
General Electric Co.  
Gillette Razor Co.  
Goodyear Tires  
Gulf Refining Co.  
H. J. Heinz Co.  
Hershey Creamery Co.  
Liggett & Meyers Co.  
Personal Finance Co.  
Phillips Soup Co.  
R. J. Reynolds Co.  
Sears, Roebuck and Co.  
Standard Oil Co.  
Studebaker Corp.  
Sun Ray Drug Co.  
Texas Co.  
United Drug Co.

NR:BB

**STATION DATA**

Power—5,000 Watts  
Wave Length—1100 KC.  
—Cleared Channel—  
—No other transmitter  
within 40-mile radius.  
—Only CBS Outlet  
in New Jersey.

“WHEN YOU BUY WPG, YOU SELL SOUTH JERSEY”