

Received your letter
 on reception of KJAM. "Radio With a Reason"
 Your report checks with
 our logs.

John A. Hoeman
 Chief Engineer

KJAM

"The Tower of Radio Power"

in

FARM RICH SOUTHEAST SOUTH DAKOTA*

Market Data:

Total population	146,900
Total Households	44,120
Total radio homes	43,950
Total passenger cars	56,750
Consumer Spendable Income	\$253,052,000

Retail Sales:

Food Stores	\$ 34,346,000
Drug Stores	6,737,000
Automotive Sales	34,474,000
Filling Stations	15,703,000
Total Retail Sales	\$183,137,000

Farm Data:

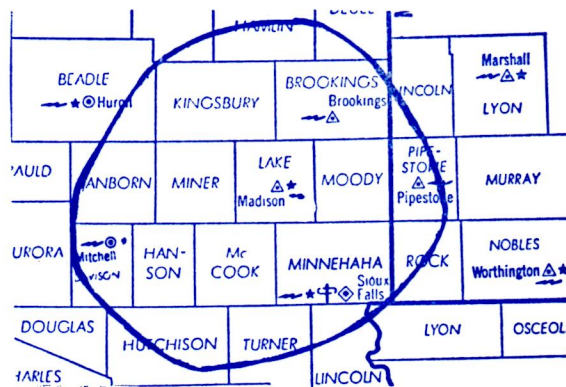
Farm population	54,100
Farm households	18,033
Gross Farm Income	\$124,271,000

Source: SRDS 7/1/60
 USDC
 USDA

AT KJAM—

we provide our listeners with local news and weather; we participate in community projects; provide our farm folks with farm news, information and U.S.D.A. markets. Good music and varied audience participation shows appeal to the homemaker. Yes, our folks have a reason to listen to

K J A M



Covering 6,100 Square Miles

*Primarily a row-crop farming area with plenty of livestock raised. Typical small industries: Morrell packing plant, poultry processing plant, milk drying plant, meat packaging firm and an abundance of retail establishments. A good farm and home market.

Serving
 Madison
 Howard
 Salem

500 w

KJAM

1390 kc

Madison, South Dakota

In Minneapolis
 James D. Bowden Co.
 has
 Rates and Avails