Brazil, Indiana! W. Lafavette Po Lafayette · Paxton ○ Hoopeston® Rossville . WARREN 2ayton9 Hantoul_® Williamsport TIPPECANOE Attica CHAMPAIGN **VERMILION** Mahomet FOUNTAIN Danville 4 Covington Thorntown ... Veedersburg Crawfordsville Urbana Champai Westville MONT-Cayuga GOMERY O.1 MVM Georgetown OBement. Newport Ladoga PARKE Villa Grove Chrisman Montezuma Roachdale Tuscola Rockville Danville¹ DOUGLAS o Fairview Park | PUTNAM EDGAR Arcola Clinton Paris Greencastle COLES Matteon VIGO Braxil 0.5 MVM Charleston Marshall Haute Gasport, Martinsville CUMBERLAND Clay City Casey Toledo o o Spencer ... Greenup CLARK Shelburn o SHLLIVAN OJasonville O Worthington Sullivan 😊 Dugger JASPER CRAWFORD

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WBZI

Affiliated with

WBRN

Big Rapids, Mich.

)500 WATTS AT 1380 KC

Western Indiana's Top Entertainment BRAZIL, INDIANA

WBZI Serves the Heartland of the Greater Wabash Valley, Scene of Great Industrial Expansion; Recreational and Sports Area Development and Many Long-Established Industries.

WBZI

P. O. Box 227

Phone 2317

BRAZIL, INDIANA

MARKET DATA:	Within 0.5 MV/M Coverage	Within 0.1 MV/M Coverage
Total Population	183,000	645,900
Total Households		200,230
Total Radio Homes		192,221
Total Passenger Cars	48,520	198,228
Spendable Income	\$278,902,000	1,179,092,000
RETAIL DATA:		
Food Sales	\$ 46,241,000	170,118,000
Drug Sales		28,306,000
Eat-Drink Places		81,264,000
Genl. Merchandise Sales		92,345,000
Apparel Sales	\$ 10,402,000	43,695,000
Home Furnishing Sales	\$ 14,553,000	44,426,000
Automotive Sales	\$ 32,897,000	145,190,000
Filling Station Sales	\$ 15,962,000	70,370,000
Building Materials	\$ 19,953,000	87,962,000
TOTAL RETAIL SALES	\$196,474,000	868,883,000
TOTAL WHOLESALE SALES	\$ 82,519,000	503,352,000
TOTAL SERVICE RECEIPTS	\$ 39,295,000	173,777,000
FARM DATA		
Total Farm Population	68,000	179,600
Farm Households	17,000	44,900
Farm AM Radio Homes	16,660	44,002
Farm Passenger Cars	15,300	40,410
Total Farm Income	\$304,590,000	744,765,000

SOURCE: SRDS Consumer Data; Sales Management Survey of Buying Power; U.S. Department of Commerce; RETMA.

This will serve to verify your reception of this station on the date you indicate.

"BZI is 500 watt directional station, with a staff of 8 fulltime employees, with a middle of the road music policy, an extensive local news coverage as well as sports.

Brazil is a city of 8500 and Clay County is the clay center of the world with industry extensively engaged in production of ceramics of all kinds...the worlds largest industrial ceramics firm is located here..."Arkatex". Strip and mine coal is also another of the industries located in this part of Indiana.

Thank you for your interest in WBZI and continued good listening.

Sincerely,

COMMUNITY BROADCASTING CORPORATION

Casey A. Heckman

V. Pres. & Gen'l Mgr.

CAH/mm