

February 8, 1965

# K·BAT

## DOMINATES 105 TEXAS COUNTIES

50,000 WATTS • 680 KC

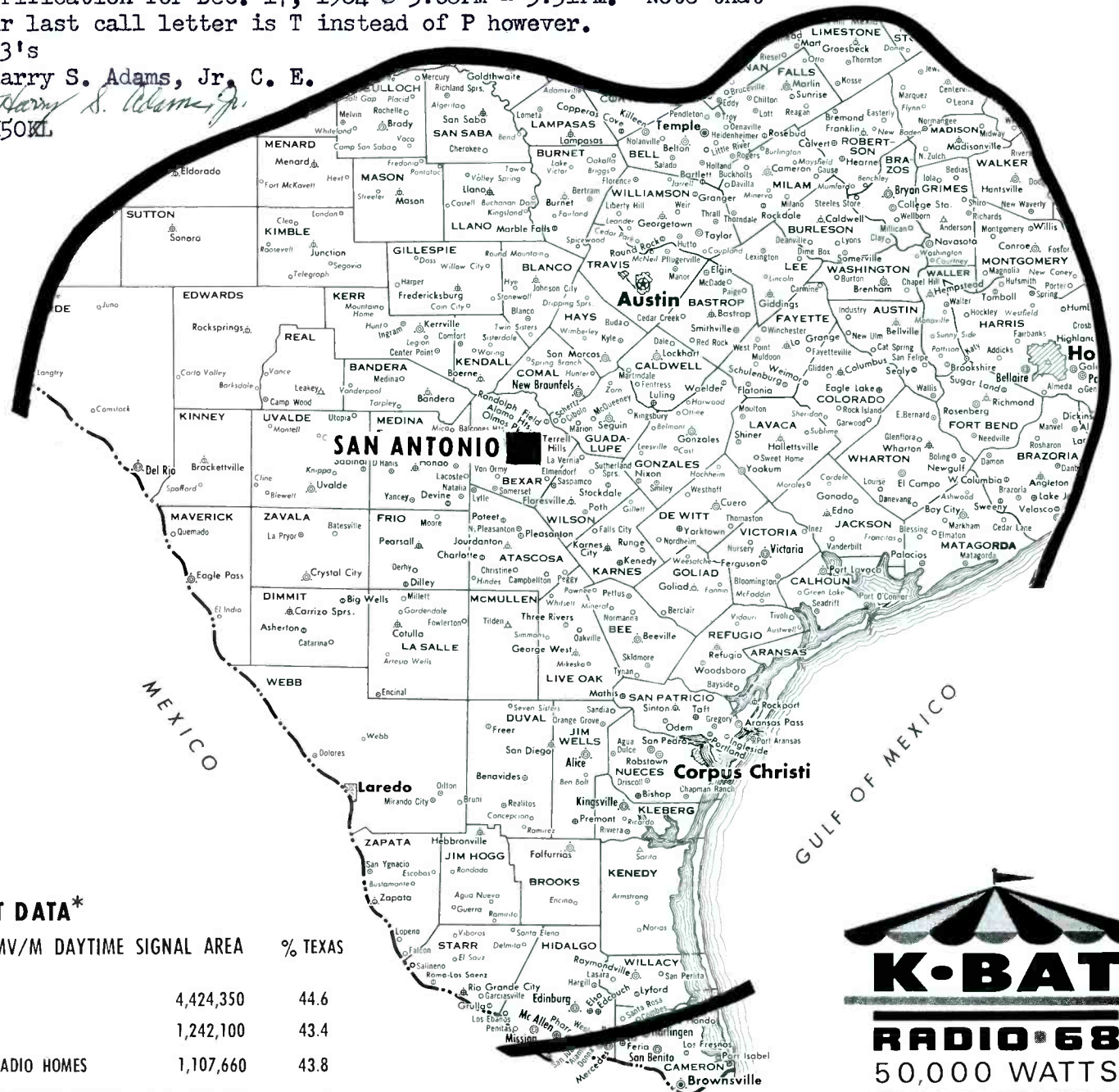
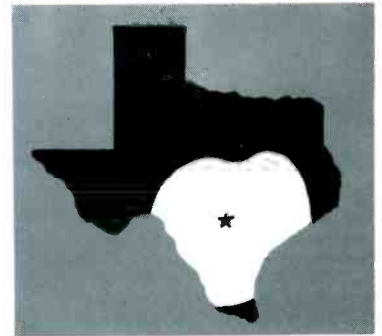
### SAN ANTONIO, TEXAS

Dear Mr. Maguire: Thanks for your Report. This is a belated verification for Dec. 17, 1964 @ 5:06PM - 5:31PM. Note that our last call letter is T instead of P however.

73's

Harry S. Adams, Jr. C. E.

*Harry S. Adams, Jr.*  
K50XL



### MARKET DATA\*

KBAT 1/2 MV/M DAYTIME SIGNAL AREA	% TEXAS
POPULATION	4,424,350 44.6
HOUSEHOLDS	1,242,100 43.4
ESTIMATED RADIO HOMES	1,107,660 43.8
CONSUMER SPENDABLE INCOME	7,355,594,514 42.3
TOTAL RETAIL SALES	5,031,423,000 41.7
FOOD SALES	1,332,810,000 45.0
DRUG SALES	175,636,000 40.9
FILLING STATION SALES	495,947,000 44.5
PASSENGER CARS	14,996,400 42.7
FARM POPULATION	307,200 43.6

\*SOURCE — S R D S CONSUMER MARKET DATA



**K·BAT**  
**RADIO 68**  
50,000 WATTS

P. O. BOX 2216

SAN ANTONIO 6, TEXAS  
PE 6-4261 • AREA 512

Represented by



robert e. eastman & co., inc.