



KBEW Radio

BLUE EARTH, MINN 56013

April 25, 1966

Dear Mr. Dangerfield:

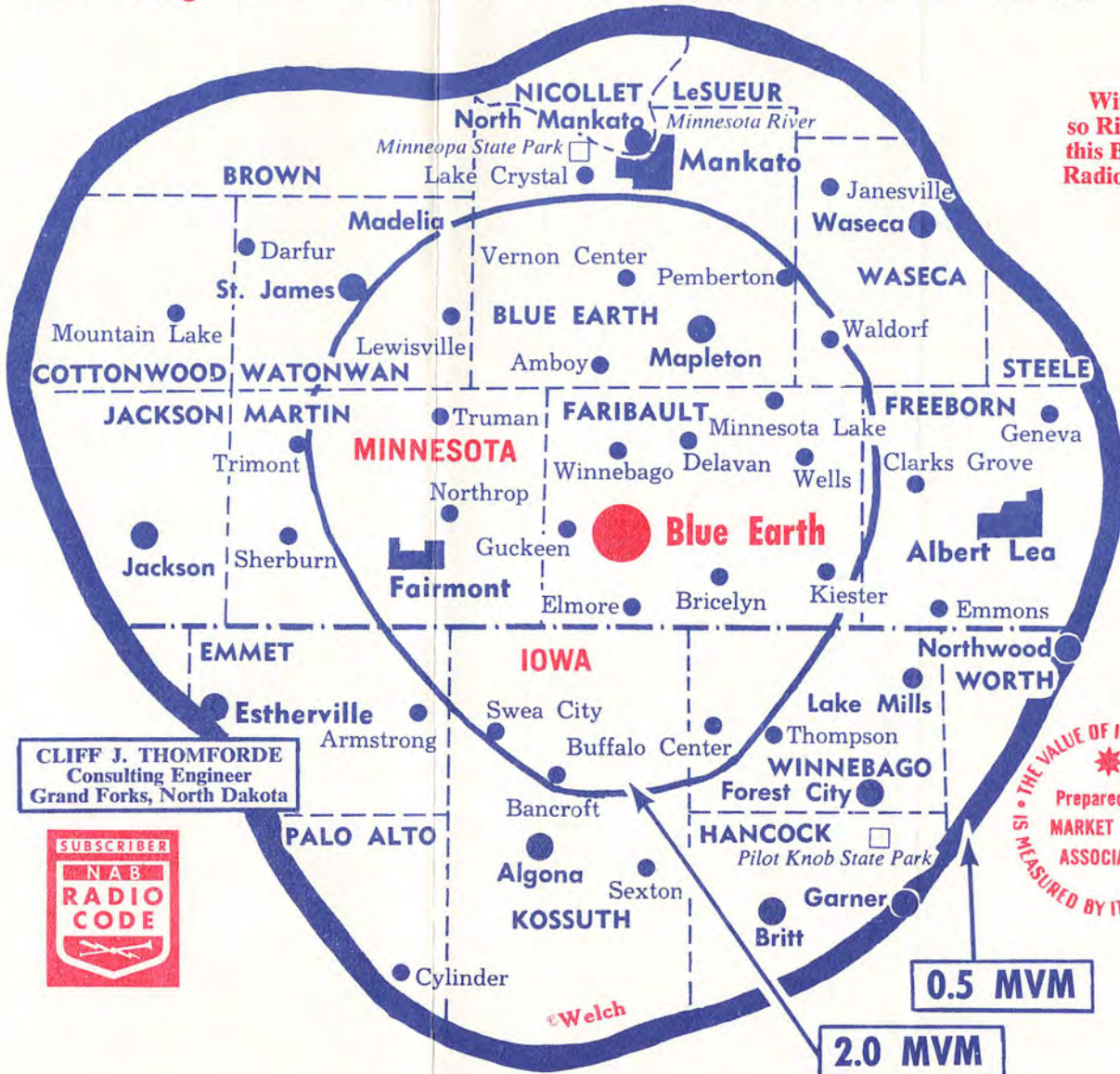
This is to verify your reception of KBEW ~~from~~ 2:05 to 2:30 AM CST
Monday, April 18, 1966.

A handwritten signature in blue ink, which appears to read "William N. Merrill".

William N. Merrill, CE

Serving Faribault County and Northern Iowa

Serving the Nation's Wealthiest Farm Area



CLIFF J. THOMFORDE
Consulting Engineer
Grand Forks, North Dakota



THE VALUE OF INFORMATION
IS MEASURED BY ITS RELIABILITY
Prepared by:
MARKET DATA
ASSOCIATES

KBEW

The bright sound of
Blue Earth, Minnesota

1000 Watts
1560 KC

Minnesota and Iowa's only
transistor transmitter . . .
Gates Vanguard I . . . which
produces FM Quality on the
AM Broadcast Band.

With Earth
so Rich . . .
this Beautiful
Radio Station
Grew!



KBEW Studios and Transmitter

KBEW RADIO is the only daily advertising medium in Faribault County. Farmers are our business . . . and we cater to their needs. KBEW RADIO broadcasts daily from 4 neighboring farm communities.

Faribault County Broadcasting Company
Broadcast House Phone (507) 526-2181
BLUE EARTH, MINNESOTA 56013

Market Data:

	2.0 MVM Coverage	0.5 MVM Coverage
Population	76,100	265,200
Households	22,320	77,790
Radio Homes	21,680	75,070
Number Automobiles	32,700	114,090
Spendable Income (CSI)	\$125,304,000	466,678,000

RETAIL SALES:

Food Stores	\$ 17,402,000	61,695,000
Drug Stores	\$ 2,364,000	9,427,000
Gen'l. Merchandise	\$ 4,206,000	26,680,000
Apparel Stores	\$ 6,417,000	18,243,000
Home Furnishings	\$ 2,900,000	12,880,000
Auto Sales	\$ 15,952,000	58,788,000
Service Stations	\$ 9,338,000	31,285,000
*Total Retail Sales	\$102,817,000	365,231,000

FARM DATA:

Farm Population	30,200	92,800
Gross Farm Income	\$145,882,000	406,467,000

SOURCE: SRDS Consumer Data exclusively.