

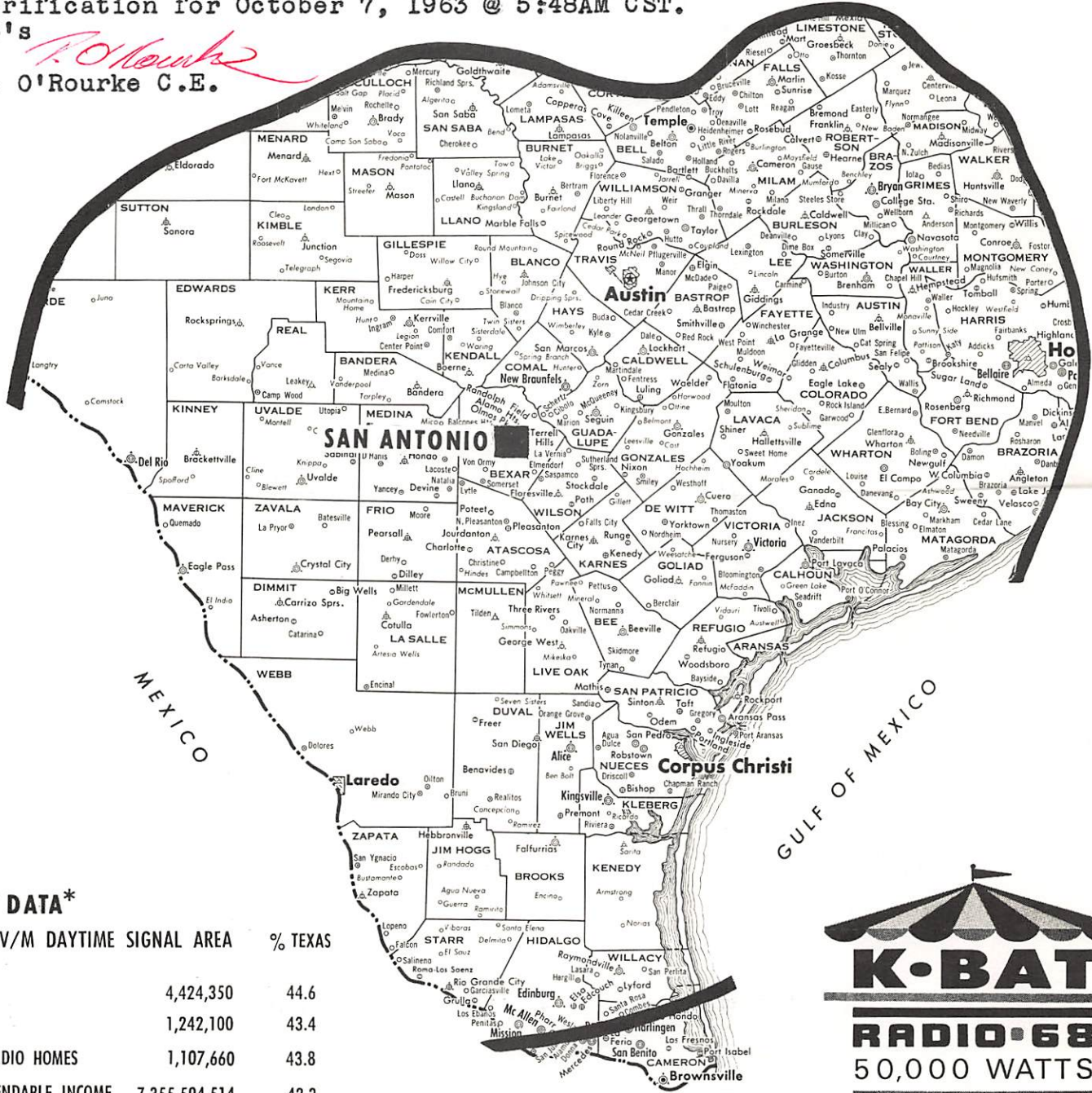
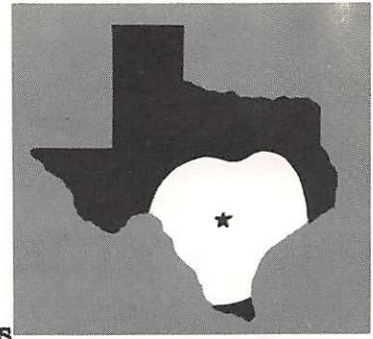
K·BAT DOMINATES 105 TEXAS COUNTIES

50,000 WATTS • 680 KC

SAN ANTONIO, TEXAS

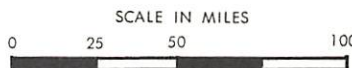
Dear Mr. Nittler: Thank you for your Report. This is verification for October 7, 1963 @ 5:48AM CST. 73's

T. O'Rourke
T. O'Rourke C.E.



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



P. O. BOX 2216
SAN ANTONIO 6, TEXAS
CA 6-2245 • AREA 512

Represented by



robert e. eastman & co., inc.

*SOURCE — S R D S CONSUMER MARKET DATA