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SECRETARY-TREASURER

WHITE RIVER VALLEY BROADCASTERS, INC.

KBTA

BRAXTON L. COMBS, GENERAL MANAGER

P. O. BOX 255

BATESVILLE, ARKANSAS

January 22, 1952

J. W. Brauner
23 Howard Ave.,
Williamsville 21, N. Y.

Dear Sir:

This letter verifies your report of reception of a frequency check broadcast of Saturday, Dec. 1st, 1951 at 2:03--2:11 AM CST.

It is certainly gratifying to know that our signal came in with such strength and clarity as to make it possible for you to give details of broadcast that you have in your report. Thank you very much for checking with us, and we hope you tune us in again. Frequency check time for KBTA is the first Saturday in each month at 1:55 AM CST.

Hope this letter acquaints you with Batesville and KBTA. Looking forward to having you tune us in again, we remain,

Sincerely yours,

Uncle Bill

W. A. (Uncle Bill) Smith
Chief Engineer

Market Information For Batesville Arkansas Trade Area

Batesville, Arkansas

(Independence County)

Home Of The White River Water Carnival, Key City Of North Arkansas, County Seat Of Independence County.

POPULATION — 1950 census — 7,935. Retail trading area, 80,000 estimate.

LOCATION — On White River, and White River division of Missouri Pacific Railroad. 100 miles north of Little Rock, 125 miles west of Memphis, 300 miles south of St. Louis. On state highways 11, 14, 25, 69, 106.

PRINCIPAL INDUSTRIES — Farming, livestock, mining, white lime, stone quarries, marble and manganese, 3 stave mills, 3 lumber manufacturing plants, cheese plant, sand and gravel company, button factory, International Shoe Company has a 400 employee factory.

1947 U. S. CENSUS OF MANUFACTURERS — Number of establishments — 28, number of employees — 453, salaries and wages — \$649,000.

TRADE AREA — 50 miles radius, reaching over 80,000 population, entire trade area covered by radio station KBTA.

NUMBER STORES AND SALES:

	Stores	Sales (Estimated)
Apparel	8	\$280,000
Automotive	8	600,000
Drug Stores	5	175,000
Eating, Drinking	25	250,000
Filling Stations	20	500,000
Furniture	10	200,000
Grocery	30	450,000
Hdwe, Lumber	8	450,000

139 Stores Total With \$10,000,000 Sales

CHURCHES — 20 white and four negro.

SCHOOLS — One four year college, one high school, four elementary, and four junior high schools.

RADIO STATION — KBTA, 250 watts, 1340 kilocycles, affiliated with Mutual Broadcasting System.

HOTELS AND COURTS — Four hotels, one motel, and five tourist courts with combined capacity of 135 rooms.

FINANCIAL INSTITUTIONS — One national bank and one savings and loan association, total assets \$6,500,000.

RECREATION — Two theatres, one drive-in theatre, Country Club with nine-hole golf course, one field house, two athletic fields, both lighted, excellent hunting and fishing on rivers, small streams and lakes, swimming beaches on White river, swimming pool under construction, boating, and float fishing trips.

LIBRARIES — One county library, four school libraries, college library and mobile library.

AIRPORT — Municipally owned, 3,000 foot north-south runway, hard surfaced for 2,000 feet; east-west runway with permanent sod; outline runway marker lights; SCAT feeder airline service pending.

RESOURCES — Livestock, dairying, broilers, hay, corn, cotton, soy beans, truck crops, fruits, berries, timber, limestone, manganese, phosphate, silica, black and white marble.

UTILITIES — Natural gas by Mid South Gas Company and power by Arkansas Power and Light Co., water by Batesville Water Co., telephones by South-western Bell Telephone Co.

HOSPITALS — Three, with approximately 80 beds.

WHOLESALE BUSINESSES — Five dry goods, four groceries, four auto parts, and nine bulk oil marketers.

Rate Card — Radio Station KBTA, Batesville, Arkansas

KBTA 'NORTH ARKANSAS' PREFERRED STATION 1340KC

SERVING

Arkansas' Most Productive Section
The South's Foremost Vacation Land

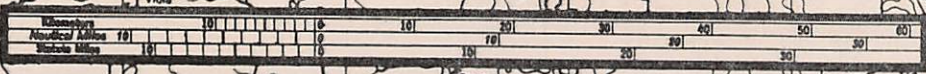
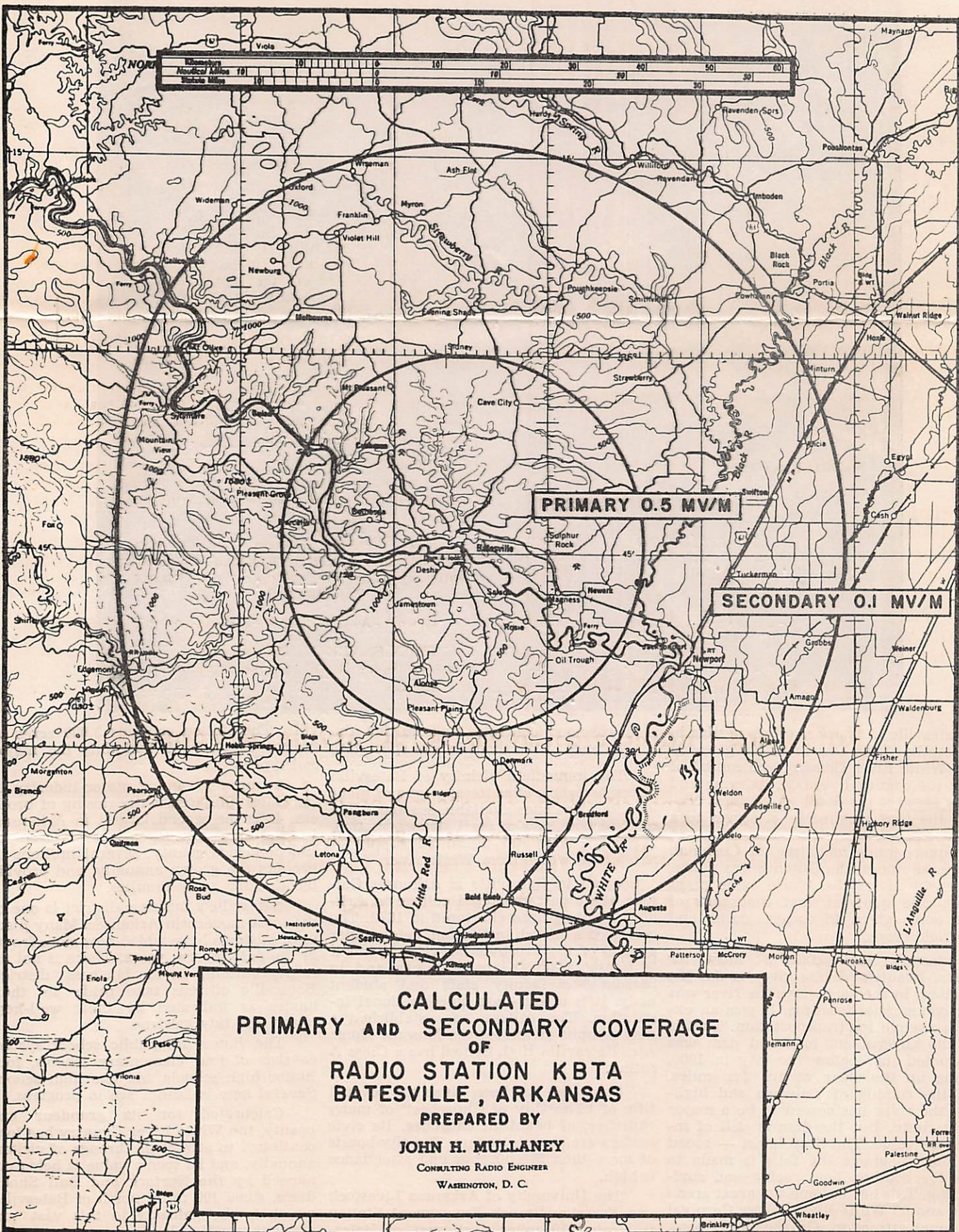
RATE CARD NO. 3 — EFFECTIVE DECEMBER 1, 1951

GENERAL BROADCAST ADVERTISING RATES

(Selection of Time and Programing by Station)

	1 hr.	½ hr.	¼ hr.	5 min.	100 wds.	50 wds.
1 time	35.00	21.00	12.00	7.75	5.25	4.25
26 times	33.25	19.75	11.50	7.25	5.00	4.00
52 times	32.25	19.25	11.25	7.00	4.75	3.75
65 times	31.50	18.75	11.00	6.75	4.50	3.50
130 times	30.50	18.25	10.50	6.50	4.25	3.25
156 times	29.75	17.75	10.00	6.25	4.00	3.00
260 times	28.00	16.75	9.75	6.00	3.75	2.75
312 times	27.00	16.25	9.25	5.75	3.50	2.50
468 times	26.25	15.75	9.00	5.50	3.25	2.25
624 times	24.50	14.50	8.50	5.25	3.00	2.00

(For Class "A" Time ADD 25 Per Cent To Above Rates)

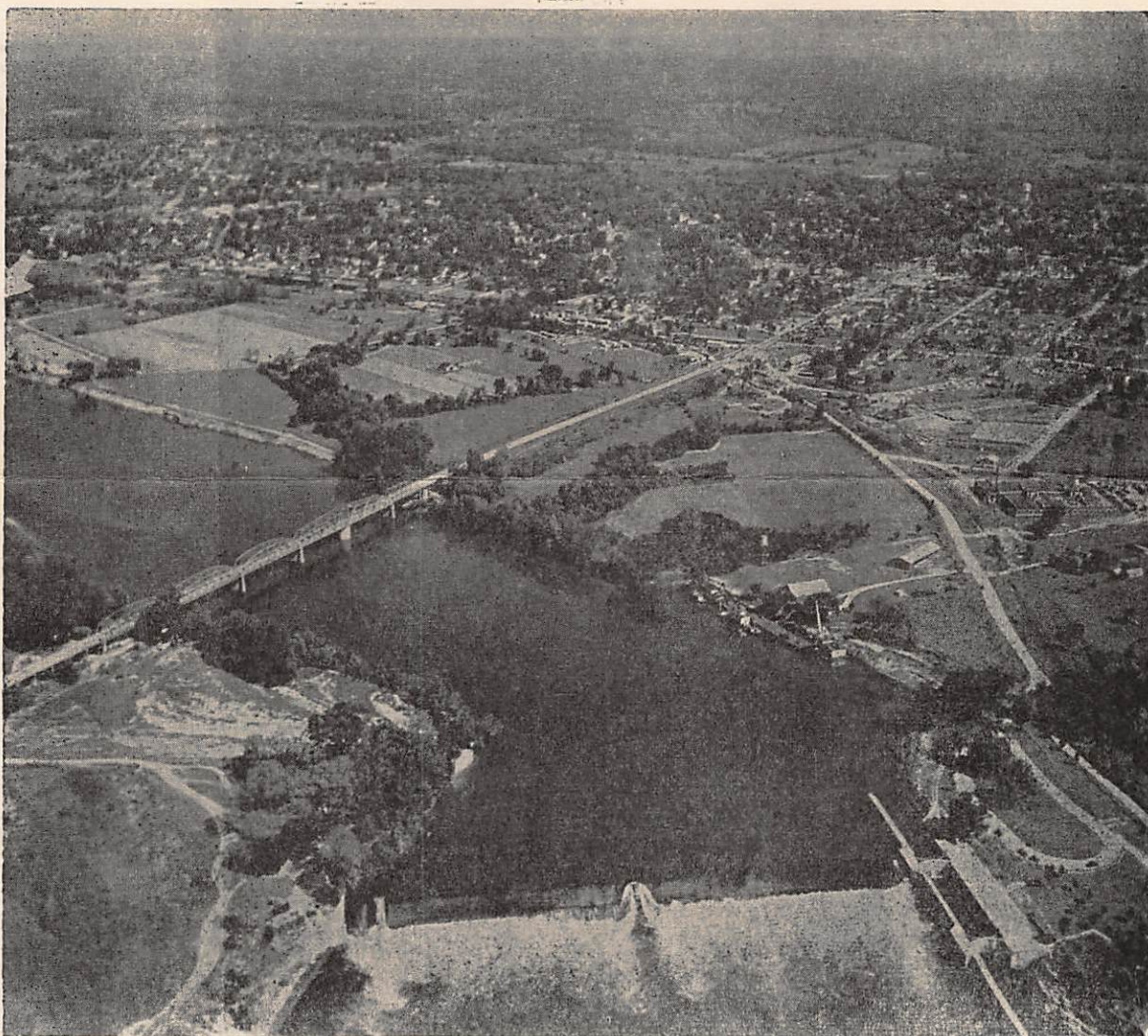


PRIMARY 0.5 MV/M

SECONDARY 0.1 MV/M

**CALCULATED
 PRIMARY AND SECONDARY COVERAGE
 OF
 RADIO STATION KBTA
 BATESVILLE, ARKANSAS
 PREPARED BY
 JOHN H. MULLANEY
 CONSULTING RADIO ENGINEER
 WASHINGTON, D. C.**

Batesville, Ark. - Gateway To The White River Country



Batesville, Arkansas, which nestles in the foothills of the Ozarks, is the gateway to the White River Country and capital of one of the coming livestock, dairying and broiler areas of the South. A business center of the first magnitude, it serves to a goodly extent a trade section of some 2,500 square miles, including the Cushman manganese mines, the Guion Silica mines, the nearby Batesville White Lime plant and marble quarries, and thousands of broad acres given to cotton, corn, and other field crops.

Batesville has become a "must" for tourists. Beautiful White river is the big attraction. In the early days the river was a big commercial resource. It was an exclusive avenue for transportation. That is why the government lock and dam was constructed just below the city in 1900, backing up the clear waters for miles. With the coming of railways and highways, the river has ceased to be a major freight route. But the dam is still of inestimable value. The deep basin — broad and long — above the falls is made to order for boating, boat racing and surf-boarding. This has become the great arena of the annual White River Water Carnival a national attraction. On the north bank

is a spacious concrete stadium for the convenience of the thousands of spectators

The immediate vicinity of Batesville offers favorable sites for any type of plant location. The sites available are accessible to electric power, rail transportation, highways, fuel and unlimited supply of acceptable water from White river.

Located in Batesville is Arkansas College, the oldest chartered college in Arkansas, having been chartered in 1872. The college is a church institution, being under control of the Presbyterian church, but it is nonsectarian in its teachings and in personnel of faculty, staff and student body. It is a four-year co-educational institution. The college has established a new campus at the former Masonic Home site. Batesville High School has a Class A rating.

Batesville has been given the coveted title of "The City of Churches" of many churches, of beautiful churches. Its civic leaders are church leaders. The city boasts of more than 20 churches and attendance is high.

The University of Arkansas Livestock and Forestry Branch Experiment Station is located 10 miles northwest of Bates-

ville. The station contains 3,000 acres of typical Ozark land, including the major soil types.

An up and coming major industry in the Batesville area is the raising of broilers. It is the second largest in Arkansas. In the Pleasant Plains-Floral area of Independence county, several millions of broilers are grown annually, and provide incomes for many families.

Batesville's business district is one of the most modern in Arkansas. Many places of business have added new store fronts in the past several years. There is not an empty building in the business district. Batesville citizens take pride in their homes as indicated by their well-kept lawns and tidy gardens.

The Batesville public school system consists of four elementary schools, four junior high schools and one high school. Several new buildings are in progress.

Celebrated for its grandeur and beauty, the White River Country has long continued to attract its throngs of visitors annually, and its scenic value is being enhanced by the Norfolk and Bull Shoals dams, some 100 miles north of Batesville, which is the gateway to this vast and glorious vacation land.

WRITE CHAMBER OF COMMERCE FOR FURTHER INFORMATION