



Arkansas

Broadcasting Company

ARKANSAS' ONLY FULL TIME NETWORK STATION

AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

1000 WATTS  
POST OFFICE BOX 550  
LITTLE ROCK, ARK.

April 11, 1934

Dear Sir —

Many thanks for reporting reception of KLRA on March 25<sup>th</sup>. your report is correct & we hereby verify your reception as of that date.

Again thanking you, we are

Yours very truly,  
Radio Station KLRA

1390K.  
1000W.

123

Market Data  
KLRA  
Listening Area

NUMBER OF COUNTIES....67	★	URBAN POPULATION....272,393	★	RURAL POPULATION....1,399,229
TOTAL POPULATION....1,671,622	★	TOTAL FAMILIES....405,310	★	RADIO HOMES....74,878
LISTENERS.....306,999	★	RESIDENCE TELEPHONES....76,310	★	PASSENGER AUTOMOBILES....167,806
DOMESTIC GAS CONSUMERS....91,361	★	ELECTRIC WIRED HOMES....106,521	★	ANNUAL RETAIL SALES....\$358,955,000.....