

WGMS

THE GOOD MUSIC STATION

570 AM

R K O

103.5 FM

GENERAL

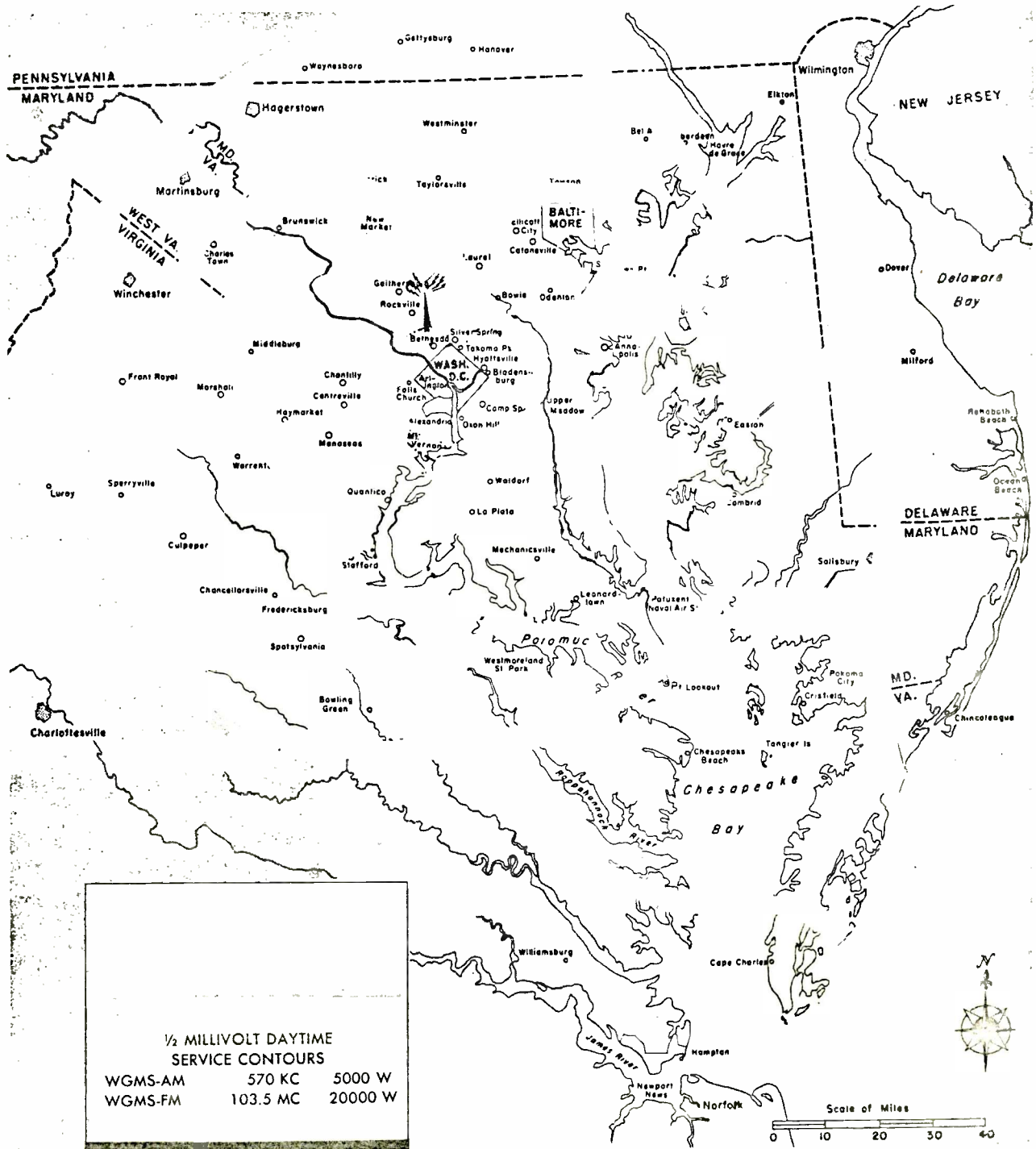
STUDIOS AND EXECUTIVE OFFICES:

5100 WISCONSIN AVE., N.W., WASHINGTON, D. C. 244-6600

STUDIOS AND TRANSMITTERS:

BETHESDA, MARYLAND

WGMS is FIRST on the dial in the Nation's Capital. WGMS-AM, with its low frequency of 570 kilocycles gives it a highly advantageous position on the dial. Nearest station to the high side is 60 kilocycles away! WGMS-FM and FM Multiplex Stereo transmits 20,000 watts from vertically and horizontally polarized antennas 440 feet high. The Good Music Station in Washington reaches the central Washington business district plus all of the high density suburban areas of Maryland and Virginia. This prime coverage delivers to WGMS advertisers an unduplicated adult audience with identical programming, AM and FM . . . 5.30 AM to midnight, seven days a week.



WOOK RADIO IS FIRST

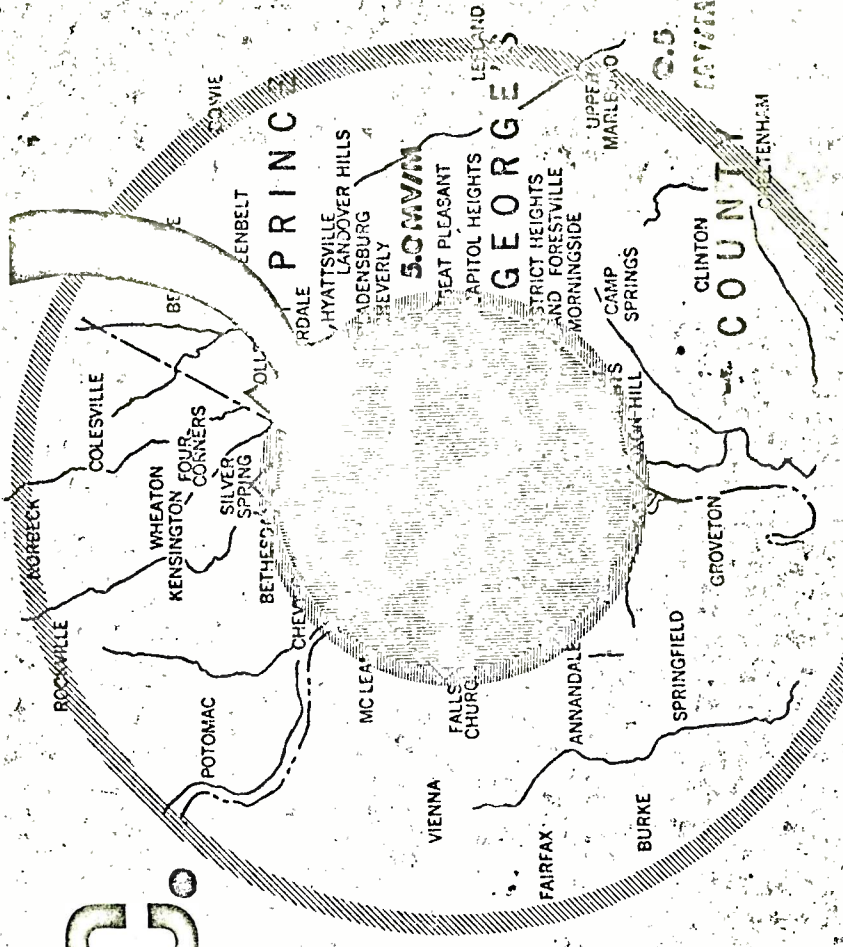
in advertising value in and around

Washington, D.C.

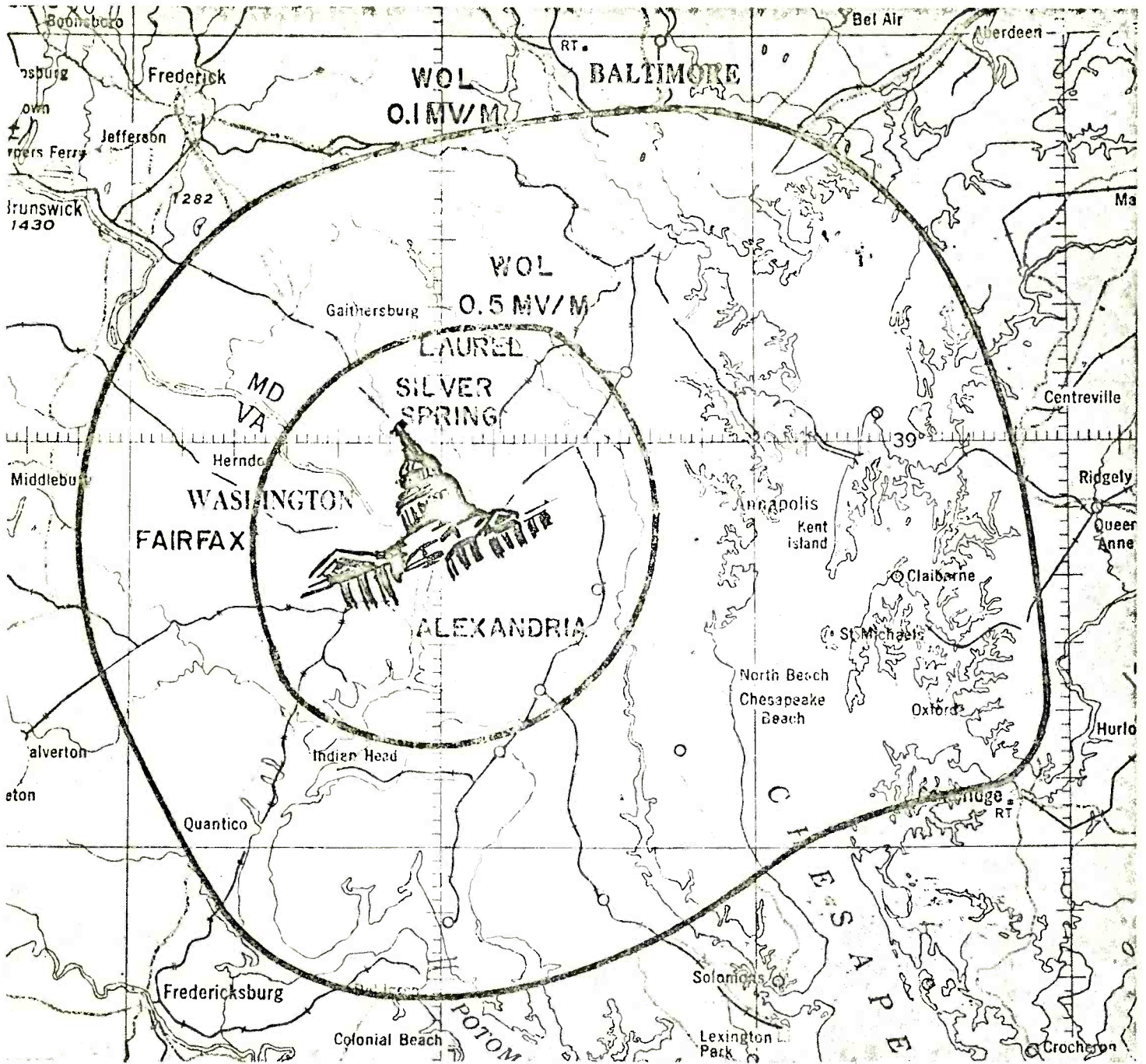
The Pulse Report and your rate cards tell the whole story. Compare WOOK rates with those of any other station in the top five in the Washington market. In most cases, you'll find you can pay more to get less audience. Even in the one instance where WOOK is edged slightly in audience, WOOK rates are far in your favor. Plan your next schedule for more results per dollar, remember

Washington Listens BEST to

WOOK RADIO 1340



UNITED BROADCASTING CO.
COR AND EYE STREETS, N. W.
WASHINGTON, D. C.
REPUBLIC 7-8800



RADIO STATION WOL

WASHINGTON, D.C.

1000 W. CONTOUR

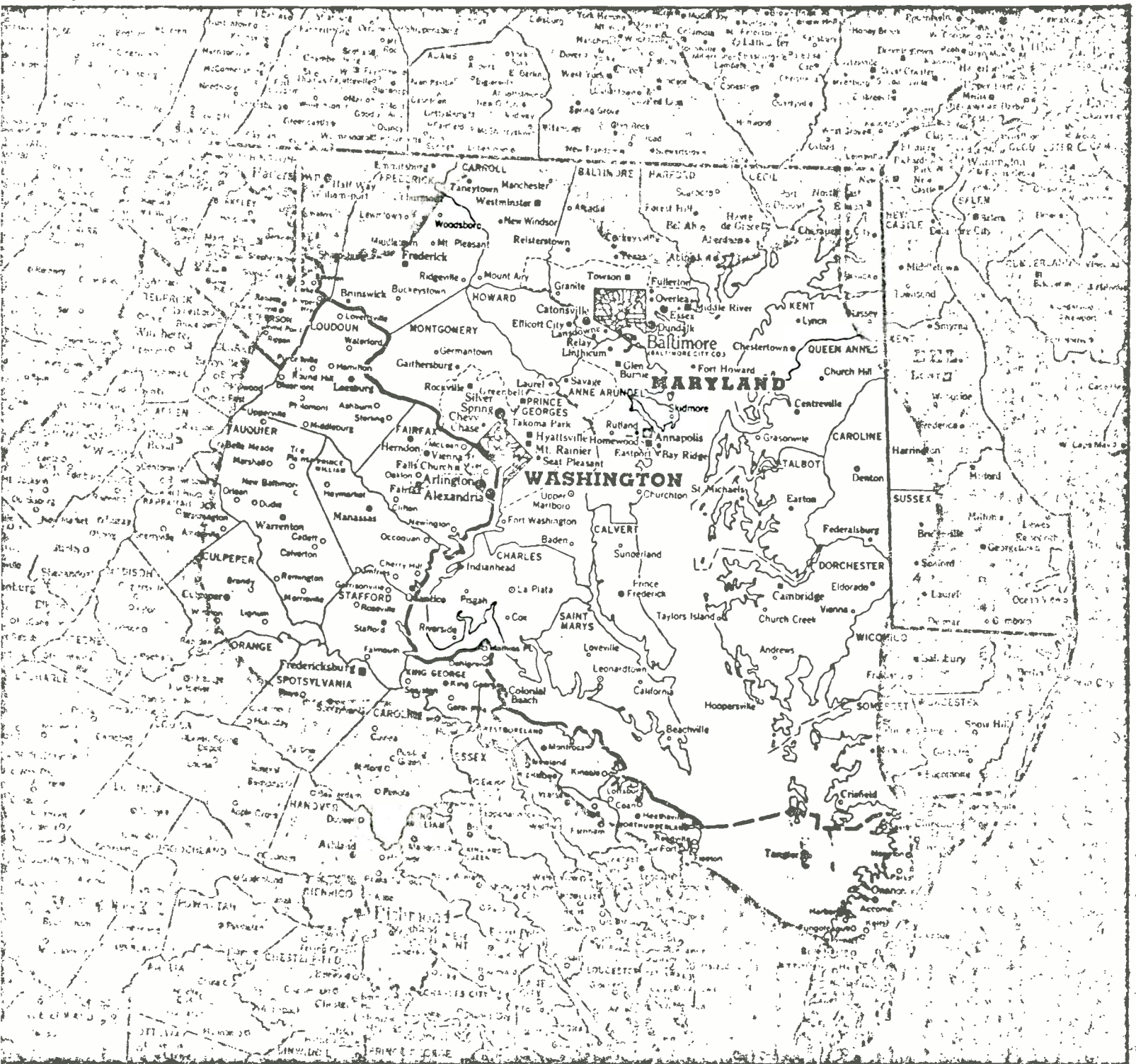
1450 KC

WMAL 63 RADIO 63

WASHINGTON, D. C.

COVERAGE MAP

5,000 SUPER WATTS - 24 HOURS



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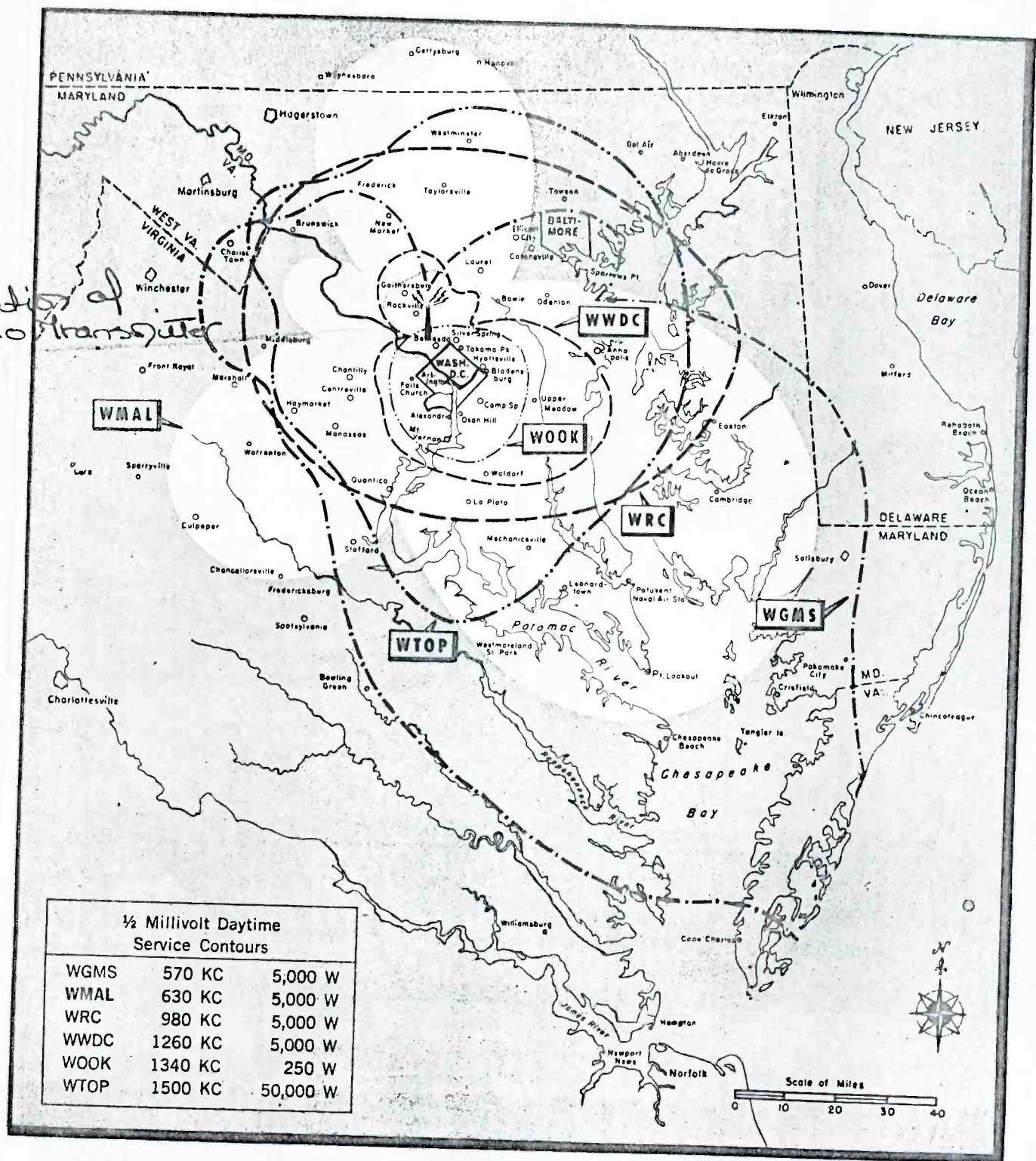
Represented By:

McGavren-Guild-PGW
7 East 51st Street
New York, New York, 10022
(212) 826-0700

THE EVENING STAR BROADCASTING CO. ■ PHONE (202) 537-1100
4481 CONNECTICUT AVENUE, N.W. ■ WASHINGTON, D.C. 20008

Washington, D. C. Composite Radio Coverage

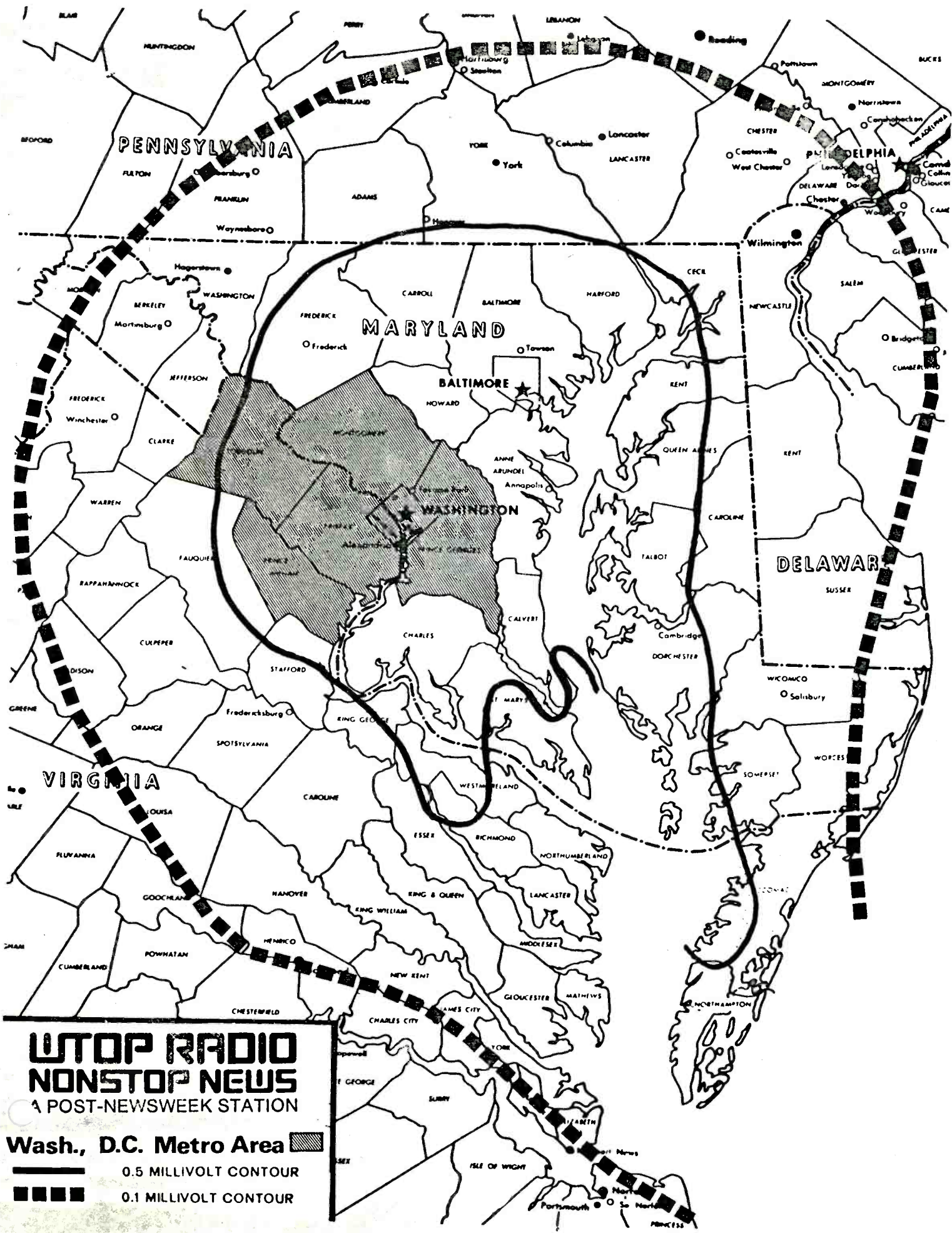
Location of Radio Transmitter



WMAL RADIO

5,000 POWERFUL WATTS — WASHINGTON, D.C.
 4461 CONNECTICUT AVE., N.W. — KELLOGG 7-1100





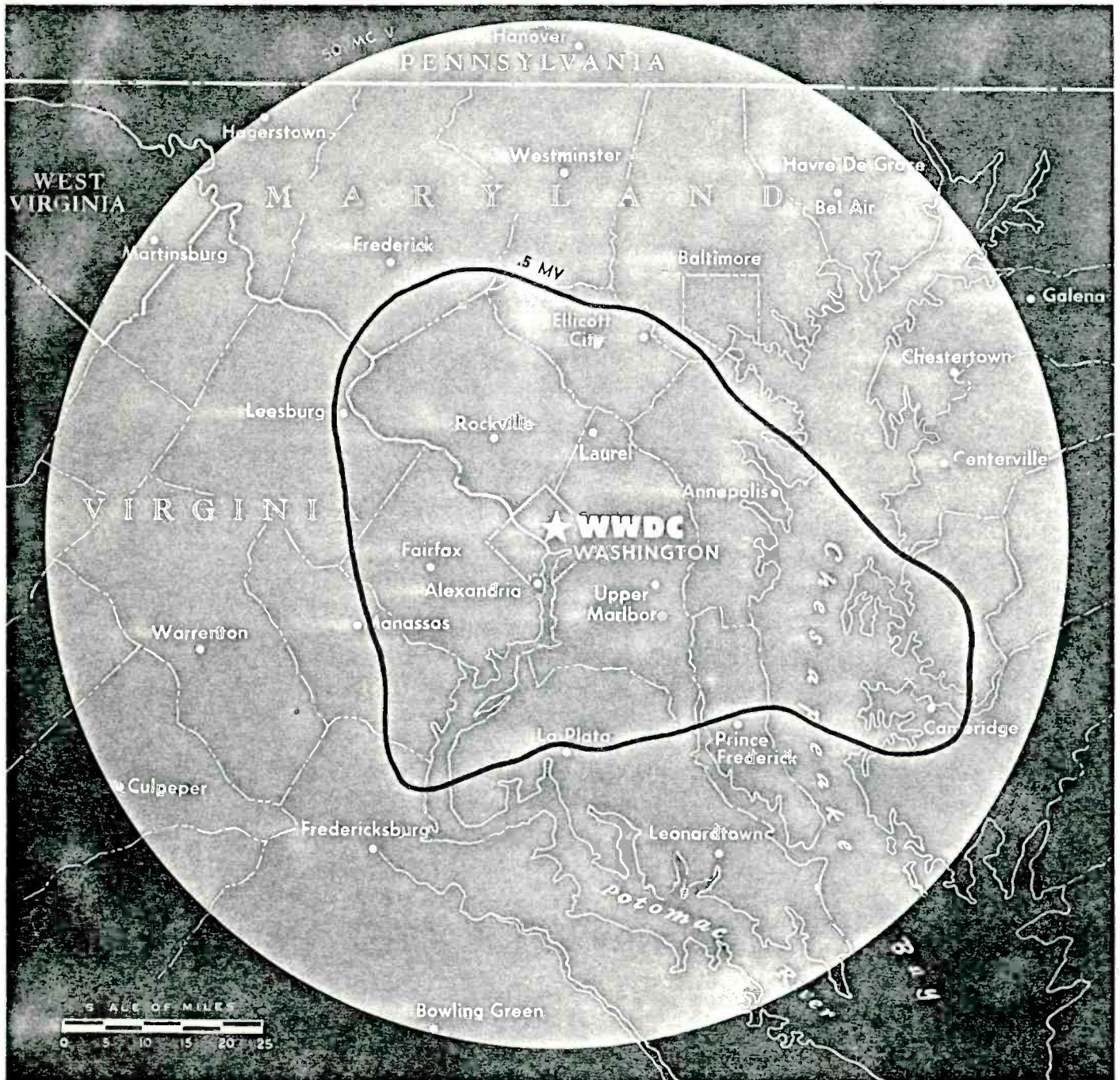
**WTOP RADIO
NONSTOP NEWS**
A POST-NEWSWEEK STATION

Wash., D.C. Metro Area 

 0.5 MILLIVOLT CONTOUR

 0.1 MILLIVOLT CONTOUR

YOUR BEST COVERAGE IN THE WASHINGTON METROPOLITAN AREA – AM OR FM – IS WWDC RADIO



WWDC - AM
1260

WWDC - FM
101.1 mc.