

ERNEST,

YOUR INFORMATION ON YOUR D.X. CONTACT OF K.O.G.T.
 ON 4/16/73 WAS CORRECT. WHICH ALWAYS GLAD
 TO HEAR FROM D.X.ERS LIKE YOURSELF AND WE
 HOPE THE INFORMATION ON THE FLIP SIDE
 OF THIS SHEET WILL SUFFICE. YOUR LAST
 RECEPTION OF K.O.G.T. WAS SEVEREN YEARS AGO
 AND A LOT HAS HAPPENED TO US SINCE THEN.
 WE HAVE JUST MOVED INTO BRAND NEW STUDIOS AND
 OFFICES AT OUR TRANSMITTER SITE, VERY SPACIOUS
 AND BEAUTIFUL. WE HAVE INSTALLED ALL SOLID
 STATE EQUIPMENT, OTHER THAN THE XMITTER.
 THANKS FOR THE LETTER

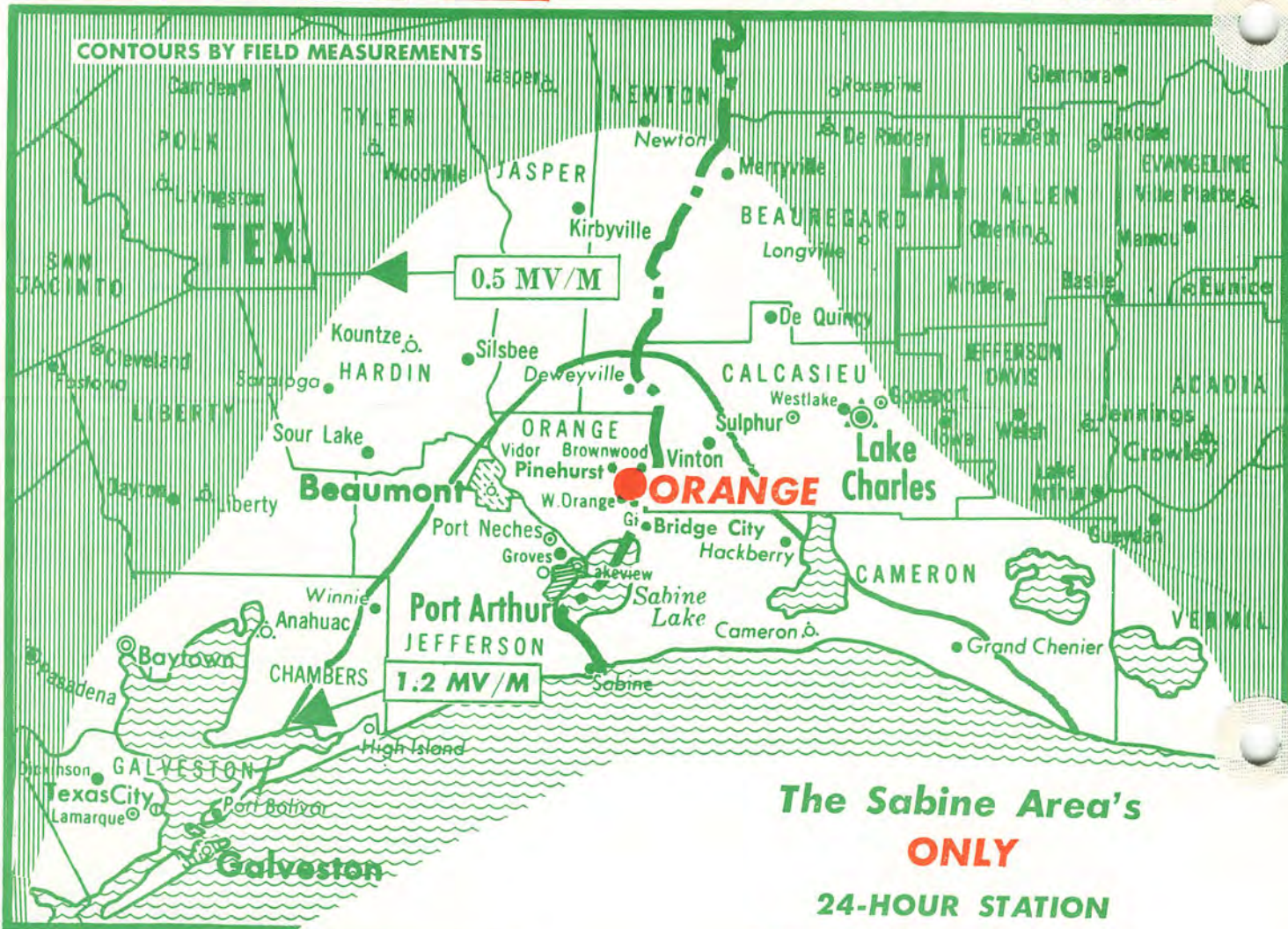
Bob Simon - C.R.

PHIL. 4:13

K O G T

Orange, Texas
GATEWAY TO TEXAS

Represented by Hil F. Best



The Sabine Area's
ONLY
24-HOUR STATION

K O G T

Serving the Platinum Spot
— On the Golden Gulf Coast

ORANGE, TEXAS

CHEMICAL CENTER OF THE SOUTH

NCS No. 2 Ratings:
Total Homes: 92,130 (1.2 MV/M)
Total Radio Homes: 90,710 (1.2 MV/M)
Monthly Coverage: (Orange City) 16,550 Homes
Daytime Coverage: (Orange City) 14,110 Homes
Night Coverage: (Orange City) 11,670 Homes

K O G T

Ed Lovelace

Executive Vice President—General Manager

TUxedo 3-4381

MARKET DATA:

	Totals 1.2 MV/M Coverage	Totals 0.5 MV/M Coverage
Total Population.....	309,720	643,230
Total Households.....	92,130	189,520
Total Radio Homes.....	90,710	186,870
Total Passenger Cars.....	94,580	195,160
Spendable Income.....	\$546,548,000	\$1,011,490,000

RETAIL DATA:

Food Sales.....	\$ 92,973,000	170,943,000
Drug Sales.....	\$ 11,029,000	22,688,000
Eat-Drink Places.....	\$ 29,950,000	53,866,000
Genl. Merchandise Sales.....	\$ 34,800,000	71,382,000
Apparel Sales.....	\$ 22,086,000	42,044,000
Home Furnishings Sales.....	\$ 19,299,000	35,322,000
Automotive Sales.....	\$ 84,775,000	169,655,000
Filling Station Sales.....	\$ 31,430,000	65,666,000
Building Materials.....	\$ 42,857,000	76,929,000
TOTAL RETAIL SALES.....	\$408,742,000	784,134,000
TOTAL WHOLESALE SALES.....	\$237,850,000	492,569,000
TOTAL SERVICE RECEIPTS.....	\$ 91,204,000	200,055,000

FARM DATA:

Total Farm Population.....	7,900	27,100
Farm Households.....	2,145	8,240
Farm AM Radio Homes.....	2,100	8,100
Farm Passenger Cars.....	2,500	8,850
Total Farm Income.....	\$ 47,588,000	78,963,000

SOURCE: SDRS Consumer Data; Sales Management Survey of Buying Power (Further Reproduction not Licensed); U. S. Department of Commerce.