

KDBS

1000 WATTS

A Dixie Station

1410 KC.

DIXIE BROADCASTING SERVICE

P. O. BOX 306

ALEXANDRIA, LOUISIANA

February 28
1955

Ernest R. Cooper
438 East 21st St
Brooklyn 26, N.Y.

Dear Mr Cooper;

Thanks a lot for your reception report of KDBS. We here at KDBS are always glad to receive them.

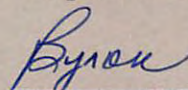
KDBS begun operation in December 1953. KDBS operates on 1410 kcs with power of 1kw. We are the only independent station in Alexandria. As for the name ALEXANDRIA I personally couldn't tell you where the name came from. Alexandria, La. is located in the center of Louisiana, and has for a motto: Alexandria in the heart of La.

Concerning our coverage, we have a very good signal for 1kw. We get out roughly 90 miles in each direction. We have a Gates XMTR Model BC-1F. You have probably heard of this particular model. It is a walk in type. We have 2(two) 833A's in the final, and 2(two) 833A's in the modulators. Our antenna is guyed type 204ft tall and is direct fed, with the antenna right along side the XMTR building. Our studio is located downtown Alexandria on 4th St and our XMTR is about 8 miles from the studio.

I am enclosing a coverage map of KDBS, and a separate verification.

Thanks again for the report,

Respectfully,



Byron Stokes Chf. Eng.

Central Louisiana Radio Market

ALEXANDRIA: is in the heart of Central Louisiana, and the geographical heart of Louisiana

ALEXANDRIA: is 100 miles from Monroe (North-East)
100 miles from Lake Charles (South-West)
125 miles from Shreveport (North-West)
110 miles from Baton Rouge (South-East)

KDBS: is heard in all the above areas

KDBS: specializes in merchandising for its advertisers in Cenla-Land (Central Louisiana).

RAPIDES PARISH: is the parish (county) embracing Alexandria and its twin city, Pineville; Boyce, Lecompte, Cheneyville, and a host of thriving communities.

KDBS: draws from the following parishes: Avoyelles, Grant, Vernon, Evangeline, Allen, Beauregard, LaSalle, Concordia, Catahoula, Natchitoches, Winn. More than 100 fan letters, postcards, are received on an average, daily, from these parishes.

KDBS: has an intimate folksy, personal relationship with its listening audience. Music continuously - from dawn to sunset.

Out of more than 2600 counties in the United States,
RAPIDES ranks 273rd.

A present market for the alert advertiser seeking definite results is the record of KDBS; eventually, you will want to use KDBS - why not now!

Inquiries and copy may
be made direct or thru
your advertising counselor.

Quick Review of Facts

(Based on U. S. Government Statistics)

K D B S

The "Dixie" Broadcasting Station

1000 Watts - Non-Directional - 1410 on the Dial - The Daytime Station

"Music from Dawn to Sunset"

Studio and Offices: 915 Fourth St., (or P. O. Box 306) Alexandria, La.

In the Heart of Louisiana

Central Louisiana - Cenla-land's DIXIE Station

MOST POPULAR APPEAL TO:

FARMER'S!! "MR. AND MRS. AMERICA" - TEENAGERS

and the largest colored audience in Central Louisiana

RAPIDES Parish, ranks 273 in US population
population 90,648; colored 33.2%
population increased 23.5% over previous 10 years
urban population 41,336
rural non-farm population 35,641
farm population 13,671
potential voters 54,555
number of families 21,665
working males 67.4%
working females 24.7%
homes - 26,084
owner-occupied homes 56.3%
homes with central heating 7.1%
homes with mechanical refrigeration 63.5%
homes with radios 89.1%

HOMES WITH TV - NO U. S. DATA AVAILABLE

number of stores 976
total retail sales \$58,673,000.00
unincorporated businesses 941
food sales \$13,199,000.00
cafe receipts \$3,219,000.00
wholesale trade \$45,228,000.00
number of farms 3,855
number of commercial farms 1,356
average value of farm \$7,303.00
average value of commercial farm \$14,421
farm acreage 271,000 acres
total value of farm products \$7,180,000.00
farms with electricity 2,652

FARM WITH TELEPHONES 595

farms with automobiles 1,773
farms with motor trucks 1,380
farms with tractors 1,045
farms with no tractors, horses or mules 1,222
farm deposits \$47,218,000.00.
time deposits (farms) \$10,670,000.00

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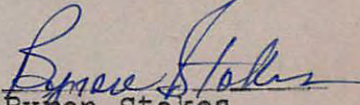
Ernest R. Cooper
438 East 21st St.
Brooklyn 26, N.Y.

Dear Mr Cooper;

This is to VERIFY your RECEPTION of KDBS. KDBS is operated on 1410kcs with power of 1000watts. The date you heard KDBS was February 22, 1955, KDBS was on the air with its frequency check. Your reception report was accurate.

Thank you,

Respectfully,


Byron Stokes
Chief Engineer KDBS