



# KSTP

*Northwest's Leading Radio Station*

KSTP

DOMINATING THE SEVENTH U. S. RETAIL MARKET





**STANLEY E. HUBBARD**  
President and General Manager

**D**URING 1936 KSTP marked the biggest year in its history. The year led all others in business volume; it led also in real accomplishment toward our continued goal of expansion and improvement.

Crowded events of the recent past and optimistic outlook for the immediate future make any attempt at brief summary difficult. Moving of our transmitter to a new and better location was certainly one high-light of the past year's splendid record. We had to build a new building, of course, acquire a new site, buy a good deal of equipment. But the vast financial investment which our transmitter facilities today represent is one which has been made unhesitatingly. It was obvious that nothing short of the very best and latest in technical equipment would do. Our staff's uniform excellence deserved the finest in that field; so did our high quality programs which we feel to be unsurpassed anywhere—and there was the aim, too, of measuring up to the responsibilities imposed by a continued listener confidence. Now we have that physical asset, so valuable in a commercial way. It is a pleasure to be able to combine such improvements with a less tangible asset, no less highly valued, however—the continued friendly regard of those whom we serve.

We began the present year by being made part of the NBC's basic Red Network, putting our station on a parity with outlets in the nation's largest cities. During the year the Twin Cities as a retail market area advanced from their rank as eighth in the nation to seventh place. The importance of that fact is, thus, being recognized nationally.

KSTP's programs have been designed to meet the tastes of the populous metropolitan region it serves so admirably. Thus arranged, its program structure has a breadth of appeal which wins the prompt approval of all listeners, urban and rural. There is no attempt at adapting a farm program structure to city needs, for our experience proves that satisfaction of dominant city tastes best serves all types of audiences.

There is a pardonable degree of pride in heading an organization such as KSTP has become, and in having done so since the station first went on the air. That building process which has won for us undisputed place as one of the nation's ten best radio stations has not been a one-man accomplishment, however. An alert and experienced staff continues daily performance that maintains for the station the No. 1 ranking it holds in the important area served. It is a pleasure, through this new volume, to re-dedicate ourselves to the lofty goals of service which have inspired past achievement, and which beckon onward to further progress in the future.

*Stanley E. Hubbard*





The ultra-modern new KSTP transmitter is located north of and mid-way between the Twin Cities. An unexcelled fidelity of tone and life-like reception has resulted from our modernization program.



## KSTP STUDIO FACILITIES

A total of seven studios are available for broadcast purposes in the Hotel Radisson, Minneapolis, and Hotel St. Paul in St. Paul. KSTP can accommodate broadcasts of individuals in private studios, or a group of three hundred upon a moment's notice.

True to tradition, KSTP never rests on its laurels. Technical progress has kept pace with program enterprise. KSTP's new transmitter represents the last word in radio development. In engineering facilities as well as the beauty of their appointments, KSTP's new transmitter building and equipment is second to none in the country.



INTERIOR OF NEW TRANSMITTER



STUDIO MASTER CONTROL ROOM

KSTP's Studio "E" is the largest of its studios, being 40 feet by 75 feet with a 20 foot ceiling. Studios are acoustically treated by Johns-Manville and are air-conditioned. Western Electric equipment in soundproof enclosure, is used for all transcriptions. A double-deck announcing stand, arranged by KSTP engineers affords maximum voice-quality reproduction.



STUDIO "E"

LOCALLY OWNED — NATIONALLY KNOWN



# "TWIN CITIES"

## MARKET INFORMATION

### POPULATION

Corporate Limits .....	777,000
Metropolitan Area .....	1,156,092
Ramsey-Hennepin County .....	804,506

### RETAIL TRADING AREA (20 MARKETS)

#### Population of Municipalities in Area

St. Paul Park .....	982
West St. Paul .....	4,463
Hastings .....	5,086
Shakopee .....	2,023
Stillwater .....	7,123
Newport .....	541
Inver Grove .....	382
Hudson .....	2,275
South St. Paul .....	10,009
Jordan .....	1,119
Belle Plaine .....	1,236
Farmington .....	1,342
North St. Paul .....	2,915
White Bear Lake .....	2,600
Mendota .....	173
Anoka .....	7,951
Wayzata .....	1,100
Chaska .....	1,901
Excelsior .....	1,072
Waconia .....	1,291

### ANALYSIS OF CITY POPULATION

#### (1930) Corporate Limits Minneapolis

Native White .....	81.6%
Foreign Born White .....	17.4%
Negroes .....	.9%

#### St. Paul

Native White .....	81.9%
Foreign Born .....	16.3%
Negroes .....	1.5%

### BANKS (December 31, 1935)

National .....	16
State .....	19
Trust Companies .....	4
Savings Banks .....	1
Total Deposits .....	\$535,156,991

### GENERAL BUSINESS 1936

#### Bank Debits (9th Federal Reserve District)

Minneapolis .....	\$4,184,537,000
St. Paul .....	2,590,856,000
South St. Paul .....	275,414,000

### MINNESOTA'S 1936 NATIONAL RANK IN AGRICULTURE

- 1st Creamery Butter, Flax, Rye.
- 2nd Butterfat, Milk, Milk Cows and Heifers, Barley.
- 3rd Horses and Colts, Oats, All Hay.
- 4th Cattle and Calfs
- 5th Corn.
- 6th Swine and Pigs.
- 9th Potatoes.
- 12th All Wheat.

Minnesota is the leading butter state of the nation. Twenty-seven per cent of our total farm revenue comes from dairy cows—income distributed through all 12 months of the year. Nine out of ten Minnesota farmers milk cows. Prices of dairy products are governed by supply and consumer purchasing power as represented by city pay rolls. City pay rolls have increased. Until the spring of 1937, and depending upon pasture conditions then, the price of dairy products will almost certainly rule higher than at any time since 1929 or 1930. Loss in volume of production will be more than made up by price increase.

### FARMER'S CASH INCOME IN MINNESOTA, 1936, from Crops, Live Stock and Live Stock Products and Rental and Benefit Payments (U. S. Department of Agriculture.)

#### 78 MILLION DOLLAR INCREASE IN 1936!

\$335,848,000—1936 Farm Cash Income  
\$257,669,000—1935 Farm Cash Income

\$ 78,179,000—1936 Increase  
Figures from U. S. Dept. of Agriculture

1936 was a big year in Minnesota . . . Farm cash income, the basis of all Northwest business, reached a total of 335 Million Dollars (plus 9 Million Government Payments) . . . cash to buy supplies, equipment, food, automobiles, clothing, and merchandise of all kinds. The tremendous benefit of increased farm income is now being felt in all Minnesota cities and towns.

### LOCATION AND TRANSPORTATION

#### County Seat (Hennepin)

Situated at the head of Mississippi River navigation, 334 miles west of Milwaukee, 407 miles northwest of Chicago. Served by 10 railroads; 3 bus lines; Northwest Airways; 9 U. S. Highways.

### PRINCIPAL INDUSTRIES

Flour milling, foundry and machine shop products, bread and other bakery products, printing and publishing, car shops (railways), animal and fowl feeds, electrical machinery, furniture, butter, coffee and spices, planing mill products, building materials, clothing, furniture and bedding, furs, hats and caps, lumber and millwork, meat packing, beverages, oils, grease and paints.



# "TWIN CITIES"

## MARKET INFORMATION

(Continued)

### WHOLESALE HOUSES

Amusement and Sporting Goods . . . . .	21
Automotive . . . . .	33
Books, Periodicals and Newspapers . . . . .	5
Chemicals (Drugs and Allied Products) . . . . .	19
Farm Products . . . . .	85
Furniture and House Furnishings . . . . .	13
General Merchandise . . . . .	17
Groceries and Food Specialties . . . . .	40
Other Food Products . . . . .	330
Hardware . . . . .	15
Iron and Steel . . . . .	18
Jewelry and Optical Goods . . . . .	18
Lumber and Building Materials . . . . .	41
Machinery . . . . .	70
Metals and Minerals . . . . .	28
Paper and Paper Products . . . . .	22
Petroleum . . . . .	8
Plumbing and Heating . . . . .	17
Tobacco . . . . .	8
Textiles . . . . .	7
Miscellaneous . . . . .	5
Number of Wholesale Houses . . . . .	820

Grocers (Chain Org.) . . . . .	88
Grocers (Chain) . . . . .	157
Haberdashers . . . . .	18
Hardware . . . . .	158
Heating and Plumbing . . . . .	61
Jewelers . . . . .	120
Lumber Dealers . . . . .	54
Meat Markets . . . . .	726
Men's Clothing . . . . .	101
Opticians . . . . .	41
Optometrists . . . . .	79
Musical Instruments . . . . .	28
Radio Supplies . . . . .	77
Restaurants . . . . .	662
Shoes . . . . .	76
(Chain) . . . . .	15
Sporting Goods . . . . .	23
Stationers . . . . .	10
Women's Apparel . . . . .	80
Women's Accessory Shops . . . . .	100
Other Apparel Stores . . . . .	132
5c and 10c Stores . . . . .	28
25c to \$1.00 Stores . . . . .	7
Liquor Stores . . . . .	132
Bars or Taverns . . . . .	393
Beer Stores . . . . .	2,530

Number of Retail Outlets . . . . . 11,637

### RETAIL OUTLETS

#### For Nationally Advertised Products

Passenger Autos . . . . .	137
Commercial Autos . . . . .	24
Auto Accessories and Tires . . . . .	138
Gas Filling Stations . . . . .	884
(Retail Trade Area) . . . . .	446
Bakers . . . . .	143
Cigar Stores (Including Hotels) . . . . .	96
Confectioners . . . . .	173
Delicatessen . . . . .	16
Department Stores . . . . .	13
(Chain) . . . . .	3
Druggists . . . . .	436
(Chain) . . . . .	4
Dry Goods . . . . .	82
Electrical Supplies . . . . .	38
Fruit and Vegetable Stores . . . . .	49
Furniture . . . . .	96
Family Clothing Stores . . . . .	22
Garages . . . . .	512
Grocers (Independent) . . . . .	2,429

### MANUFACTURING

Establishments . . . . .	1,134
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### MISCELLANEOUS

#### St. Paul

Auto Registrations (City) . . . . .	72,500
Electric Supply (Meters) . . . . .	66,500
Gas (Artificial, Meters) . . . . .	66,000
Telephones . . . . .	65,000

#### Minneapolis

Auto Registrations (City) . . . . .	125,000
Electric Supply (Meters) . . . . .	136,278
Gas, Artificial (Meters) . . . . .	115,848
Telephones . . . . .	126,489
Electric Refrigerators . . . . .	41,000
Oil Burners . . . . .	16,000

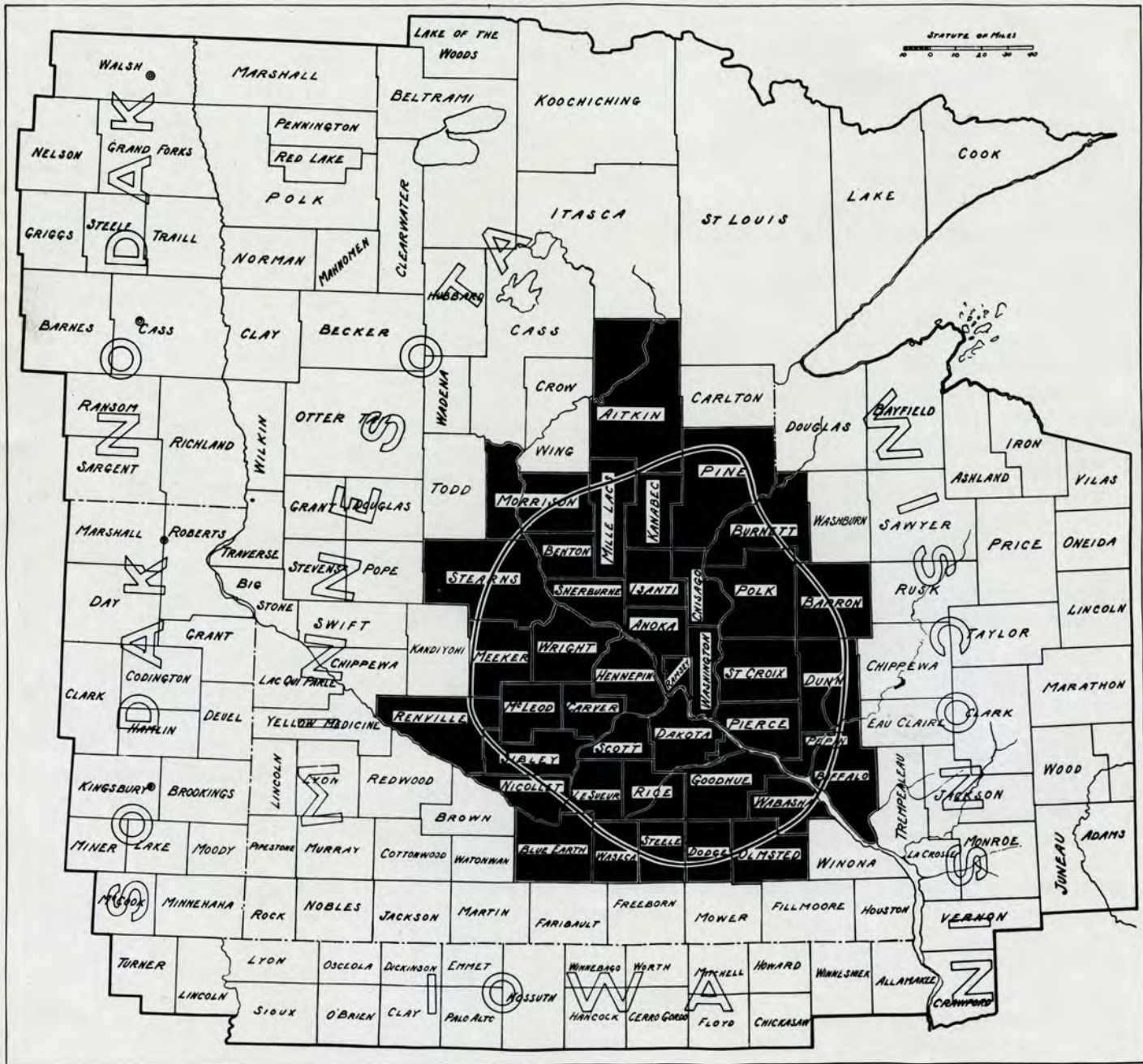


# KSTP COVERAGE MAP

Power (Day).....25,000 Watts      Frequency.....1,460 Kilocycles  
 Power (Night).....10,000 Watts      Channel.....High Power Regional

### Measured 1/2 Millivolt Signal Area

(by HECTOR R. SKIFTER, Radio Consultant)



■ PRIMARY AREA—338,413 RADIO HOMES  
 □ SECONDARY AREA—457,800 RADIO HOMES

## Total Potential Circulation of KSTP—796,213 Radio Homes

LOCALLY OWNED — NATIONALLY KNOWN



# KSTP Primary and Total Coverage by Counties

The Federal Communications Commission has established from its engineering reports, that a signal of one-half milivolt is sufficient to provide satisfactory reception under all normal radio receiving conditions. The figures shown on the following Comparative Primary Chart represent the ACTUAL County Areas Covered by KSTP in accord with the one-half milivolt signal.

### SOURCE OF INFORMATION

Figures shown in this Comparison are based on authentic information furnished by U. S. Department of Commerce Retail Distribution, 1935; 1936 Market Data Handbook; 1930 Bureau of Census; Joint Committee on Radio Research sponsored by A.A.A.A., A.N.A. and N.A.B.; 1937 Editor and Publisher Market Guide; Western Radio Engineering Company; Sales Opportunities 1936-1937; and the generous co-operation of Sales Management, Broadcasting and Variety Magazines.

PRIMARY	Population	No. of Families In Area	Radio Homes In Area	Income Tax Returns	Retail Sales Dollars	Spendable Money Income	
						Total Dollars	Per Capita
<b>Twin Cities Primary</b>							
Hennepin.....	517,785	130,019	118,090	29,527	\$393,297,000	\$407,920,000	\$ 788
Ramsey.....	286,721	71,241	65,650	15,632	209,470,000	217,258,000	758
Total Twin Cities Primary....	804,506	201,260	183,740	45,159	\$602,767,000	\$625,178,000	Av. \$773
<b>Minnesota General Primary</b>							
Benton.....	15,056	3,180	14,100	57	\$ 2,666,000	\$ 3,909,000	\$260
Sherburne.....	9,709	2,051	See Benton	71	1,330,000	2,670,000	275
Stearns.....	62,121	12,494	See Benton	879	14,867,000	25,400,000	409
Goodhue.....	31,317	7,682	7,600	517	8,984,000	13,466,000	430
Polk.....	36,019	7,964	7,300	410	9,074,000	12,202,000	339
Rice.....	29,974	6,675	5,900	494	7,673,000	9,801,000	327
Dakota.....	34,592	7,797	5,900	575	8,349,000	16,543,000	478
Wright.....	27,119	6,554	5,100	183	5,058,000	8,293,000	306
Washington.....	24,753	6,019	5,100	404	5,423,000	6,210,000	251
McLeod.....	20,522	4,967	4,300	162	5,510,000	6,722,000	328
Olmsted.....	35,426	7,986	7,900	941	12,003,000	20,131,000	568
Steele.....	18,475	4,417	4,400	327	6,070,000	7,089,000	384
Renville.....	23,645	5,330	4,400	161	5,812,000	8,037,000	340
Blue Earth.....	33,847	8,360	8,300	717	11,590,000	19,224,000	568
Wabasha.....	17,613	4,321	4,000	206	4,116,000	6,027,000	342
Morrison.....	25,443	5,505	4,100	172	4,208,000	6,466,000	254
Le Sueur.....	17,990	4,665	3,500	151	3,823,000	6,056,000	337
Pine.....	20,264	4,806	3,400	108	3,707,000	4,369,000	216
Carver.....	16,936	3,997	3,200	126	3,680,000	5,822,000	344
Anoka.....	18,415	4,142	3,100	127	2,961,000	5,056,000	275
Scott.....	14,116	3,293	3,000	113	2,892,000	4,075,000	289
Waseca.....	14,412	3,475	3,000	163	3,627,000	5,682,000	394
Meeker.....	17,914	4,201	3,300	159	3,794,000	4,491,000	251
Chisago.....	13,819	3,366	2,700	88	2,752,000	4,008,000	304
Nicollet.....	16,550	3,468	2,600	129	3,008,000	4,815,000	291
Sibley.....	15,865	3,682	2,700	84	3,245,000	5,903,000	372
Mille Lacs.....	14,076	3,448	3,200	76	3,509,000	5,240,000	372
Isanti.....	12,081	2,891	2,400	89	2,591,000	3,352,000	277
Dodge.....	12,127	3,005	2,200	48	2,125,000	4,489,000	370
Kanabec.....	8,558	2,044	1,400	44	1,526,000	2,164,000	253
Aitkin.....	15,009	3,620	2,900	72	2,748,000	4,202,000	280
Total Minn. General Primary.	673,763.	155,403	131,000	7,853	\$ 158,721,000	\$ 241,914,000	Av. \$338
<b>TOTAL MINNESOTA PRIMARY.</b>	<b>1,478,269</b>	<b>356,663</b>	<b>314,740</b>	<b>53,012</b>	<b>\$ 761,488,000</b>	<b>\$ 867,092,000</b>	.....
<b>Wisconsin Primary Area</b>							
St. Croix.....	25,455	6,145	4,425	364	\$ 5,507,000	\$ 9,251,000	\$ 363
Pierce.....	21,043	5,345	3,848	209	4,777,000	7,848,000	373
Barron.....	34,301	8,074	6,100	362	8,839,000	15,523,000	453
Dunn.....	27,037	6,516	4,000	281	5,089,000	8,742,000	323
Pepin.....	7,450	1,888	1,400	87	2,149,000	2,950,000	395
Burnett.....	10,233	3,699	1,300	54	1,626,000	2,353,000	230
Buffalo.....	15,330	2,550	2,600	186	2,691,000	5,905,000	385
Total Wisconsin Primary.....	140,849	34,217	23,673	1,543	\$ 30,678,000	\$ 52,572,000	.....
<b>TOTAL PRIMARY.....</b>	<b>1,619,118</b>	<b>390,880</b>	<b>338,413</b>	<b>54,555</b>	<b>\$ 792,166,000</b>	<b>\$ 919,664,000</b>	<b>Av. \$360</b>
<b>TOTAL SECONDARY.....</b>	<b>2,489,102</b>	<b>574,273</b>	<b>457,800</b>	<b>39,444</b>	<b>\$ 639,583,000</b>	<b>\$1,046,510,000</b>	.....
<b>GRAND TOTAL.....</b>	<b>4,108,220</b>	<b>965,153</b>	<b>796,213</b>	<b>93,999</b>	<b>\$1,431,749,000</b>	<b>\$1,966,174,000</b>	.....

(See following two pages for secondary coverage breakdown)



## KSTP SECONDARY COVERAGE BY COUNTIES

(The source of information is the same as shown in Primary Area.)

SECONDARY	Population	No. of Families In Area	Radio Homes In Area	Income Tax Returns	Retail Sales Dollars	Spensible Money Income	
						Total Dollars	Per Capita
<b>Minnesota Counties</b>							
Becker	22,503	5,019	3,600	189	\$ 4,540,000	\$ 7,488,000	\$333
Beltrami	20,707	4,801	4,000	189	5,380,000	8,049,000	389
Big Stone	9,838	2,214	2,000	84	2,484,000	4,073,000	414
Brown	23,428	5,552	5,500	363	7,092,000	9,485,000	405
Carlton	21,232	4,893	3,800	316	5,502,000	7,739,000	369
Cass	15,591	3,659	2,800	121	2,498,000	4,045,000	259
Chippewa	15,762	3,563	3,400	160	4,108,000	6,708,000	426
Clay	23,120	5,194	5,100	367	7,045,000	11,824,000	511
Clearwater	9,546	2,198	1,400	24	1,623,000	2,314,000	242
Cook	2,435	574	500	42	625,000	434,000	178
Cottonwood	14,782	3,354	2,800	96	3,910,000	5,605,000	379
Crow Wing	25,627	6,117	5,500	395	6,803,000	10,757,000	420
Douglas	18,813	4,534	3,800	172	5,037,000	6,057,000	322
Faribault	21,642	5,160	5,100	167	6,344,000	8,352,000	386
Fillmore	24,748	6,323	5,800	166	5,882,000	10,083,000	407
Freeborn	28,741	6,810	6,100	455	7,987,000	14,782,000	514
Grant	9,558	2,168	2,000	53	2,260,000	3,538,000	370
Houston	13,845	3,371	2,900	78	2,771,000	4,408,000	318
Hubbard	9,596	2,347	1,500	42	1,833,000	2,489,000	259
Itasca	27,224	2,891	5,100	335	6,333,000	8,881,000	326
Jackson	15,863	3,569	3,000	124	3,698,000	5,765,000	363
Kandiyohi	23,574	5,185	4,700	285	6,150,000	10,840,000	460
Koochiching	14,078	3,345	2,400	236	3,770,000	5,752,000	409
Lac Qui Parle	15,398	3,359	2,400	74	2,564,000	4,045,000	263
Lake	7,068	1,824	1,600	141	1,656,000	2,861,000	405
Lake of the Woods	4,194	1,080	700	43	907,000	1,153,000	275
Lincoln	11,303	2,476	1,600	43	1,778,000	3,272,000	289
Lyon	19,326	4,410	4,400	281	6,165,000	8,225,000	426
Mahnomen	6,153	1,260	700	25	1,160,000	1,294,000	210
Marshall	17,003	3,741	3,000	55	3,215,000	4,638,000	273
Martin	22,401	5,283	5,200	269	7,584,000	7,803,000	348
Mower	28,065	6,780	6,700	797	9,352,000	13,210,000	471
Murray	13,902	2,985	2,100	70	2,676,000	5,379,000	387
Nobles	18,618	4,165	4,100	193	6,638,000	6,865,000	369
Norman	14,061	3,137	2,500	87	3,149,000	3,775,000	368
Otter Tail	51,006	11,149	9,700	428	9,768,000	14,740,000	289
Pennington	10,487	2,377	2,300	158	4,384,000	5,657,000	444
Pipestone	12,238	2,847	2,800	143	3,957,000	5,291,000	432
Pope	13,085	2,983	2,400	99	2,102,000	3,049,000	233
Red Lake	6,887	1,413	1,100	48	1,571,000	1,770,000	257
Red Wood	20,620	4,680	4,200	164	5,702,000	9,003,000	437
Rice	29,974	6,675	5,900	494	7,673,000	9,801,000	327
Rock	10,962	2,526	2,000	96	2,628,000	3,350,000	306
St. Louis	204,596	46,757	41,500	5,791	66,260,000	128,964,000	630
Stevens	10,185	2,215	1,900	99	2,736,000	2,819,000	277
Swift	14,735	3,243	2,800	102	3,366,000	4,235,000	287
Todd	26,170	5,983	4,700	163	4,510,000	7,074,000	270
Traverse	7,938	1,824	1,500	53	1,516,000	2,043,000	257
Wadena	10,990	2,541	2,500	104	3,431,000	3,474,000	316
Watonwan	12,802	3,057	3,000	156	3,543,000	5,096,000	398
Wilkin	9,791	2,128	1,500	102	2,049,000	2,676,000	273
Winona	35,144	8,923	8,800	943	12,385,000	16,154,000	460
Yellow Medicine	16,625	3,719	2,600	115	3,543,000	6,010,000	362
Minnesota Secondary Total	1,093,980	248,331	219,000	15,795	\$ 291,643,000	\$ 453,194,000	Av. \$355
<b>Iowa Counties</b>							
Lyon	15,293	3,461	2,400	176	\$ 2,856,000	\$ 5,348,000	\$350
Sioux	26,806	6,110	4,700	245	5,274,000	11,016,000	411
Osceola	10,182	2,342	1,700	156	2,277,000	3,762,000	369
O'Brien	18,409	4,668	3,900	309	4,916,000	8,766,000	476
Dickinson	10,982	2,733	2,000	152	3,023,000	2,940,000	268
Clay	16,107	4,081	3,600	307	6,444,000	8,351,000	518
Palo Alto	15,398	3,577	2,800	157	3,843,000	6,869,000	446
Emmet	12,856	3,076	2,700	220	3,612,000	5,189,000	404
Kossuth	25,452	5,789	4,500	263	6,671,000	10,734,000	422
Winnebago	13,143	3,039	2,600	137	3,821,000	5,083,000	387
Hancock	14,802	3,476	2,400	149	3,367,000	5,202,000	351
Worth	11,164	2,703	1,800	149	2,219,000	4,676,000	419
Cerro Gordo	33,476	9,491	8,600	788	13,883,000	23,576,000	613
Floyd	19,524	5,292	3,400	292	4,041,000	6,690,000	348
Mitchell	14,065	3,613	2,600	180	3,339,000	5,621,000	400
Howard	13,082	3,294	2,700	123	3,098,000	4,404,000	337

(Continued on next page)



## KSTP SECONDARY COVERAGE BY COUNTIES

(The source of information is the same as shown in Primary Area.)

SECONDARY	Population	No. of Families In Area	Radio Homes In Area	Income Tax Returns	Retail Sales Dollars	Spendable Money Income	
						Total Dollars	Per Capita
<b>Iowa Counties—Continued</b>							
Chickasaw.....	14,637	3,731	2,200	128	\$ 3,260,000	\$ 5,372,000	\$ 367
Winneshiek.....	21,630	5,332	3,800	241	4,111,000	8,215,000	380
Allamakee.....	16,328	4,168	2,800	153	3,751,000	5,259,000	322
Iowa Secondary Total.....	328,336	79,976	61,200	4,325	\$ 83,806,000	\$ 137,073,000	Av. \$399
<b>Wisconsin Counties</b>							
Crawford.....	16,781	3,970	2,300	168	\$ 2,885,000	\$ 4,580,000	273
Vernon.....	28,537	6,785	3,900	261	4,811,000	8,805,000	309
Adams.....	8,003	2,033	900	77	956,000	1,819,000	227
Juneau.....	17,264	4,440	2,500	183	3,187,000	6,365,000	369
Monroe.....	28,739	6,829	4,200	381	6,794,000	9,341,000	325
La Crosse.....	54,455	13,324	12,600	1,940	16,622,000	28,611,000	525
Trempealeau.....	23,910	5,598	4,200	263	5,104,000	8,681,000	363
Jackson.....	16,468	3,881	2,400	166	3,350,000	5,198,000	316
Wood.....	37,865	8,722	7,700	966	11,148,000	19,306,000	510
Clark.....	34,165	7,897	4,800	302	6,844,000	11,786,000	345
Eau Claire.....	41,087	10,163	9,100	1,292	13,418,000	25,583,000	574
Chippewa.....	37,342	8,195	6,300	541	9,533,000	15,643,000	419
Marathon.....	70,629	15,423	10,000	1,268	16,409,000	37,133,000	526
Rusk.....	16,081	3,649	2,100	136	3,464,000	5,262,000	327
Taylor.....	17,685	3,872	2,100	123	3,299,000	5,665,000	320
Lincoln.....	21,072	4,952	3,700	428	5,080,000	7,120,000	338
Oneida.....	15,899	3,743	3,100	538	5,789,000	7,387,000	465
Price.....	17,284	3,942	2,600	220	3,608,000	5,832,000	337
Washburn.....	11,103	2,654	1,600	115	2,353,000	12,099,000	456
Sawyer.....	8,878	2,092	1,300	105	1,645,000	3,228,000	364
Vilas.....	7,294	1,737	1,300	148	2,285,000	3,055,000	419
Ashland.....	21,054	4,757	3,300	522	5,687,000	9,286,000	441
Douglas.....	46,583	11,193	9,200	1,455	13,150,000	24,629,000	529
Bayfield.....	15,006	3,570	1,700	135	2,315,000	3,522,000	235
Iron.....	9,933	2,152	1,200	152	1,676,000	3,119,000	314
Wisconsin Secondary Total.....	623,117	145,573	104,100	11,885	\$ 151,412,000	\$ 273,055,000	Av. \$385
<b>North Dakota Counties</b>							
Walsh.....	20,047	4,181	3,200	179	\$ 3,877,000	\$ 7,260,000	362
Nelson.....	10,203	2,155	1,500	48	2,093,000	3,151,000	309
Grand Forks.....	31,956	7,211	6,900	958	12,341,000	18,190,000	569
Griggs.....	6,889	1,476	900	48	1,224,000	2,808,000	407
Steele.....	6,972	1,457	700	39	975,000	2,281,000	327
Traill.....	12,600	2,716	2,300	195	3,049,000	4,948,000	393
Barnes.....	18,804	4,174	3,400	259	4,621,000	7,473,000	397
Cass.....	48,735	10,858	8,900	2,332	20,639,000	28,069,000	576
Ransom.....	10,983	2,424	1,600	124	2,042,000	3,768,000	343
Sargent.....	9,298	2,082	1,100	21	1,245,000	2,773,000	298
Richland.....	21,008	4,550	3,400	252	4,723,000	8,012,000	381
North Dakota Secondary Total.....	197,495	43,284	33,900	4,455	\$ 56,829,000	\$ 88,733,000	Av. \$396
<b>South Dakota Counties</b>							
Marshall.....	9,540	2,107	1,100	44	\$ 1,794,000	\$ 2,857,000	\$299
Roberts.....	15,782	3,498	2,300	44	2,433,000	4,192,000	266
Day.....	14,606	3,264	1,700	78	2,405,000	3,508,000	240
Grant.....	10,729	2,437	1,400	69	1,613,000	3,074,000	286
Codington.....	17,457	4,056	3,800	333	6,173,000	9,344,000	535
Clark.....	11,022	2,560	1,500	45	1,326,000	3,127,000	283
Deuel.....	8,732	1,902	1,000	21	1,026,000	1,922,000	220
Hamlin.....	8,299	1,875	900	20	958,000	2,837,000	342
Kingsbury.....	12,805	2,953	1,700	55	2,121,000	3,679,000	287
Brookings.....	16,847	3,887	2,900	140	3,918,000	5,060,000	300
Miner.....	8,376	1,935	1,100	30	1,307,000	1,433,000	171
Lake.....	12,379	2,893	2,200	123	3,033,000	4,956,000	400
Moody.....	9,603	2,230	1,300	55	1,604,000	2,965,000	309
McCook.....	10,316	2,370	1,400	34	1,343,000	3,122,000	303
Minnehaha.....	50,872	12,187	11,300	1,716	20,457,000	32,980,000	648
Turner.....	14,891	3,601	2,200	94	2,075,000	5,079,000	341
Lincoln.....	13,918	3,304	1,800	83	2,307,000	4,320,000	310
South Dakota Secondary Total.....	246,174	57,059	39,600	2,984	\$ 55,893,000	\$ 94,455,000	Av. \$326
<b>Grand Total All Secondary.....</b>	<b>2,489,102</b>	<b>574,273</b>	<b>457,800</b>	<b>39,444</b>	<b>\$ 639,583,000</b>	<b>\$1,046,510,000</b>	.....



## ACTUAL COVERAGE OF KSTP

### TOTAL PRIMARY AND SECONDARY

These figures present an accurate picture of the exact KSTP market potentialities

Market Information	Primary	Secondary	Total
Population . . . . .	1,619,118	2,489,102	4,108,220
Number of Families . . . . .	390,880	574,273	965,153
Number of Radio Homes . . . . .	338,413	457,800	796,213
Number of Income Tax Returns . . . . .	54,555	39,444	93,999
Volume Retail Sales . . . . .	\$792,166,000	\$ 639,583,000	\$1,431,749,000
Volume of Spendable Money Income . . . . .	\$919,664,000	\$1,046,510,000	\$1,966,174,000

## Buying Power of Twin Cities

People make markets, but not all markets of equal population have equal buying power. The "Twin Cities" market ranks well above the average in:

- (a) Per capita income
- (b) Percentage of families owning radios
- (c) Percentage of families owning automobiles
- (d) Increase in retail sales.

All these important factors are to be considered when planning an advertising campaign; and the buying power of the KSTP market has an unquestionable appeal.

Annual expenditures made in various leading classifications of business, clearly indicate the BUYING POWER of the "Twin Cities".

	Minneapolis	St. Paul	Total
Food . . . . .	\$50,868,000	\$28,644,000	\$79,512,000
General Merchandise . . . . .	47,262,000	41,548,000	88,810,000
Apparel . . . . .	22,479,000	11,488,000	33,967,000
Automotive . . . . .	23,223,000	16,470,000	39,693,000
Filling Stations . . . . .	11,620,000	5,914,000	17,534,000
Furniture and Household . . . . .	7,890,000	3,219,000	11,109,000
Lumber and Building . . . . .	6,523,000	3,110,000	9,633,000
Drugs . . . . .	8,573,000	4,165,000	12,738,000

**THE IMPORTANCE OF THE KSTP BILLION AND A HALF DOLLAR  
RETAIL MARKET CANNOT BE DISCOUNTED!**



## \*Leading Retail Trade Centers of the United States

Listed in the Order of Their Importance

(1935 Corporate City Retail Sales Volume)

Rank	City	Retail Sales	Population
1st	New York	\$2,847,332,000	6,930,446
2nd	Chicago	1,215,706,000	3,376,438
3rd	Philadelphia	656,744,000	1,950,961
4th	Los Angeles	593,902,000	1,238,048
5th	Detroit	543,690,000	1,568,662
6th	Boston	439,121,000	781,188
<b>7th</b>	<b>Twin Cities</b>	<b>357,989,000</b>	<b>735,962</b>
8th	Cleveland	355,210,000	900,429
9th	Washington, D. C.	330,813,000	486,869
10th	St. Louis	316,398,000	821,960
11th	Baltimore	301,137,000	804,874
12th	San Francisco	298,371,000	634,394
13th	Pittsburg	266,551,000	669,817
14th	Milwaukee	236,941,000	578,249
15th	Kansas City	209,399,000	399,746
16th	Buffalo	205,396,000	573,076
17th	Newark	197,527,000	442,337
18th	Cincinnati	196,867,000	451,160
19th	Seattle	163,185,000	365,583
20th	Portland	147,413,000	301,815
21st	Oakland	141,781,000	284,063
22nd	Indianapolis	139,084,000	364,161
23rd	Atlanta	136,842,000	270,366
24th	Rochester	132,420,000	328,132
25th	Denver	127,497,000	287,861

**A MAJOR MARKET RADIO ADVERTISING SCHEDULE  
IS NOT A MAJOR MARKET SCHEDULE UNLESS IT  
INCLUDES THE TWIN CITIES.**

—And in the Northwest, KSTP serves 796,213 Radio Homes  
daily with the Nation's outstanding radio programs.

\*Source: Sales Management February 15, 1937; United States Department of Commerce,  
Census of Business 1935, Vol. III.



# \*1936 Local and National KSTP Advertisers

(\*Non-network)

KSTP is an invaluable business asset to Local and National Advertisers because of the established acceptance of its responsive audience.

## Automobile and Accessories

Auto Show  
Buick Motor Co.  
Chevrolet Motor Co.  
Chrysler Corporation  
Dodge Dealers, Twin Cities  
Dodge Motor Car Corp.  
Durkee Atwood Co.  
Ford Motor Co.  
Ford Motor Sales  
General Motors Corp.  
Goodrich Silvertown  
Industrial Alcohol  
Holt Motor Co.  
Lewis Motors, Inc.  
Northwest Auto Show  
National Carbon Co.  
Prestone  
Olds Motor Works  
Plymouth Motor Car Co.  
W. R. Stephens Co.  
Studebaker Corp.  
Super Pyro  
U. S. Rubber  
Wilson Motors

## Building Material

American Radiator Co.  
Foote Lumber Co.  
Republic Steel Co.  
New Homes, Inc.  
Pittsburg Plate Glass Co.  
Thompson Lumber  
Villaume Lumber & Box Co.  
Weyerhaeuser Sales Co.

## Cigars, Cigarettes and Tobacco

American Tobacco Co.  
Brown & Williamson Tobacco Co.  
H. Fenderich Co.  
Roi Tan Cigars  
Wm. Penn Cigars  
U. S. Tobacco Co.

## Clothing and Dry Goods

Adapto Shoes  
E. E. Atkinson Co.  
Carl F. Blakeman  
Carr Dolan & Hahn  
Charis Corp.  
M. Cook & Sons  
L. S. Donaldson Co.  
Emporium Mercantile Co.  
Field Schlick, Inc.  
Gately's Clothing Co.

Golden Rule Dept. Store  
Husch Bros.  
Juster Bros.  
Lane Bryant  
McCluskey's Clothiers  
Maceys  
Mangel's  
Montgomery Ward & Co.  
Morrison's  
Newman's & Benton's  
Powers Mercantile Co.  
M. L. Rothschild & Co.  
Schunemans & Mannheimers  
J. T. Schusler  
Sears Roebuck Co.  
John W. Thomas Co.  
Trading Post  
Tri Pak Hosiery Co.

## Confectionery and Soft Drinks

Cardinet Candy  
Drewry & Sons Co.  
Henry Garrett, Inc.  
Massolt Bottling Co.

## Drugs and Toilet Goods and Beauty Shops

Anacin Company  
Az-Ma-Gon Remedies Co.  
Bathasweet  
Beaumont Laboratories  
Bernard Perfumer  
M. J. Breitenbach Co.  
Carter Medicine  
Chamberlain's Hand Lotion  
Coco Cod Co.  
Danderine  
Dorothy Perkins Cosmetics  
Ex-Lax, Inc.  
Follese System  
Frommes Scalp Specialists  
Gardner's Parlors  
Ironized Yeast  
Jad Salts  
Jarvais Beauty Salon  
Jergens Lotion  
Knox Company  
Lovelie Hand Lotion  
Maybelline  
McKesson Wholesalers  
Modern Beauty Shop  
Omega Chemical Co.  
Packer Mfg. Co.  
Parkelp Laboratories  
Pepsodent

Phillips Dental Magnesia  
Pursang  
Squibbs  
Sterling Products, Inc.  
Thrifty Cut Rate Drugs  
Tim Lake Laboratories  
Vit Co.  
C. W. Welch Co.

## Financial and Insurance

Equitable Loan Assn.  
Empire National Bank & Trust Co.  
Farmers and Mechanics Bank  
Minnesota Federal Sav. & Loan  
Northwestern Federal Sav. & Loan  
Northwestern National Bank  
Twin City Federal Sav. & Loan Assn.

## Foods, Food Beverages, Restaurants and Night Clubs

American Popcorn Co.  
Campbell Cereal Co.  
Chocolate Products Co.  
Cocoanut Grove  
Coleman's Mustard  
College Inn Food Products  
Consumers Milk Co.  
Creamette Co.  
Crisco  
Dairy Council  
Diet Formula Bread  
Florida Citrus  
Folger Coffee Co.  
Glenwood Inglewood  
Griggs, Cooper & Co.  
Harry's Cafe  
Hove Food Market  
Kellogg Sales  
Malt O' Meal  
Minnesota Milk Co.  
National Tea Co.  
Old Home Creameries  
Pen Jel  
Pillsbury Flour Mills  
Purity Baking Company  
Quaker Bottling Co.  
Ralston Purina Co.  
Sanka Coffee  
Spry  
Standard Milling Co.  
Swift & Co.  
Washington State Apple Assn.  
Wharton's Chicken Loaf  
Witt's Market  
Zinsmaster Baking Co.



## 1936 Local and National KSTP Advertisers (Continued)

### Furriers

Albrecht & Son  
Basdeka Bros.  
Brown Bros.  
F. Victor Ekholm  
C. Forsman's Furs  
P. Schlamp & Son  
Siberian Fur Co.

### Garden

Chicago Ave. Greenhouse  
Gardner Nursery Co.  
Minneapolis Floral Co.  
Minnesota State Florists Assn.  
E. H. Moehlenbrock  
Northrup King & Co.  
Van Hoven Co., Inc.

### House Furniture and Furnishings

American Gas Machine Co.  
Beecher Cumming, Inc.  
Boutell's  
R. N. Cardozo & Bros.  
Furniture Exposition Mart  
General Electric Co.  
Grand Furniture Co.  
Hoffman Furniture Co.  
Joerns Furniture Co.  
Lambert & Simpson  
Land O'Nod  
Levin Bros.  
F. Linsmayer & Co.  
Minneapolis Gas Light Co.  
Mitby & Sather  
Murray Floor Covering  
Olson Rug  
Reliable Furniture  
Truman Furniture  
U. S. Bedding  
Weyand Furniture Co.

### Jewelry and Silverware

Bulova  
Harry H. Green  
Gruen Watch  
S. Jacobs & Co.  
Max A. Kohen  
Minneapolis Gold Refining  
Myron Jewelry  
Oneida, Ltd.  
Perry Watch Hospital

### Liquor and Beer

Gluek Brewing Co.  
Hamm Brewing Co.  
Hudson Bay Products  
Kelly Liquor Stores  
Minneapolis Brewing Co.  
Yoerg Brewing Co.

### Lubricants, Petroleum Products and Fuel

W. H. Barber Co.  
Barnsdall Oil Co.  
Binkley Coal Co.  
Great Northern Coal Co.  
Holmes Coal Co.  
Koppers Gas & Coke  
Midcontinent Petroleum Corp.  
Midwest Oil Co.  
Northwestern Fuel Co.  
Old Ben Coal Co.  
Pure Oil Co.  
Skelly Oil  
Stott Briquet Co.  
Texaco Co.

### Paints and Hardware

Dupont-Duco  
Elvgren Paint Supply Co.  
Gilt-Edge Paint Co.  
Kwik-on Magic Finish  
Peninsular Paint Co.

### Radio and Supplies

Beecher Cumming, Inc.  
General Electric  
F. C. Hayer Co.  
Lucker Sales  
RCA Victor Co.  
Zenith Radio Corp.

### Soaps, Housekeepers' Supplies and Laundries

American Rug Laundry, Inc.  
Climax Cleaner  
Colgate Palmolive Peet Co.  
Crystal White Soap  
Despatch Laundry, Inc.  
Domestic Products Co.  
Drene  
Gross Bros. & Kronicks  
Nish A. Jamgotch  
Leef Bros.  
Lever Bros. Co.  
Life Buoy  
Minnehaha Cleaners & Dyers  
Model Launderers  
Proctor & Gamble Co.  
Rapinwax  
Royal Wet Wash Laundry  
Schwartz Bros.  
Scott Paper Co.  
Super Suds  
White Naptha

### Stationery, Books and Magazines

St. Paul Book and Stationery Co.  
Thomas & Grayston  
True Story

### Theatres

Orpheum Theatre  
Fred W. Pearce Amusements  
World Amusement Co.

### Travel and Hotels

Chicago & Northwestern Line  
Curtis Hotel  
Hotel Plaza  
Leamington Hotel  
Mpls., St. Paul & Sault Ste. Marie  
Ry. Co.  
Northwest Airways, Inc.  
Radisson Hotel  
Saint Paul Hotel  
Stevens Hotel

### Miscellaneous

Acacia Park Cemetery  
Acme Feed  
Ballard & Skellet  
Chicago Mail Order  
Christian Science Pub. Co.  
Crusaders  
Cycle Trades of America  
Democratic National Committee  
Enger Funeral Home  
Fargo Horse Market  
Fred Fear & Co.  
Greater Northwest Assn.  
Home Beautiful Exposition  
Dr. Kagawa Tour  
Kindy Optical  
Listoe & Wold  
Memorial Craftsmen Assn.  
Minneapolis Credit Assn.  
Minnesota State Fair  
Numismatic Co.  
Paas Dye  
Playsand Co.  
Radio League of the Little Flower  
Ramsey County Fair  
Republican National Committee  
Rival Dog Co.  
St. Paul Association of Commerce  
St. Paul Day  
Sampson Safe Flex Fans  
Sunset Memorial Park  
Townsend Plan  
Tri-State Telephone Co.  
Welander Quist Co.  
Western Union  
J. S. Whitney

**"294 SATISFIED KSTP ADVERTISERS CAN'T BE WRONG"**



# KSTP's Nine-Year Contract Renewal Record

LOCAL AND NATIONAL SPOT BROADCASTERS have found profits resulting from their advertising investments in KSTP.

KSTP's enviable record of RENEWAL Contracts shows a diversified business directory of alert organizations. These concerns have been consistent in their use of Radio Broadcasting.

## KSTP Local and National Contract Renewal Record (Partial List)

ADVERTISER	1928	1929	1930	1931	1932	1933	1934	1935	1936
National Battery Company.....									
Hubbard Oil Burner Company.....									
Montgomery Ward.....									
Juster Bros.....									
Ballard and Skellett.....									
R. N. Cardozo and Bros.....									
Chicago & North Western Line.....									
Griggs, Cooper Co.....									
Holmes Coal.....									
A. J. Krank Co.....									
Morrison's.....									
Schunemans & Mannheimers.....									
Zinsmaster Baking Co.....									
Atkinson Co.....									
Chevrolet Motor.....									
Campbell Cereal Co.....									
Despatch Laundry.....									
L. S. Donaldson Co.....									
The Golden Rule.....									
Levin Bros.....									
McCluskey Bros.....									
Macey's.....									
Midwest Oil Co.....									
Northwestern Fuel Co.....									
Purity Baking Co.....									
O. F. Steufer, Inc.....									
Smith Bros.....									
J. W. Thomas & Co.....									
Weyand Furniture Co.....									
Chrysler Corp.....									
C. Forsman's Furs.....									
Gluek Brewing Co.....									
Goodrich Silvertown Stores.....									
F. C. Hayer & Co.....									
Koppers Gas & Coke Co.....									
Max O. Kohen.....									
Miller Studios.....									
Minnehaha Cleaners & Dyers.....									
Radio League of Little Flower.....									
Sunset Memorial Park Association.....									
Boutell's.....									
Commander Larabee Corp.....									
Curtis Hotel.....									
Drewry & Sons.....									
Standard Brands.....									
Adapto Shoe.....									
Basdeka Bros.....									
Great Northern Coal.....									
Leamington Hotel.....									
M. L. Rothschild Co.....									
Chaix Copley.....									
Coco Cod Co.....									
Durkee-Atwood Co.....									
Furniture Exposition Mart.....									
Great Lakes Coal & Dock Co.....									
Lee & Schiffer, Inc.....									
U. S. Tobacco Co.....									
Gardner Nurseries.....									



## KSTP History and Progress

On April 1, 1928, President Coolidge pressed a tiny button in the White House at Washington, D. C. Simultaneously, a light flashed in St. Paul, Minnesota, and thus the Nation's Chief Executive had brought into existence, Radio Station KSTP.

KSTP is the result of a consolidation of Radio Stations KFOY of St. Paul and WAMD of Minneapolis. Stanley E. Hubbard was the motivating factor in this important consolidation and today is its active director. Construction of transmitter was started January, 1928, near the town of Westcott, Minn., on Highway 55.

Inauguration ceremonies took place in a small studio in the Hotel St. Paul, St. Paul, and one in the Radisson Hotel, Minneapolis. A staff of sixteen employees then, has grown to eighty-seven at the present time. Studios were enlarged to handle the constantly increasing volume of business, in 1932. There are seven studios available now for any type of broadcast.

The original power assigned was 10,000 watts at a frequency of 1360 kilocycles. In November, 1928, the frequency was changed to 1460 kilocycles and on April 1, 1931, permission was granted by the Federal Communications Commission to increase the day time power to 25,000 watts.

In December, 1928, the N. B. C. Red and Blue network affiliation was consummated with the result that KSTP became the exclusive Minnesota N. B. C. outlet.

Realizing the importance of a basic affiliation with the National Broadcasting Company, KSTP was proud to announce the first of 1937, that it had been successful in obtaining the basic Red Network of N. B. C. This important step therefore made it possible for KSTP to serve its audience with many network features that had been previously blocked because of our Red and Blue supplementary group affiliation.

On November 30, 1936, KSTP went on the air from its new \$300,000 transmitter and listeners were astonished by the new signal. An unexcelled clearness and fidelity of tone and "life-like" radio reception resulted from the change of our transmitter site and modernization program. The new transmitter was dedicated "to the vast audience of listeners and sponsors who have played such an important part in making KSTP the Northwest's Leading and Most Popular Radio Station."

KSTP, since its birth, has been the most energetic and outstanding Radio Station in the Northwest and is known throughout the country as one of the ten largest pioneer stations. Its achievements in Broadcasting and News dissemination are marks of progress in the History of Radio.

1937 again finds KSTP on the threshold of a new era of Broadcasting. Radio is accepted by the American Public. Twenty-five million families throughout the Nation are daily depending on their Radio Sets for vital and necessary means of information, as well as entertainment.

**KSTP pledges its facilities to the advancement of Radio Broadcasting.**



# KSTP

## MERCHANDISING AIDS TO PROGRAM ADVERTISERS

KSTP clients receive the complete cooperation of a thoroughly experienced Sales Promotion and Merchandising Department. This Merchandising and Promotional Service Bureau is available to program advertisers using this station.

Advertisers and advertising agencies are invited to confer with KSTP representatives, as the assistance of this Merchandising and Service Bureau may produce added information of a most helpful character.

### **MARKET INFORMATION:**

Standard Market Data is issued by KSTP annually, contains pertinent facts regarding coverage of KSTP's primary and secondary area as well as general market information, relative population, families, radios, income tax returns, retail sales, spendable incomes, etc.

### **\*MAIL PUBLICITY:**

Announcements will be mailed within KSTP's trade area, to a specific list of names or to an entire business classification, as requested by the client.

### **\*SPECIAL SURVEYS:**

KSTP will make a general survey or analysis of the "Twin Cities" market for interested advertisers to determine facts upon which to base advertising or merchandising plans. Surveys requested must develop information of sufficient general interest to warrant the research work required.

### **\*KSTP POSTERS:**

These very effective colored posters are used as window hangers or window displays in stores handling the product of the advertiser. The posters name the product and give the time of the program. This form of cooperation is highly favored by "Twin Cities" retailers.

### **\*DISTRIBUTION OR SAMPLING SERVICE:**

KSTP distributing service is arranged so that complete coverage of the "Twin Cities" is afforded. An advertiser may select any coverage desired. The city of St. Paul is divided into twelve separate districts and the city of Minneapolis into thirteen districts. This bonded exclusive distribution and sampling service is available to KSTP advertisers.

### **TEMPORARY HEADQUARTERS:**

Out-of-town sales and advertising executives requiring temporary office facilities in the "Twin Cities" have found it convenient to use the quarters provided without charge by KSTP in Minneapolis and St. Paul.

### **ADVERTISING SUPERVISION:**

All advertising offered for broadcasting from STATION KSTP will be subject to established regulations. Nothing will be accepted which is misleading, repulsive or suggestive, or which attacks the integrity of persons, institutions or merchandise. Advertisers using the facilities of KSTP are, therefore, assured that the text of business announcements will be comparable with the high quality which has characterized KSTP entertainment programs.

### **AUDITION FACILITIES:**

KSTP has available for the use of agencies and their clients, the most convenient audition facilities in the "Twin Cities."

*\*Estimates of cost of service upon request*