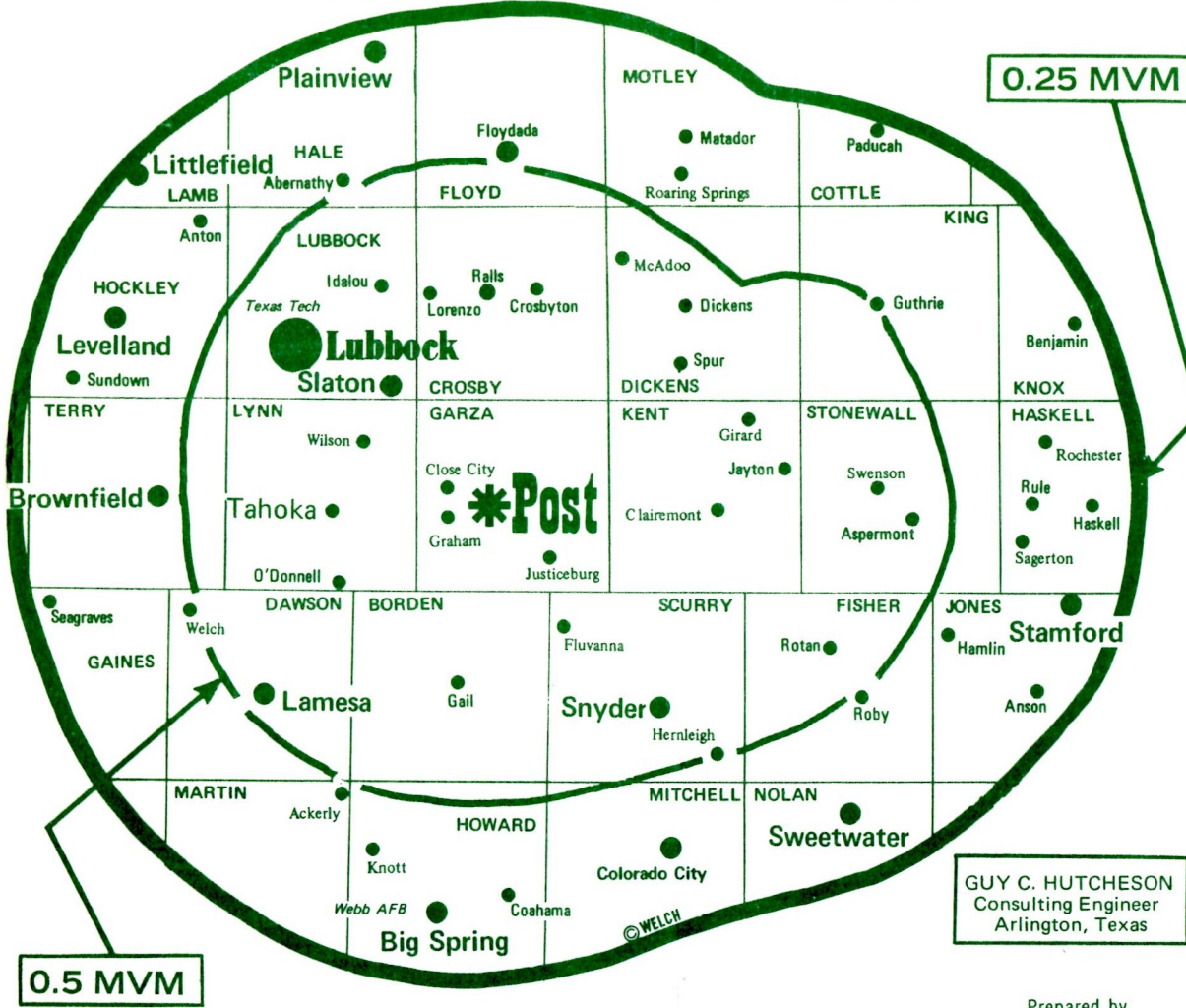


GATEWAY TO THE PLAINS



Post, Texas



POST is the home of Postex Cotton Mills, in the heart of a 2-Million Bale Cotton Market . . . amid one of the nation's biggest agricultural areas, known for its cotton, wheat, irrigation farming, dairying, grain sorghums, cattlefeeding . . . its liquors and huge oil production . . . and KPOS RADIO!

KPOS RADIO, a member of Country Music Association, presents full-coverage local news, AP wire news, South Plains weather wire, farm and ranch news, sports events and reports from high schools and Texas Tech.

KPOS RADIO presents Country-Western Music from 6 AM to 3 PM daily, adult-programming!

PROVEN AUDIENCE, including mail response from Lubbock, Abilene, Snyder, Plainview PLUS 52 other West Texas cities!

POST RADIO, INC.
115 W. Main St. — Phone 495-2831
POST, TEXAS 79356

GUY C. HUTCHESON
Consulting Engineer
Arlington, Texas

Prepared by
RADIO Unlimited

KPOS

1000 Watts 1370 AM Non-D

POST, TEXAS

Market Data:	0.5 MVM Coverage	0.25 MVM Coverage
Population	249,730	493,450
Households	77,130	146,740
Radio Homes	75,910	144,830
Spendable Income \$	573,114,000	1,143,954,000
Total Retail Sales \$	485,412,000	903,877,000
Food Stores \$	99,196,000	181,053,000
Drug Stores \$	12,540,000	23,803,000
Gen'l. Merchandise \$	48,080,000	75,517,000
Apparel Stores . . . \$	23,863,000	42,779,000
Home Furnishings \$	27,388,000	41,106,000
Auto Sales \$	115,410,000	220,133,000
Service Stations . . . \$	37,543,000	77,809,000
Private Autos	119,680	215,980
Farm Households . .	8,210	23,050
Gross Farm Income \$	215,918,000	591,418,000

SOURCE: SRDS Consumer Market Data

Dear Carl:

Glad to get the Report from Omaha, Say
That's quite a jump for just 1000 Watts. eh!

This is one of our coverage maps thought you
might like. You did indeed pick up KPOS Radio
Best Regards

DJ Atkinson CE

KPOS Radio

Post, Texas 79352