

5000 watts

MARKET DATA

1965

720 Yale Avenue Butte, Montana

This is to confirm your reception report for Tuesday Sept 6, 1966 between the hours of 10:48 and 11:02 MST. Thank you for your fine report. KBOW merged with KOPR (Butte) two years ago and is now using the 550 Kc frequency. At night we are 1 Kw three tower directional. Daytime 5 Kw NDA.

*Roy C. Winters*  
Roy Winters, Ch. Engr.

County	Population	Radio Homes	Total Retail Sales (\$000)	Food Sales (\$000)	Drug Sales (\$000)	Automotive (\$000)	Filling Stations (\$000)	General Mdse. (\$000)	Passenger Cars
<b>KBOW — Butte</b>									
Beaverhead	7,400	2,130	12,698	2,818	205	3,930	585	650	3,410
Broadwater	2,900	810	2,954	894	78	241	356	91	1,310
Deer Lodge	19,700	5,000	21,672	6,678	545	4,950	2,589	342	6,070
Gallatin	28,300	8,280	38,597	8,656	1,250	6,223	5,001	2,557	11,220
Granite	3,100	910	3,663	1,284	184	653	266	63	1,240
Jefferson	4,400	1,040	6,076	893	118	3,313	559	135	1,520
Lewis & Clark	29,900	9,140	43,695	9,943	1,667	10,562	4,210	4,199	13,010
Lake	12,900	3,610	13,412	2,511	503	3,668	1,773	1,422	5,090
Madison	4,600	1,390	4,832	561	217	623	632	1,060	2,080
Meagher	2,800	820	3,197	752	73	451	949	84	1,120
Missoula	49,200	14,090	69,679	15,737	2,413	15,877	6,858	8,357	20,130
Park	14,000	4,440	20,029	4,879	585	3,966	3,043	882	5,910
Powell	7,200	1,860	8,105	2,041	342	1,714	892	494	3,100
Ravalli	12,000	3,450	13,265	3,123	526	3,504	1,162	1,072	5,160
Silver Bow	47,200	14,500	78,249	24,393	2,589	16,118	4,733	8,666	17,960
Lemhi, Idaho	5,900	1,740	8,600	2,065	263	1,425	907	1,164	2,420
<b>TOTAL</b>	<b>251,500</b>	<b>73,210</b>	<b>348,723</b>	<b>87,228</b>	<b>11,558</b>	<b>77,218</b>	<b>34,515</b>	<b>31,238</b>	<b>100,750</b>

## SOURCES

Population—U.S. Census, 1960  
Radio Homes—Nielsen Coverage Study, 1961  
Sales Data—SRDS, May 1<sup>st</sup>, 1964

Represented by

Edward Petry &amp; Co., Inc.