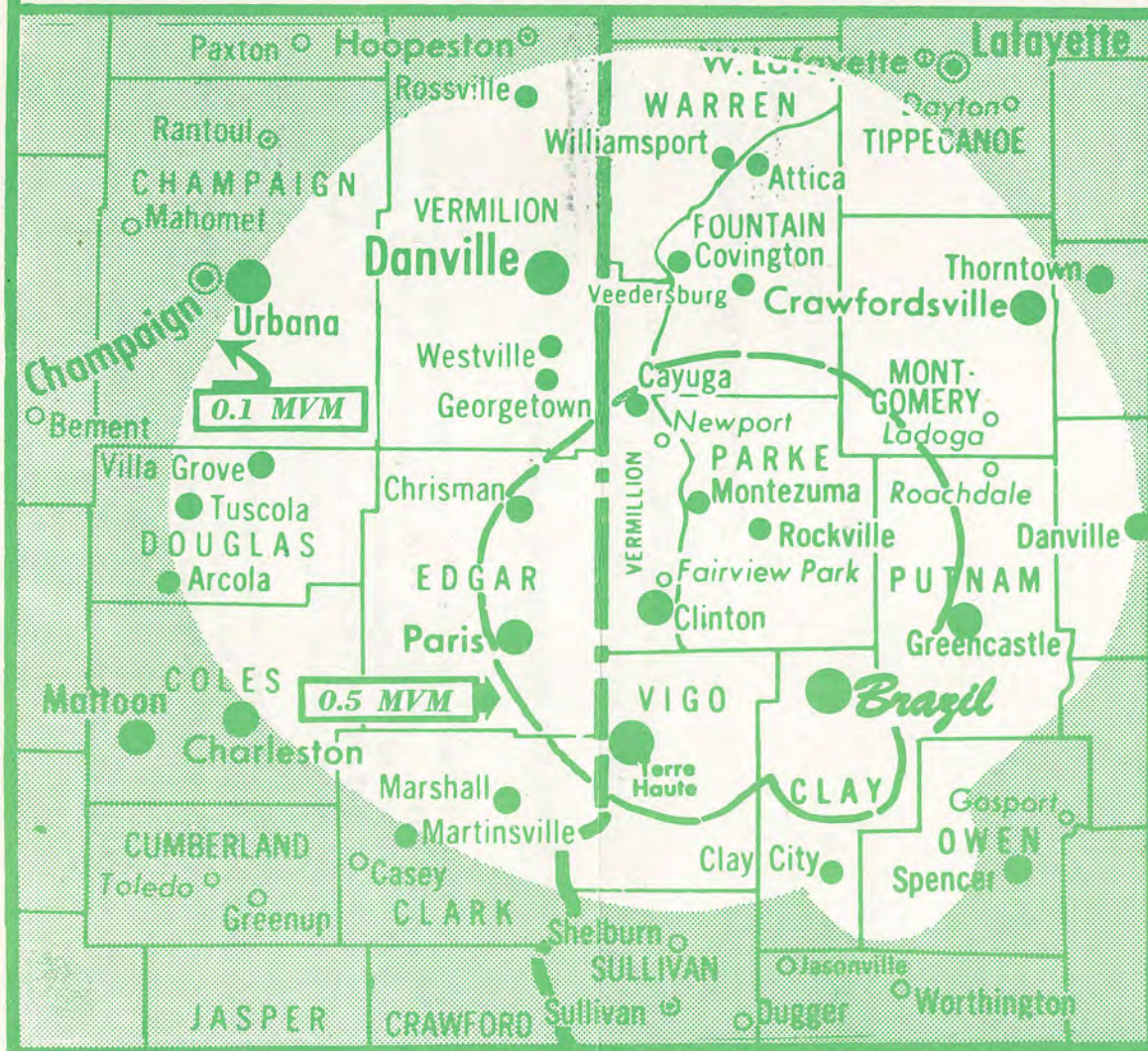


# Brazil, Indiana!



PRINTED IN U.S.A.

# WBZI

500 WATTS AT 1380 KC

Affiliated with

WBRN

Big Rapids, Mich.

# WBZI

Western Indiana's Top Entertainment  
BRAZIL, INDIANA

WBZI Serves the Heartland of the Greater Wabash Valley, Scene of Great Industrial Expansion; Recreational and Sports Area Development and Many Long-Established Industries.

# WBZI

P. O. Box 227

Phone 2317

BRAZIL, INDIANA

### MARKET DATA:

	Within 0.5 MV/M Coverage	Within 0.1 MV/M Coverage
Total Population.....	183,000	645,900
Total Households.....	49,011	200,230
Total Radio Homes.....	47,070	192,221
Total Passenger Cars.....	48,520	198,228
Spendable Income.....	\$278,902,000	1,179,092,000

### RETAIL DATA:

Food Sales.....	\$ 46,241,000	170,118,000
Drug Sales.....	\$ 7,000,000	28,306,000
Eat-Drink Places.....	\$ 24,300,000	81,264,000
Genl. Merchandise Sales.....	\$ 24,796,000	92,345,000
Apparel Sales.....	\$ 10,402,000	43,695,000
Home Furnishing Sales.....	\$ 14,553,000	44,426,000
Automotive Sales.....	\$ 32,897,000	145,190,000
Filling Station Sales.....	\$ 15,962,000	70,370,000
Building Materials.....	\$ 19,953,000	87,962,000
TOTAL RETAIL SALES.....	\$196,474,000	868,883,000
TOTAL WHOLESALE SALES.....	\$ 82,519,000	503,352,000
TOTAL SERVICE RECEIPTS.....	\$ 39,295,000	173,777,000

### FARM DATA

Total Farm Population.....	68,000	179,600
Farm Households.....	17,000	44,900
Farm AM Radio Homes.....	16,660	44,002
Farm Passenger Cars.....	15,300	40,410
Total Farm Income.....	\$304,590,000	744,765,000

SOURCE: SRDS Consumer Data; Sales Management Survey of Buying Power; U.S. Department of Commerce; RETMA.

PREPARED BY WILLOUGHBY ASSOCIATES

12/7/62

This will serve to verify your reception of this station on the date you indicate. 11/26/62

WBZI is 500 watt directional station, with a staff of 8 fulltime employees, with a middle of the road music policy, an extensive local news coverage as well as sports.

Brazil is a city of 8500 and Clay County is the clay center of the world with industry extensively engaged in production of ceramics of all kinds...the worlds largest industrial ceramics firm is located here..."Arkatex". Strip and mine coal is also another of the industries located in this part of Indiana.

Thank you for your interest in WBZI and continued good listening.

Sincerely,

COMMUNITY BROADCASTING CORPORATION

*Casey A. Heckman*

Casey A. Heckman  
V. Pres. & Gen'l Mgr.

CAH/mm