

**STANDARD
MARKET DATA AND
NEW INFORMATION ABOUT**

KSTP

NORTHWEST'S LEADING RADIO STATION

1936 EDITION

**DOMINATING
THE EIGHTH UNITED
STATES RETAIL MARKET**



Presents

**STANDARD
MARKET DATA**

And New Information About
Minneapolis-St. Paul
AND THE
8th U. S. RETAIL AREA

1936
EDITION
Copyrighted

Price \$10.00



STANLEY E. HUBBARD
General Manager

WHEN an advertiser buys time on KSTP he gets infinitely more than coverage, infinitely more than contact with 396,000 able-to-buy families in the "Twin Cities" market. He receives something not included in the rate he pays—A PREMIUM his money cannot buy but which, nevertheless, makes his investment in KSTP broadcasting more profitable. This premium is LISTENER CONFIDENCE—the most precious factor in radio coverage.

THE unusual high degree of audience confidence KSTP enjoys is not something of the moment. It's a priceless asset earned by years of consistently broadcasting on a basis that the LISTENER COMES FIRST and that as a HOME MEDIUM, KSTP is under a definite obligation to keep its programs clean and respectable.

BECAUSE of this policy KSTP has the respect and confidence of the people of the metropolitan "Twin Cities" area. They believe in and listen regularly to KSTP and they buy with confidence from KSTP advertisers.

Stanley E. Hubbard



IRVING G. VIVIAN
Sales Manager



KENNETH M. HANCE
Assistant Manager



RAY C. JENKINS
Sales Promotion and
Merchandise Manager

KSTP advertisers enjoy the services of a thoroughly competent and experienced organization.



TOM D. RISHWORTH
Education and Research
Director

FIVE hundred two years of service in Advertising, Sales Promotion, Merchandising and Technical Studio Work are represented in the total experience of the KSTP Staff . . . of which one hundred seventy-five years are contributed by Department Managers.



HECTOR R. SKIFTER
Technical Supervisor

IT has been estimated that \$2,000,000 is the value of the investment annually in the Practical-Technical-Creative staff of KSTP.



VAL. BJORNSON
Editorial Commentator



CORINNE JORDAN
Program Director



LESTER H. CARR
Chief Engineer

"TWIN CITIES"

MARKET INFORMATION

POPULATION

Corporate Limits.....	735,962
Metropolitan Area.....	859,250
Hennepin County.....	804,506

RETAIL TRADING AREA

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.....	14
State.....	19
Trust Companies.....	6
Total Deposits.....	\$535,360,630

Commercial West's compilation of Twin City, December 31, 1935, bank call figures shows substantial gains in both deposits and loans and discounts.

	Over June, 1935	Over Dec., 1934
Deposit Increase... \$	24,377,363	40,137,606
Loans and discounts increase.....	27,599,795	16,560,064
Total Dec., 1935	June, 1935	Dec., 1934
deposits \$535,360,630	\$510,983,267	\$495,223,024

BANKS (December 31, 1935)—Continued

Minneapolis deposits increased \$7,382,337 over last June and \$16,342,860 over December, 1934; in St. Paul, \$16,895,036 over last June and \$23,894,746 over December, 1934.

Loans and discounts in Minneapolis were up \$1,372,315 in comparison to the June figures and \$7,120,193 since December, 1934; St. Paul increases for the same dates were \$26,227,480 and \$9,439,871, respectively.

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.

MANUFACTURING

Establishments.....	1,134
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FARMER'S CASH INCOME IN MINNESOTA, 1935, from Crops, Live Stock and Live Stock Products and Rental and Benefit Payments (U. S. Department of Agriculture)

January.....	\$ 20,296,000
February.....	21,993,000
March.....	22,952,000
April.....	24,311,000
May.....	22,232,000
June.....	19,197,000
July.....	19,496,000
August.....	22,922,000
September.....	26,412,000
October.....	29,486,000
November.....	25,300,000
December.....	32,100,000

TOTAL.....\$286,697,000

"TWIN CITIES"

MARKET INFORMATION

(Continued)

WHOLESALE HOUSES

Amusement and Sporting Goods.....	21
Automotive.....	33
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
Books, Periodicals and Newspapers.....	5
Textiles.....	7
Miscellaneous.....	5

RETAIL OUTLETS

For Nationally Advertised Products

Passenger Autos.....	144
Commercial Autos.....	17
Used Car Dealers.....	21
Auto Accessories and Tires.....	185
Gas Filling Stations.....	884
(Retail Trade Area).....	446
Bakers.....	138
Cigar Stores (Including Hotels).....	96
Confectioners.....	269
Delicatessen.....	3
Department Stores.....	21
(Chain).....	2
Druggists.....	149
(Chain).....	2
Dry Goods.....	134
Electrical Supplies.....	29
Fruit and Vegetable Stores.....	49
Furniture.....	120
Family Clothing Stores.....	22
Garages.....	443
Grocers (Independent).....	2,062
Grocers and Meats.....	300
Grocers (Chain Org.).....	2
Grocers (Chain).....	62
Haberdashers.....	18
Hardware.....	55
Heating and Plumbing.....	61
Jewelers.....	54
Lumber Dealers.....	54

RETAIL OUTLETS—Continued

Meat Markets.....	366
Men's Clothing.....	173
(Chain).....	1
Merchant Tailors.....	36
Opticians.....	15
Other Household Equipment.....	79
Optometrists.....	22
Paint and Glass.....	26
Musical Instruments.....	6
Radio Supplies.....	108
Restaurants.....	1,028
(Chain).....	3
Shoes.....	98
(Chain).....	2
Sporting Goods.....	10
Stationers.....	10
Women's Apparel.....	99
Women's Accessory Shops.....	100
Other Apparel Stores.....	132
5c and 10c and \$1.00 Stores.....	45
25c to \$1.00 Stores.....	4
Liquor Stores.....	132
Bars or Taverns.....	393
Beer Stores.....	2,530

Number of Retail Outlets..... 9,419

MISCELLANEOUS

St. Paul

Auto Registrations (City).....	58,150
Electric Supply (Meters).....	84,590
Gas (Artificial, Meters).....	66,325
Telephones.....	67,571

Minneapolis

Auto and Truck Registration, (County, January 1, 1935).....	150,448
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ELECTRIC (A.C. and D.C.) September 30, 1935

Commercial.....	19,934
Residential.....	115,842

GAS (October 1, 1935)

Commercial.....	4,823
Residential.....	118,568
Industrial.....	1,996
Home Heating.....	1,007

TELEPHONES (August 1, 1934)

Residential.....	74,856
Commercial.....	37,270

ACTUAL COVERAGE OF KSTP TOTAL PRIMARY AND SECONDARY

These established "percentage of county coverage" figures were used in this entire study, so as to present an accurate picture of the exact KSTP market potentialities.

Market Information	Primary	Secondary	Total
Population.....	1,108,510	525,251	1,633,761
Number of Families.....	274,087	121,848	395,935
Number of Radio Homes.....	235,460	97,922	333,382
Number of Income Tax Returns.....	44,975	5,791	50,766
Volume Retail Sales.....	\$544,823,000	\$125,894,000	\$670,726,000
Volume of Spendable Money Income.....	\$704,876,000	\$177,039,000	\$881,915,000

PERCENTAGE BREAKDOWN OF KSTP COVERAGE

A definite concentration of coverage in the primary area is apparent in the following percentage study of both the primary and secondary markets. Percentages are derived from the totals as shown in the above chart.

Market Information	Primary	Secondary
Population.....	67.9%	32.1%
Number of Families.....	69.7%	30.3%
Number of Radio Homes.....	70.7%	29.3%
Number of Income Tax Returns.....	88.5%	11.5%
Volume of Retail Sales.....	81.2%	18.8%
Volume of Spendable Money Income.....	79.9%	20.1%

The National Broadcasting Company has developed from audience mail response and one-half millivolt surveys an actual KSTP percentage of county coverage in both primary and secondary areas.

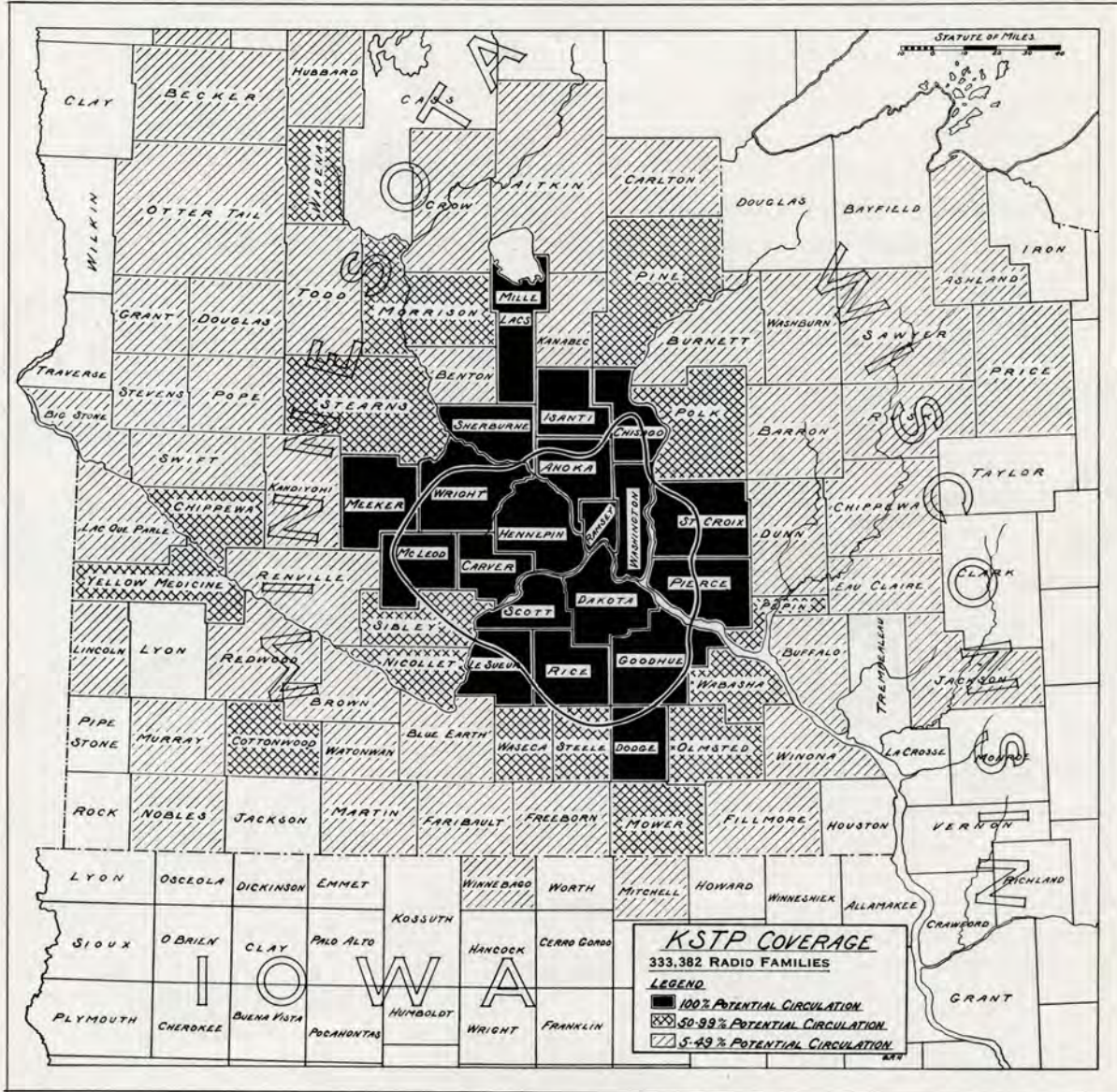
***"Advertising dollars should be concentrated in a market
where concentrated coverage is afforded."***

KSTP COVERAGE

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

Mail Analyzed.....19,575 Letters
 Received from September 1, 1933, to
 June 30, 1934, including local station
 mail.

1/2 Millivolt Signal Area Determined by Jansky and Bailey, 1933



Total Potential Circulation of KSTP
 333,382 Radio Families

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 millivolt 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 millivolt signal.

SOURCE OF INFORMATION

Figures shown in this Comparison are from the National Broadcasting Company's survey of KSTP's territorial coverage; 1934 PWA Survey; Sales Management, April 1935; Editor and Publisher, 1936; and Department of Commerce, 1933.

PRIMARY	Popu- lation	Per Cent of Cover- age	No. of Families in Area	Radio Homes in Area	Income Tax Returns	Retail Sales Dollars	Spendable Money Incomes Dollars
Minnesota Counties							
Ramsey.....	286,271	100%	71,241	65,650	14,409	206,469,000	209,470,000
Hennepin.....	517,785	100%	130,019	118,090	27,258	283,082,000	393,297,000
Washington.....	24,753	100%	6,019	4,394	369	3,844,000	5,987,000
Dakota.....	34,592	100%	7,797	5,614	507	10,262,000	15,950,000
Goodhue.....	31,317	100%	7,682	5,531	455	6,776,000	12,983,000
Rice.....	29,974	100%	6,675	4,806	480	8,103,000	9,450,000
Scott.....	14,116	100%	3,293	1,671	108	2,071,000	3,929,000
Carver.....	16,936	100%	3,997	2,878	117	2,584,000	5,613,000
Chisago.....	13,189	100%	3,448	2,406	88	1,827,000	3,864,000
Wright.....	27,119	100%	6,554	4,719	165	3,248,000	7,996,000
McLeod.....	20,522	100%	4,967	3,576	144	3,511,000	6,481,000
Le Sueur.....	17,990	100%	4,665	3,359	135	2,270,000	5,839,000
Anoka.....	18,415	100%	4,142	2,982	125	1,974,000	4,875,000
Sibley.....	9,043	57%	2,098	1,511	40	1,811,000	3,244,000
Minnesota Total....	1,062,022	262,597	227,187	44,400	537,832,000	688,978,000
Wisconsin Counties							
St. Croix.....	25,445	100%	6,145	4,425	363	3,631,000	8,601,000
Pierce.....	21,043	100%	5,345	3,848	212	3,369,000	7,297,000
Wisconsin Total....	46,488	11,490	8,273	575	7,000,000	15,898,000
TOTAL PRIMARY COVERAGE	1,108,510 67.9%	274,087 69.7%	235,460 70.7%	44,975 88.5%	544,832,000 81.2%	704,876,000 79.9%
TOTAL SECONDARY COVERAGE	525,251 22.1%	121,848 30.3%	97,922 29.3%	5,791 11.5%	125,894,000 18.8%	177,039,000 20.1%
GRAND TOTAL....	1,633,761	395,935	333,382	50,766	670,726,000	881,915,000

KSTP SECONDARY COVERAGE BY COUNTIES

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

SECONDARY	Population	Per Cent of Coverage	Number of Families In Area	Radio Homes In Area	Income Tax Returns	Retail Sales	Spendable Money Incomes
MINNESOTA COUNTIES							
Mille Lacs.....	14,076	100.0%	3,448	2,382	78	\$2,427,000	\$5,052,000
Dodge.....	12,127	100.0%	3,005	2,164	49	1,577,000	4,328,000
Meeker.....	17,914	100.0%	4,201	3,025	147	2,907,000	4,330,000
Sherburne.....	9,709	100.0%	2,051	1,458	68	14,720,000	3,769,000
Isanti.....	12,081	100.0%	2,891	2,082	80	1,608,000	3,232,000
Olmsted.....	35,321	99.4%	7,979	5,745	854	16,300,000	19,391,000
Wabasha.....	16,908	95.7%	4,301	3,097	185	2,598,000	5,579,000
Pine.....	18,845	93.2%	4,294	3,092	101	2,218,000	4,128,000
Waseca.....	12,229	84.7%	2,953	2,126	130	2,144,000	4,656,000
Steele.....	14,964	81.3%	3,577	2,576	240	3,337,000	5,536,000
Nicollet.....	12,743	76.5%	2,635	1,898	82	1,511,000	3,574,000
Wadena.....	7,912	71.7%	1,764	1,271	64	1,727,000	2,411,000
Cottonwood.....	10,051	67.7%	2,280	1,642	50	1,662,000	3,677,000
Stearns.....	40,378	65.0%	8,119	5,866	512	4,888,000	See Benton
Cook.....	1,509	62.3%	355	256	13	298,000	260,000
Morrison.....	13,993	54.9%	2,972	2,140	82	1,832,000	3,429,000
Yellow Medicine.....	8,977	54.2%	1,223	881	64	1,132,000	3,129,000
Chippewa.....	8,353	53.0%	1,887	1,348	81	1,536,000	2,067,000
Mower.....	14,593	51.5%	3,525	2,539	353	6,049,000	6,623,000
Benton.....	7,028	49.3%	1,578	1,136	24	7,213,000	1,837,000
Kandiyohi.....	10,844	45.7%	2,488	1,790	107	1,918,000	5,207,000
Douglas.....	8,465	44.6%	2,040	1,468	61	1,455,000	3,443,000
Hubbard.....	4,222	44.1%	1,032	743	15	458,000	1,056,000
Crow Wing.....	10,763	42.2%	2,691	1,937	162	3,699,000	5,166,000
Kanabec.....	3,423	39.4%	797	574	12	381,000	814,000
Aitkin.....	5,852	39.0%	1,411	1,115	27	688,000	1,580,000
Mahnomen.....	2,938	37.7%	478	341	7	256,000	474,000
Blue Earth.....	12,184	36.4%	3,093	2,227	246	5,765,000	6,673,000
Freeborn.....	9,580	33.1%	2,247	1,617	138	3,312,000	4,751,000
Red Lake.....	2,135	30.6%	443	318	11	259,000	529,000
Todd.....	7,328	27.6%	1,675	1,206	43	843,000	1,910,000
Big Stone.....	2,656	27.1%	597	430	20	510,000	1,321,000
Nobles.....	5,027	27.0%	1,124	809	42	1,059,000	1,767,000
Carlton.....	5,756	26.5%	1,307	941	78	892,000	2,015,000
Becker.....	5,401	23.8%	1,204	867	41	681,000	1,733,000
Redwood.....	1,584	22.6%	1,077	776	31	969,000	1,996,000
Brown.....	5,154	21.5%	1,221	879	70	1,096,000	2,514,000
Winona.....	7,380	20.6%	1,873	1,338	187	3,243,000	3,271,000
Fillmore.....	4,950	19.6%	1,265	911	21	789,000	1,954,000
Martin.....	4,257	18.9%	1,004	724	43	885,000	1,429,000
Grant.....	1,624	17.3%	390	281	9	249,000	744,000
Murray.....	2,224	16.0%	478	322	13	288,000	830,000
Faribault.....	3,426	15.1%	784	564	23	630,000	1,561,000
Otter Tail.....	7,651	14.9%	1,672	1,193	62	1,123,000	2,132,000
Koochiching.....	1,689	12.4%	435	313	22	269,000	666,000
Watonwan.....	1,536	11.8%	367	256	17	336,000	590,000
Stevens.....	1,193	11.1%	244	177	10	173,000	299,000
Marshall.....	1,700	10.3%	376	258	6	208,000	447,000
Lincoln.....	1,130	9.9%	247	178	5	118,000	316,000
Swift.....	1,326	9.0%	292	210	8	207,000	367,000
Pope.....	1,047	8.4%	269	194	7	118,000	235,000
Kittson.....	783	8.2%	172	126	4	118,000	293,000
Lake.....	565	7.9%	146	103	10	103,000	248,000
Lac Qui Parle.....	1,078	7.1%	237	158	5	138,000	273,000
Renville.....	1,655	7.0%	373	271	10	289,000	542,000
Minnesota Secondary Total...	438,237		100,587	72,339	4,830	\$111,209,000	\$146,154,000
WISCONSIN COUNTIES							
Polk.....	24,981	94.0%	5,927	4,267	207	3,462,000	7,517,000
Pepin.....	6,779	91.2%	1,719	1,264	76	1,350,000	3,090,000
Burnett.....	5,014	48.7%	1,250	888	30	519,000	1,072,000
Dunn.....	11,896	43.8%	3,527	2,562	124	1,739,000	3,576,000
Buffalo.....	6,132	40.4%	1,281	891	71	815,000	2,196,000
Barron.....	13,377	38.7%	3,149	2,481	145	2,533,000	5,629,000
Chippewa.....	6,721	18.0%	1,475	1,121	98	1,273,000	3,120,000
Price.....	1,728	10.1%	395	284	23	281,000	542,000
Sawyer.....	799	9.2%	208	149	9	118,000	270,000
Ashland.....	1,474	7.4%	381	274	36	456,000	604,000
Eau Claire.....	2,876	7.2%	712	512	87	1,290,000	1,535,000
Washburn.....	777	6.7%	176	127	9	106,000	201,000
Rusk.....	804	5.1%	182	131	6	117,000	245,000
Jackson.....	823	5.1%	195	140	8	110,000	242,000
Wisconsin Secondary Total...	84,181		20,577	15,091	929	\$14,169,000	\$29,839,000
IOWA COUNTIES							
Winnebago.....	1,708	12.6%	395	284	12	183,000	374,000
Mitchell.....	1,125	7.7%	289	208	11	333,000	672,000
Iowa Secondary Total.....	2,833		684	492	32	\$516,000	\$1,046,000
TOTAL SECONDARY.....	525,251		121,848	97,922	5,791	\$125,894,000	\$177,039,000

Increase of Radio Families in Minnesota and "Twin Cities"

Expansion, locally, of Radio's role in the daily lives of an increasing number of listeners is established in information released to KSTP by the Market Analysis Department of Radio Retailing Magazine. (McGraw-Hill.)

A comparison of Radio Ownership is shown in the following percentages.

	April, 1930 % Ownership	January, 1935 % Ownership	5 Year % Gain Ownership
Minnesota	47.2%	72.7%	25.5%
Minneapolis	59.1%	90.8%	31.7%
St. Paul	59.2%	92.2%	33.0%

Only 7.8% of the families in St. Paul and 9.2% of the families in Minneapolis DO NOT OWN RADIOS.

Minneapolis and St. Paul both rank among the highest city percentages of radio set ownership in proportion to total families, in the United States.

For the past eight years every Radio Listener Survey has shown that over 50% of the "Twin Cities" audience regularly are tuned to KSTP. It has become a habit!

ANALYSIS OF INCOMES, LIVING STANDARDS AND PURCHASES OF HENNEPIN AND RAMSEY COUNTIES

Sales Management Magazine of January 1, 1936, allows a complete and comprehensive study of the two major Minnesota Counties dominated by KSTP. The following table shows the sales possibilities of these two counties and a direct relationship with the general United States Average.

	Hennepin County (Minneapolis)	Ramsey County (St. Paul)	U. S. Average 97 Leading Counties
FAMILIES.....	130,019	71,241	120,902
Income Tax Returns, 1933.....	27,258	14,409	26,668
Income Tax Per 1,000 People.....	53	50	55
Spendable Money Income Per Family.....	\$3,025	\$2,940	\$2,910
% Rentals Over \$50 Monthly.....	20	15	17
Median Rental.....	35.01	31.48	30.80
RADIO HOMES.....	118,090	65,650	109,301
Circulation Daily Newspapers.....	193,552	147,174	187,246
Wholesale Sales, % of U. S. A.....	1.610	.333	.795
RETAIL SALES			
Retail Sales Per Family.....	\$1,357	\$1,448	\$1,131
Total % of U. S. A.....	.705	.413	.549
Food.....	\$310	\$318	\$320
General Merchandise.....	\$303	\$404	\$212
Apparel.....	\$138	\$131	\$111
Furniture and Household.....	\$ 44	\$ 32	\$ 48
Drugs.....	\$ 54	\$ 49	\$ 50
NEW CAR SALES (First 9 Months, 1935)			
% of U. S. A.....	.65	.36	.45
% Under \$650.....	70.	71.	65.5
% \$651-\$850.....	22.	21.	24.6
% \$851-\$1,250.....	7.	6.	7.1
% Over \$1,251.....	1.1	2.	2.6

"The Tale of Two 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.

Over 90% of the "Twin Cities" families own radios. An advertiser, therefore, is assured that his message will reach the greatest number of sales potentialities in the quickest possible time and at the lowest cost, in using the facilities of KSTP.

BUYING POWER in the "Twin Cities" is clearly indicated by the annual expenditures made for Food, General Merchandise, Apparel, Furniture and Household, and Drugs.

	Minneapolis	St. Paul	Total
Food.....	\$40,305,890	\$22,654,638	\$62,960,528
General Merchandise...	39,395,757	27,781,364	67,177,121
Apparel.....	17,942,622	9,332,571	27,275,193
Furniture and Household	5,720,836	2,279,712	8,000,548
Drugs.....	7,021,026	3,490,809	10,511,835

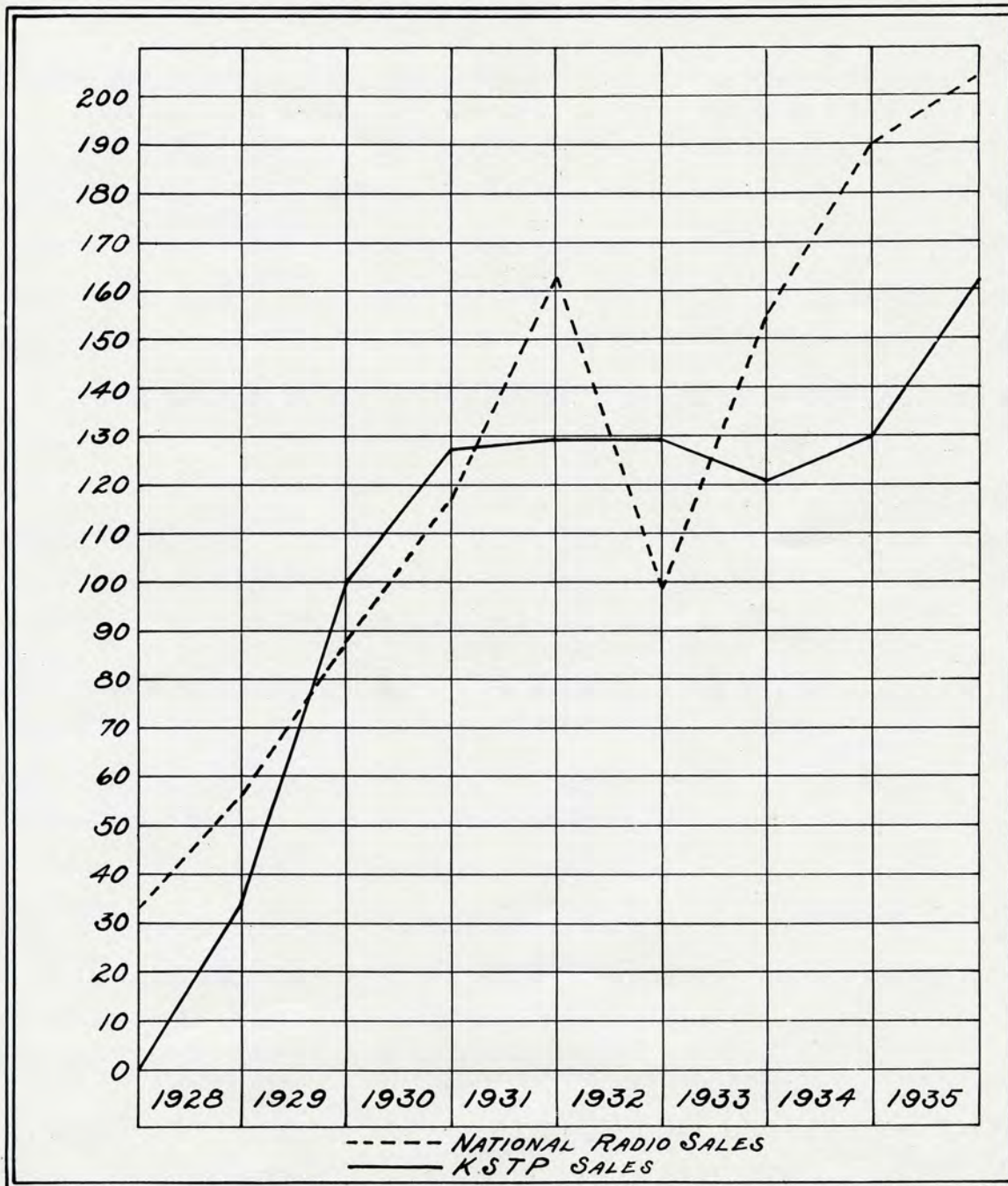
THE IMPORTANCE OF THE KSTP 700 MILLION DOLLAR RETAIL MARKET CANNOT BE DISCOUNTED!

AN EIGHT YEAR SALES RECORD

A comparison of the total volume of Radio Networks and Spot Broadcasting Sales in the United States with the gross volume of KSTP for the past eight years, affords a comprehensive study of the progress of the "Northwest's Leading Radio Station."

YEARLY INDEX OF RADIO ADVERTISING

100 = YEARLY AVERAGE 1928-1932, INCLUSIVE



KSTP's record clearly indicates a stability of progress, made possible by advertisers who have consistently used and found profits accruing from their commercial programs and business announcements placed on the "Northwest's Leading Radio Station."

LOCALLY OWNED — NATIONALLY KNOWN

1935 Local and National KSTP Advertisers

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

KSTP advertisers enjoy the *largest listening audience in the "Twin Cities" area, as has been proven by every audience survey ever made.

***More than 50% of the "Twin Cities" Radio Audience Is Tuned Regularly to KSTP**

Automobile and Accessories

A. C. Spark Plug Co.
Auto Show
Buick Motor Co.
Chevrolet Motor Co.
DeSoto Motor Car Co.
Dodge Motor Car Corp.
Durkee Atwood Co.
Firestone Tire & Rubber Co.
Ford Motor Co.
Ford Motor Sales
General Motors Corp.
General Tire Co. of Minneapolis
Goodrich Silvertown
Goodyear Tire & Rubber Co.
Graham Paige Motor Corp.
A. K. Hamilton
Olds Motor Works
Plymouth Motor Car Co.
Pontiac Motor Co.
Publicker Commercial Alcohol Co.
Reo Motor Car Co.
W. R. Stephens Co.
Studebaker Corp.

Building Material

American Radiator Co.
Foote Lumber Co.
Home Insulation Co.
Johns Manville Corp.
Thompson Lumber Co.

Cigars, Cigarettes and Tobacco

American Tobacco Co.
Congress Cigar Co.
U. S. Tobacco Co.

Clothing and Dry Goods

E. E. Atkinson Co.
Barclay Clothing
Carl F. Blakeman
Brown Platte Co.
Carr Dolan & Hahn
Chaix Copley
M. Cook & Sons
L. S. Donaldson Co.
Elizabeth Shops

Emporium Mercantile Co.
Faribault Woolen Mill Co.
Fields Ready-To-Wear
Field Schlick, Inc.
Foreman & Clark
Freeman Dept. Store
Golden Rule Dept. Store
Harolds, Inc.
Iowa Pearl Button Co.
Juster Bros.
McCluskey's Clothiers
Maceys
Mangel's
Montgomery Ward & Co.
Morrison's
Neumode Hosiery Shops
Newman's & Benton's
Pants Store
Polly Frock Shop
Powers Mercantile Co.
M. L. Rothschild & Co.
Sanders Clothing Co.
Schunemans & Mannheimers
J. T. Schusler, Inc.
John W. Thomas Co.

Confectionery and Soft Drinks

Clark Bros. Chewing Gum Co.
Curtiss Candy Co.
Drewry & Sons Co.

Drugs and Toilet Goods and Beauty Shops

Anacin Company
Az-Ma-Gon Remedies Co.
Bernard Perfumer
Bunte Bros.
Coco Cod Co.
Coronado Mfg. Co.
Ex-Lax, Inc.
F. W. Fitch Co.
Knox Company
A. J. Krank Co.
Lee & Schiffer, Inc.
Madame Josephine
Marshall Company
Maryland Pharmaceutical Co.

Modern Beauty Shop
Omega Chemical Co.
Sanitone Laboratories
Sha-Ri Beauty Salon
Smith Bros.
Sterling Company
Sterling Products, Inc.
Thrifty Cut Rate Drugs
Walgreen Drug Stores
Wm. R. Warner & Co., Inc.
C. W. Welch Co.
Henry E. Zutz Co.

Financial and Insurance

Empire National Bank & Trust Co.
Minnesota Federal Savings & Loan
Northwestern Federal Savings & Loan

Foods, Food Beverages, Restaurants and Night Clubs

Bowey's, Inc.
Campbell Cereal Co.
Cocoanut Grove Night Club
Commander Larabee Corp.
Consumers Milk Co.
Dairy Council
Folger Coffee Co.
Fruit Dispatch Co.
Griggs, Cooper & Co.
Hove Food Market
Mrs. Jones Tea Shop
Land O' Lakes Creameries
M. J. B. Co.
Minnesota Milk Co.
Nankin Cafe
C. A. Pearson Grocery Co.
Purity Baking Company
Ralston Purina Co.
St. Francis Hotel Cafeteria
Standard Milling Co.
Swift & Co.
Universal Cocoa Products Co.
Witt's Market
Zinsmaster Baking Co.

1935 Local and National KSTP Advertisers (Continued)

Furriers

Albrecht & Son
Basdeka Bros.
Berglund Fur Co.
C. Forsman's Furs
P. Schlampp & Son
Sundkvist Fur Mfg. Co.

Garden

Chicago Ave. Greenhouse
Gardner Nursery Co.
Lancaster County Seed Co.
Minnesota State Florists Assn.
Northrup King & Co.
Emma V. White

House Furniture and Furnishings

Beecher Cumming, Inc.
Boutell's
R. N. Cardozo & Bros.
J. R. Clark Co.
Federal Enameling & Stamping
Furniture Exposition Mart
General Electric Co.
Grand Home Furnishing Co.
Hoffman Furniture Co.
Joerns Furniture Co.
Lambert & Simpson
F. Linsmayer & Co.
Midwest Appliance Co.
Minneapolis Gas Light Co.
Nakashian, Inc.
Northern States Power Co.
Northwestern Upholstering Co.
Reliable Parlor Furniture Co.
Salisbury & Saterlee
Selzer Furniture Co.
O. F. Stuefer, Inc.
Twin City Furniture Co.
Weyand Furniture Co.

Jewelry and Silverware

Julius Gerber
Max A. Kohen
Myron Jewelry

Liquor and Beer

Geo. Benz & Sons
Gluek Brewing Co.
Haskell's Liquor Store
Samuel Kunin & Sons
Speas Mfg. Co.

Lubricants, Petroleum Products and Fuel

W. H. Barber Co.
Barnsdall Oil Co.
Deep Rock Oil Corp.
Direct Service Oil Co.
Great Lakes Coal & Coke Co.
Great Lakes Coal & Dock Co.

Great Northern Coal Co.
Holmes Coal Co.
Koppers Gas & Coke
Midwest Oil Co.
Northwestern Fuel Co.
Panda Briquet Co.
Phillips Petroleum Co.
Pittsburgh Coal Co.
Pure Oil Co.
Stott Briquet Co.
Texaco Co.
Western Oil & Fuel Co.
F. D. Williams Coal Co.

Machinery and Mechanical Supplies

Hemphill Diesel School

Paints and Hardware

Hall Supply Co.
Nagell Hardware Co.

Radio and Supplies

Gruno Northwest Sales Co.
F. C. Hayer Co.
RCA Victor Co.
Radio Service Laboratories
Roycraft Co.
Zenith Radio Corp.

Shoes and Shoe Fittings

Adapto Shoe Co.
Chase & Maclain Shoe Co.
Chieftain Mfg. Co.
Florsheim Shoe Co.
Its Rubber Heel Co.
Packard Shoe Co.
Scheffer & Rossum Co.

Soaps, Housekeepers' Supplies and Laundries

Colgate Palmolive Peet Co.
Despatch Laundry, Inc.
Dux Bros., Inc.
H & H Cleaner Co.
W. H. Lawrence
Lever Bros. Co.
Minnehaha Cleaners & Dyers
Model Launderers
Mothers Friend Laundry
Nevens Co.
Procter & Gamble Co.
Royal Wet Wash Laundry
Star Wet Wash Laundry

Sporting Goods

Neptune Outboard Motors
Northwest Sport Show

Stationery, Books and Magazines

Curtis Publishing Co.

Fawcett Publications
St. Paul Book & Stationery
Thomas & Grayston
Time, Inc.

Theatres

Alvin Theatre
Metropolitan Theatre
Orpheum Theatre
World Amusement Co.

Travel and Hotels

Chicago & Northwestern Line
Curtis Hotel
Leamington Hotel
Northwest Airways, Inc.
Stevens Hotel
Willard Hotel

Miscellaneous

Acacia Park Cemetery
Associated Independent Merchants
Bainbridge for Mayor Vol. Comm.
Baird & Co.
Ballard & Skellet
Britzius Mfg. Co.
East Lynne Co.
Fred Fear & Co.
Flower House Beautiful Builders
Show
Glenwood Inglewood Co.
Gopher Granite Co.
Keys for Mayor Volunteer
Committee
Listoe & Wold
Lutheran Laymen's League
Miller Studios
Minneapolis Gold Refining
Minnesota State Agricultural
Society
Edgar A. Murray Co.
North Central Elec. Co.
Numismatic Co.
Fred W. Pearch Amusement Co.
R. L. Prestholdt for Mayor Vol.
Comm.
Radio League of the Little Flower
Railway Express Agency
Ramsey County Fair
Retail Credit Assn. of Minneapolis
St. Paul Association of Commerce
School of Psychology & Divine
Science
Sperry Hutchinson
Streckfus Steamers, Inc.
Sun-Glo Research Laboratories
Sunset Memorial Park
Twin City Civic Opera Assn.
Walkathon
Kenneth M. Wright Studios
Welandar Quist Co.

"264 SATISFIED KSTP ADVERTISERS CAN'T BE WRONG"

KSTP HAS BEEN TRIED AND FOUND NOT WANTING!

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	1935	1934	1933	1932	1931	1930	1929	1928
Montgomery Ward								
Juster Bros.								
Ballard and Skellet								
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								
Curtis Candy								
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								
Iowa Pearl Button Co.								
F. C. Hayer & Co.								
Koppers Gas & Coke Co.								
Max O. Kohen								
Miller Studios								
Minnehaha Cleaners & Dyers								
Phillips Petroleum Co.								
Radio League of Little Flower								
Sunset Memorial Park Association								
Boutell's								
Commander Larabee Corp.								
Curtis Hotel								
Drewry & Sons								
Standard Brands								
Adapto Shoe								
Basdeka Bros.								
Chieftain Mfg. Co.								
Direct Service Oil Co.								
Great Northern Coal								
Learnington Hotel								
Marshall Co.								
C. A. Pearson Grocery Co.								
M. L. Rothschild Co.								
Selzer Furn. Co.								
Chaix Copley								
Clark Bros. Gum Co.								
Coco Cod Co.								
Durkee-Atwood Co.								
Furniture Exposition Mart								
Great Lakes Coal & Dock Co.								
Hoffman Furniture Co.								
Johns-Manville Corp.								
Knox Co.								
Lee & Schiffer, Inc.								
U. S. Tobacco Co.								

A FEW N. B. C. NETWORK BROADCASTS ORIGINATING IN THE STUDIOS OF K S T P DURING THE LAST SIX YEARS

A Partial List of The Nationally Important KSTP—NBC Broadcasts is Shown

Because of the many important events of National interest occurring in the Northwest, KSTP has repeatedly been called upon to originate N. B. C. feature programs.

MINNEAPOLIS SYMPHONY ORCHESTRA

Conducted by Eugene Ormandy, Thursdays, 10:30-11:30 P.M., C. S. T.

FOOTBALL GAMES

Games such as Minn.-N. W., Minn.-Nebr., Minn.-Mich., Minn.-Purdue, and others, announced by Halsey Hall.

NATIONAL FEDERATION OF MUSIC CLUBS

Minneapolis convention, 1934, concert and Young Artists' Contest.

"OUR AMERICAN SCHOOLS"

During convention of Department of Superintendence, National Education Ass'n., Minneapolis.

DEDICATION OF CHRISTOPHER COLUMBUS MEMORIAL STATUE

From the Minnesota State Capitol Plaza on Columbus Day.

SPEECH OF PRESIDENT ROOSEVELT—Rochester, Minn., 1935

During the President's trip to the West Coast, his speech at Rochester was broadcast nationally through the facilities of KSTP.

FARM and HOME HOUR, 1934

Program from convention of National Catholic Rural Life Conference: Talks by Bishop O'Hara, Great Falls, Mont., and Archbishop John G. Murray, St. Paul.

CHOIRS OF COLLEGES OF ST. THOMAS AND ST. CATHERINE

(On N. W. Group, 1935)—(On N. B. C. 1934—national network.)

ELECTRICAL PAGEANT

From University of Minnesota Stadium during National Shrine Convention, Minneapolis, 1934.

COLUMBUS DAY DINNER

Banquet of Italian-American Society honoring Italian Ambassador.

UNIVERSITY OF MINNESOTA HOMECOMING PARADE, 1935

This annual event creates the utmost interest in the Northwest in view of the fact that Minnesota has produced National Championship football teams for the past two years.

NORTHWEST SAENGERFEST

Broadcast of concert from St. Paul Municipal Auditorium, 1930.

"THE MODERN COLUMBUS"

Speech by S. P. B. Mais, writer and commentator, British Broadcasting Corporation, from St. Paul, rebroadcast through N. B. C. to Great Britain.

"DANCING IN THE TWIN CITIES"

Regular Sunday evening program, including orchestras of Blue Steele, Bernie Cummins, Paul Pendarvis, Lou Blake, Don Gonzales, Ted Weems, George Hamilton, Norvy Mulligan, Cecil Golly, Buddy Fisher, Jimmy Joy, Barney Rapp, and Bob McGrew. Program has been a regular feature of the N. B. C. networks for three years.

BEN BERNIE AND THE PABST BLUE RIBBON PROGRAM

During local theatre engagement of Bernie's Orchestra.

ETHEL SHUTTA AND GEORGE OLSEN AND HIS MUSIC

N. B. C. Commercial for Nestle's Chocolate, during local theatre engagement of orchestra.

ABE LYMAN AND HIS ORCHESTRA, VIVIAN SEGAL, AND FRANK MUNN

N. B. C. Commercial for Phillip's Milk of Magnesia during local theatre engagement.

OPERA MARTHA

A portion of the "Opera Under the Stars" was broadcast from the shores of Lake Harriet, Minneapolis, sponsored by the Twin City Civic Opera Association.

OPERA H. M. S. PINAFORE

A portion of the "Opera Under the Stars" broadcast under the sponsorship of the Twin City Civic Opera Association.

AMERICA'S FINEST NETWORK PROGRAMS

The complete services of the National Broadcasting Company, which includes the Red and Blue networks, are broadcast exclusively in Minnesota by Radio Station KSTP. This arrangement allows KSTP the privilege of serving its listeners with Radio's Finest Feature Programs. A few of "America's Star Broadcasts" on KSTP during 1935 are listed along with the names of the sponsors of these splendid programs.

PROGRAM	SPONSOR
American Album of Familiar Music.....	Bayer Aspirin
Beauty Box Theatre.....	Palmolive Soap
Pat Barnes.....	Dreft
Amos & Andy.....	Pepsodent
Jack Benny and Mary Livingstone.....	Jello
Betty and Bob.....	Bisquick
Major Bowes.....	Chase & Sanborn
Clara Lu 'n' Em.....	Colgate-Palmolive-Peet Co.
Carnival.....	Climalene
Contented Program.....	Carnation Milk
Bing Crosby.....	Kraft Cheese
Jessica Dragonette.....	Cities Service
Dreams Come True.....	Camay Soap
Voice of Firestone.....	Firestone Co.
First Nighter.....	Campana's Dreskin & Balm
General Motors Concert.....	General Motors
Tim Healy.....	Ivcry Soap
Josephine Gibson.....	H. J. Heinz
Jumbo Fire Chief Show.....	Texaco
Wayne King.....	Lady Esther
Little Orphan Annie.....	Ovaltine
Magic Key.....	R.C.A.
Ma Perkins.....	Oxydol
Manhattan Merry-Go-Round.....	Dr. Lyon's Tooth Powder
Tom Mix.....	Ralston Purina
National Barn Dance.....	Alka Seltzer
O'Neills.....	Proctor & Gamble
One Man's Family.....	Tender Leaf Tea
Penthouse Serenade.....	Maybelline
Chas. Previn.....	Real Silk Hosiery
Leo Reisman.....	Phillip Morris Cigarette
Robert Ripley (Believe It or Not).....	Standard Brands
Rubinoff.....	Chevrolet
Shell Chateau—Al Jolson and Wallace Beery.....	Shell Gas
Show Boat.....	Maxwell House Coffee
Sinclair Minstrels.....	Sinclair Gas
Studio Party.....	Swift Products
Today's Children.....	Pillsbury Flour
Town Hall Tonight—Fred Allen.....	Ipana & Sal Hepatica
Rudy Vallee.....	Fleischman Yeast
Vic and Sade.....	Crisco

NETWORK PROGRAM RENEWALS DENOTE NATIONAL CONFIDENCE IN KSTP

Sponsors of National Network Programs know the value of the KSTP Market Area, and because of resultant increased sales volume, have renewed their contracts from year to year with the "Northwest's Leading Radio Station".

America's finest Programs are heard, month in and month out, from the facilities of KSTP. A DIAL TUNED TO KSTP IS A DIAL TUNED TO THE BEST IN RADIO!

KSTP's N. B. C. Red and Blue Network Contract Renewal Record (Partial List)

ADVERTISER	1935	1934	1933	1932	1931	1930	1929	1928
Cities Service	█	█	█	█	█	█	█	█
Colgate-Palmolive	█	█	█	█	█	█	█	█
General Foods	█	█	█	█	█	█	█	█
Armour & Co.	█	█	█	█	█	█	█	█
General Motors	█	█	█	█	█	█	█	█
Pepsodent	█	█	█	█	█	█	█	█
Standard Brands	█	█	█	█	█	█	█	█
Campana Corp.	█	█	█	█	█	█	█	█
Carnation Milk Co.	█	█	█	█	█	█	█	█
Lady Esther	█	█	█	█	█	█	█	█
Wander Co.	█	█	█	█	█	█	█	█
Sterling Products Co.	█	█	█	█	█	█	█	█
Sinclair Oil Co.	█	█	█	█	█	█	█	█
Pillsbury Flour Mills	█	█	█	█	█	█	█	█
Kraft Phoenix Cheese Co.	█	█	█	█	█	█	█	█
General Mills	█	█	█	█	█	█	█	█
Texaco Co.	█	█	█	█	█	█	█	█
Firestone Co.	█	█	█	█	█	█	█	█
Phillip Morris Cigarette Co.	█	█	█	█	█	█	█	█
Premier Pabst Co.	█	█	█	█	█	█	█	█
Folger Coffee Co.	█	█	█	█	█	█	█	█
Proctor & Gamble Co.	█	█	█	█	█	█	█	█
Bristol & Myers	█	█	█	█	█	█	█	█

Locally Owned Nationally Known

SINCE the establishment of KSTP on April 1, 1928, its career has been steadily marked by devotion to the highest standards of radio broadcasting. KSTP has pioneered in many projects of local and national interest. Its progress in technical innovations has kept pace with a steady development of program superiority. The listeners' best interests have been served, first and foremost.

Because of this principle, KSTP has attained its position of dominance in the Northwest. Owned locally, operated by people whose sole interests lie in the territory served, the station has followed an alert and a zealous policy of stressing the interests of its own region. That policy has given the station the genuine warmth of friendly support which it enjoys.

KSTP has by far the largest staff of any radio station in the Northwest; 87 people are employed.

In a recent national survey made by Variety Magazine KSTP received the rating of **FIRST IN SHOWMANSHIP** in the Northwest.

At no time has KSTP deviated from the policy of **FIRST IN NEWS — FIRST IN RADIO ENTERTAINMENT**.

KSTP is strongest in its intensive coverage of what is strictly a home field. Yet thousands of letters from the Gulf of Mexico to Canada and from Coast to Coast attest the interest and confidence of KSTP's broader listening audience.

KSTP has the only transmitter site in the United States that has been recognized and designated by a government as a city—Radio Center, Minnesota.

KSTP Advertisers "Say It With Bouquets"

NOT wishing to brag or boast, but we've selected a few "high spots" of letters received from satisfied and enthusiastic KSTP Advertisers. (May we show you the complete letter?)

. . . as a result of our broadcast we sold five dozen electric irons before ten o'clock. (Store opened at 9:00 A.M.) . . . enthusiastic responses have made us decide to continue indefinitely our morning program.

Signed, BOUTELL'S.

. . . We are just completing our third year on the air with you . . . We have tried other stations . . . but we find that we get better results from your station than any of the others.

Signed, MORRISON'S.

. . . I want to say that I am more than pleased with the results and your cooperation . . .

Signed, LAMBERT & SIMPSON

This marks the fourth renewal . . . on your station in behalf of our client. It is interesting to note that our client has made careful check of new business created by radio, which he finds easily is in the lead . . . We feel that this client is demonstrating the right way to use radio; that is, to keep name and service everlastingly on the air.

Signed, LUTHER WEAVER and ASSOCIATES, for the Royal Laundry.

We are pleased with the results from your broadcasts . . . 1,550 requests for samples in a fourteen day period.

Signed, BATHASWEET CORP.

This is our third consecutive year in KSTP Broadcasting . . . We feel that our tonnage has been increased each year . . . appreciate your cooperation and personal interest in our account.

Signed, GREAT NORTHERN COAL CO.

We are convinced that a great number of our customers were influenced by your Radio Broadcasts, by the fact that we had a large number of St. Paul folks among our guests.

Signed, CURTIS HOTEL.

We used KSTP to announce our Reorganization Sale when we took over the store, and subsequently as an institutional feature tied in with a promotion. In both cases results were highly satisfactory. We're hitching our wagon to KSTP for results.

Signed, T. L. Cook, COOK'S MENS STORE



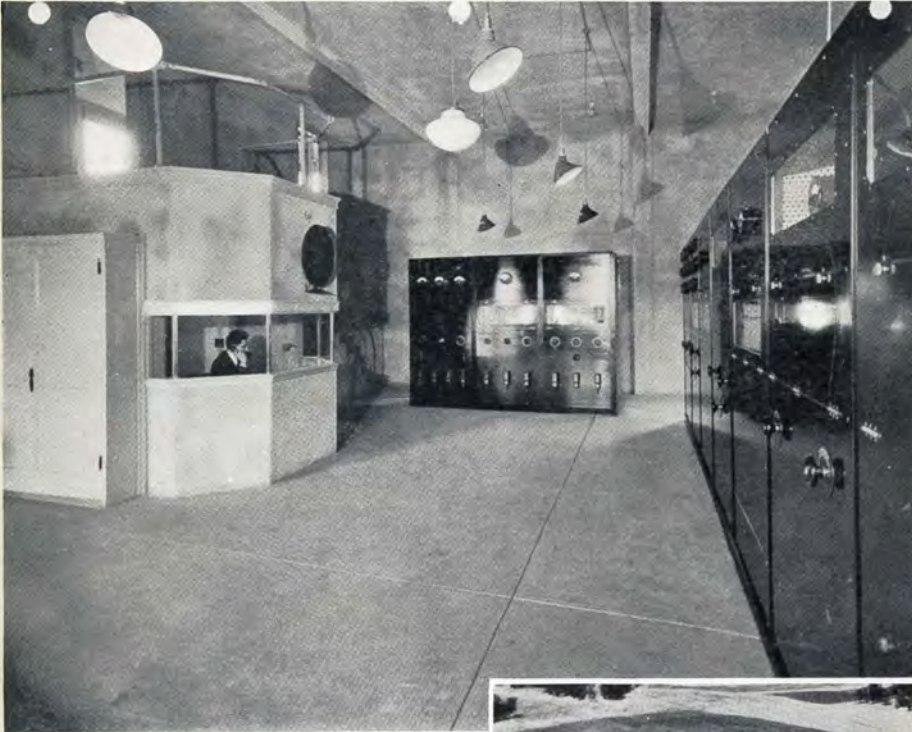
We Could Go On For Hours — But Take Our Tip — "Seein's Believin'"

KSTP TRANSMITTER FACILITIES

No expense has been spared in transmitter equipment so as to assure KSTP listeners quality reception. Radio skill and engineering technique have been combined in the construction of KSTP's High Fidelity transmitter.

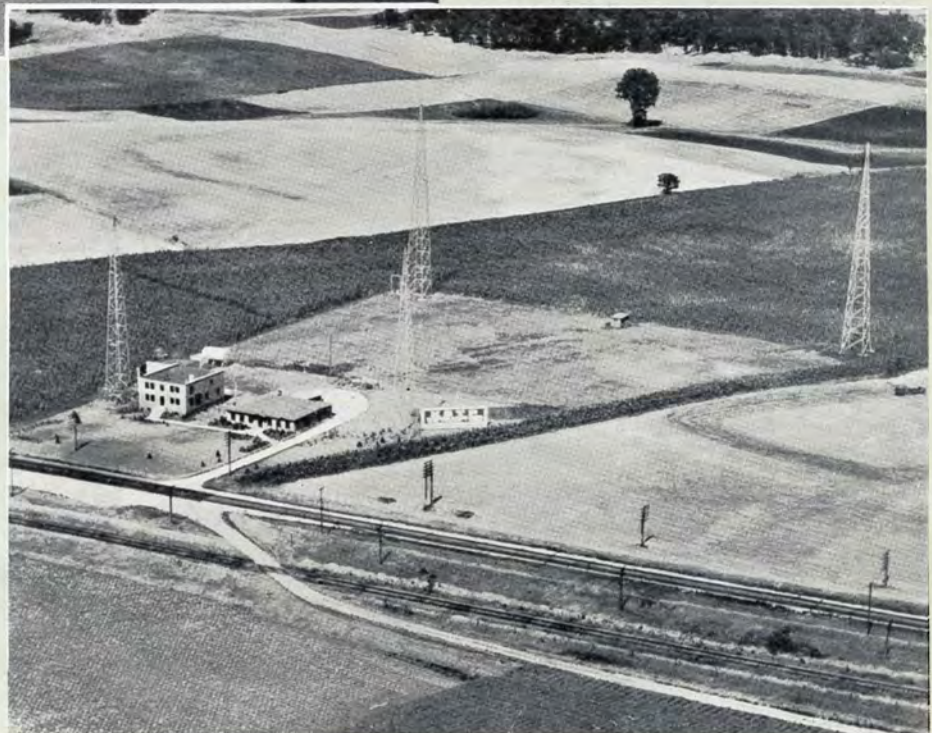
Although KSTP operates on an assigned power of 25,000 watts day and 10,000 watts night, the facilities are capable of producing 50,000 watts. This power reserve allows the maximum clarity in broadcast tone quality.

KSTP pioneered in establishing a duplicate source of power for transmitter operation. A Diesel Engine of sufficient capacity to supply the complete plant is used for normal operation. Connection to commercial lines provides stand-by source in case of engine failure.



TRANSMITTER

Located on Highway Number 55, ten miles from the "Twin Cities", and on the only site in the United States to be designated a city, KSTP's transmitter conveys the impression of utmost attention to detail. Transmitter buildings and towers are offset with landscaping, affording an extremely pleasing view to the passerby.



AERIAL VIEW OF TRANSMITTER . . . RADIO CENTER, MINN.

All transmitter equipment is subject to a policy of constant inspection and modernization, so that High Fidelity is constantly assured. KSTP maintains a complete laboratory in which the most modern, up-to-date equipment is constructed and assembled.

LOCALLY OWNED — NATIONALLY KNOWN

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.

The Morton Pipe Organ, in the Minneapolis studios, is an important feature in numerous daily broadcasts, played by KSTP's famous blind organist, Dr. Richter, a man whose musical career began as a "blind child prodigy" on a world tour years ago, and who is now everywhere recognized as a unique master in his field.



MORTON PIPE ORGAN

The operators in the Master Control Room have the very latest facilities at their finger tips. The control panel is one of the most flexible ever designed. Nothing has been overlooked to render the equipment as reliable and efficient as possible.



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

KSTP SHORT WAVE FACILITIES

The Only "Portable Mobile" Unit in the Northwest

Broadcasts from any spot location in the "Twin Cities" area are available through the facilities of Short Wave. These short wave broadcasts or "pick-ups" are made possible through the two channels assigned to KSTP, namely KIGA with a power of 7.5 watts and KABE with a higher power of 25 watts.

The entire assembly and antenna, of these two "Portable Mobile" units, is mounted in a specially constructed 1½-ton Dodge Truck.

KIGA and KABE allows KSTP the facilities for rushing to an important event of public interest, and broadcasting an "eye" description via short wave, direct to the KSTP transmitter, which in turn "picks up" the message and thus re-broadcasts to the vast listening audience of KSTP.



The photograph at the left shows the short wave equipment of KIGA and KABE which was built by the KSTP engineering staff.

LOCALLY OWNED — NATIONALLY KNOWN

Special KSTP Feature Service

KSTP listeners enjoy daily resumes of up-to-the-minute news and sports information that is authoritatively presented from nationally recognized sources and broadcast by prominent and capable Northwest personages.

NEWS

KSTP was the first radio station in the United States to develop a News-Gathering, News Broadcasting organization. KSTP is served direct by the United Press and Radio News Association. The Minneapolis Journal's staff of correspondents and Associated Press facilities are a consistent source of news. Leading newsmen with Chicago, Detroit, Press Association and Twin Cities backgrounds of experience, are directly in charge of KSTP's News Bureau and have established an enviable reputation for completeness and accuracy. Supplementing news features are daily broadcasts by KSTP's own editorial commentator, Val Bjornson, whose program has won recognition throughout the Northwest. A public speaker of more than statewide note, he came to his present position from editorship of a weekly newspaper which has won 31 state and national prizes in the past seven years, among them that of first place in the United States for its editorial page. (See Page 27 for additional information.)

SPORTS

Halsey Hall, well known sports reporter of the Minneapolis Journal, enhances the reputation which his writings have won for him throughout the Northwest, in two daily sports broadcasts over KSTP. His work has won network recognition too, as indicated in three recent sports features which he handled for both the Red and Blue Networks of the National Broadcasting Company.

FOOTBALL

With the National prominence gained during the past three years by the Minnesota University football team, KSTP was called upon during the 1935 season to broadcast three of the Minnesota games, namely Nebraska, Purdue and Michigan, on the networks of the National Broadcasting Company. Halsey Hall, one of the three leading sports authorities of the air, announced the play-by-play description of these important football games.

***KSTP was the FIRST station in the United States to develop a News gathering
—News Broadcasting Organization Another proof of Leadership!***

*A Radio Tuned to KSTP—
Is a Radio Tuned to World Events!*

LOCALLY OWNED — NATIONALLY KNOWN

PROGRAM PUBLICITY

Every Sunday the Minneapolis Journal devotes a page to Broadcasting "High-lights" and especially lists the KSIP Program schedule in bold type—as shown in the reproduction.

THE MINNEAPOLIS JOURNAL

Sunday, January 12, 1936.

KSTP Will Broadcast Building Industry Meet Tomorrow

National Leaders in Field Will Appear on Program



Principals

Conference is Designed to Stimulate Interest in Home Building... Participating in the broadcast will be...

Tannhäuser To Go On Air

Kirsten Pflugstad to Costar With Melchor and Tibbett

Kirsten Pflugstad, famous Mezzosoprano, will broadcast her first appearance...

Women to Talk It Over in Broadcasts

Five women, prominent throughout the state, will broadcast...

F. R. to Give Radio Talk on Paralysis

President Franklin D. Roosevelt will speak on "The Campaign of Inherited Paralysis" in a radio broadcast...

Augsburg Professor Speaks on Network

Professor H. M. Christensen, Augsburg Seminary, Minneapolis, will broadcast an address over the CBS-WCCO network...

Norsemen Began Radio Career at U.



THE NORSEMAN, derivative NBC radio quartet, made their first radio wide student at the University of Minnesota...

"Seth Parker" Plans New Radio Series of Police Dramas

Kate Smith to Star... "Seth Parker" plans a new radio series of police dramas...

Fred Waring On Two Chains

Orchestra Will Appear Over NBC and CBS Twice Each Week

Fred Waring and his world famous orchestra will broadcast on two radio chains...

Hoover on WCCO Thursday Night

Former President Herbert Hoover will discuss "The New Deal" on WCCO at 8:30 p.m. Thursday...

Gypsy Band On Magic Key

Kazanova and Orchestra Will Play "Blue Danube" on 1 P.M. Program

Kazanova and her troupe, whose strange, thrilling melodies have won such acclaim throughout the capitals of Europe...

Vallee, Often Host On Air, Is Guest On Radio Show

RUDY VALLEE, MANY times a guest on his Thursday Variety Hour, appeared on Dave Robinson's NBC radio show...

Woman's Page Will Present Mrs. C. F. Haglin Tuesday

Will Describe Veterans League Drive for Trained Personnel in Government

Mrs. C. F. Haglin, Jr., chairman of the speakers bureau for the United National Government Drive...

Stokowski on Radio Today

Enid Szanthe Will Be Guest Artist With Philadelphia Symphony

Dr. Leopold Stokowski, who recently resumed as conductor of the Philadelphia Symphony Orchestra...

Jack Benny and Mary Livingstone Married Nine Years

Jack Benny and Mary Livingstone, who have been married for nine years, will broadcast a special program...

Liars' Champion and Chief to Broadcast

O. C. Hoover, president of the National Liars' Club, and his wife...

Woman's Page Will Present Mrs. C. F. Haglin Tuesday

Will Describe Veterans League Drive for Trained Personnel in Government

Radio Programs of Twin City Stations

Table listing radio programs for various stations (WCCO, WGTN, WCCO, etc.) across different days and times, including Sunday Morning, Sunday Evening, Monday Morning, Monday Evening, and Sunday Afternoon.

KSTP 1460 KILOCYCLES ON THE RED AND BLUE NETWORK OF THE NBC

SUNDAY MORNING 8:00-9:00 - Feet in Sand on a Hill of...

SUNDAY AFTERNOON 1:00-2:00 - Songs of Yesterday - Melba...

SUNDAY EVENING 8:00-9:00 - Jack Benny - Melba...

BOU TELLS SUNDAY 5:30 KSTP Around the World with BOAKE CARTER

TONIGHT STOKOWSKI ENID SZANTHO with General Motors Concert

MINNEAPOLIS JOURNAL AFFILIATION

KSTP has an especially prepared Daily Feature Column in addition to the regular schedule listing. Listeners are assured of "Journal Accuracy."

The Minneapolis Journal has been the Northwest's Leading Newspaper for more than 56 years and enjoys the largest evening circulation in Minneapolis.

The Journal has developed and maintains an enviable reputation for concise, accurate and last-minute news. Reports of the world's largest news gathering agencies are assembled daily from the constant flow of information from the United Press and the Associated Press.

Exclusive leased wires are maintained direct with The New York Times, Chicago Tribune and the New York Herald Tribune, therefore establishing a constant check of one service against another as an assurance to Journal readers—and, through this affiliation, to KSTP listeners as well—of not only all the news, but reliability in the news.

Each day, KSTP supplements its own news service by periodical news broadcasts from the Journal's unlimited source of reliable information. These News Broadcasts have resulted in KSTP's becoming known throughout the entire Northwest as the leading news broadcasting station.

In addition, special news flashes are given by KSTP when important events occur. One of KSTP's outstanding late evening programs is a dramatization of the news, titled "The Minneapolis Journal Radio Newsreel."

THE MINNEAPOLIS JOURNAL

Today on the Radio

<p>SATURDAY EVENING</p> <p>6:00—KSTP—Musical. WCCO—Kurdjio Ensemble. WTCN—Sports News.</p> <p>6:15—KSTP—Popeye. WCCO—Comedy Stars. WTCN—Melody.</p> <p>6:30—KSTP—Edwin C. Hill. WCCO—D'Anna's Band. WTCN—Dr. Mecklenburg.</p> <p>6:45—KSTP—Golly's Orch. WCCO—Hil Parade. WCCO—Melodies of Yesterday.</p> <p>7:15—WTCN—When Jew & Christian Meet.</p> <p>7:30—WCCO—Dorsey's Orch.</p> <p>7:45—WCCO—Dick Long.</p> <p>8:00—KSTP—Variety Hour. WCCO—Nino Martini. WTCN—Basketball.</p> <p>8:30—KSTP—Chateau. WCCO—Crossroads Party. WTCN—Popular Music.</p> <p>8:45—WTCN—Kenny's Music.</p> <p>9:00—WCCO—Crossroads Party. WTCN—Air Front Page.</p> <p>9:30—KSTP—To Be Announced. WTCN—Air Front Page. WCCO—Searchers of Unknown.</p> <p>9:45—KSTP—To Be Announced. WTCN—Meek's Orch. WCCO—Drama of the Skies.</p> <p>10:00—KSTP—Musical Moments. WCCO—Drama of the Skies.</p> <p>10:15—KSTP—World News. WCCO—Newstime. WTCN—Potpourri.</p> <p>10:30—KSTP—Barn Dance. WCCO—Rollie Johnson. WTCN—Sons of Pioneers.</p> <p>10:45—KSTP—Barn Dance. WCCO—Gordon's Orch.</p> <p>11:00—KSTP—Carnival. WCCO—Pie's Orch. WTCN—Melody Garden.</p> <p>11:15—WCCO—Dick Long's Orch.</p> <p>11:30—KSTP—Golly's Orch. WCCO—Hopkins' Orch. WTCN—Goin' to Town.</p> <p>11:45—WTCN—Night Watchman.</p> <p>12:00—KSTP—Orchestra. WCCO—Cockley's Orch.</p>	<p>9:00—KSTP—Radio Pulpit. WCCO—Church of the Air. WDGY—Organ Music.</p> <p>9:30—KSTP—Sunset Hour. WCCO—News. WDGY—Christian Minstrel.</p> <p>9:45—KSTP—String Quartet. WCCO—Beethoven Sonata Series. WDGY—Musical Gems.</p> <p>10:00—WTCN—Dance Masters. WCCO—Counselor Jones. WDGY—Recordings.</p> <p>10:15—KSTP—Neighbor Nell. WCCO—Reflections. WDGY—Jerome & Henry.</p> <p>10:30—KSTP—News Week. WCCO—Salt Lake Choir. WDGY—Popular Selections.</p> <p>10:45—KSTP—Capitol Theater. WDGY—Christian Science Church.</p> <p>11:00—WCCO—Salt Lake Choir. WTCN—Wesley Church.</p> <p>11:30—KSTP—Sweetheart Time. WCCO—Studies in Art. WTCN—Christian Science.</p> <p>11:45—KSTP—Finto Pete. WCCO—Internat'l Broadcast.</p>	<p>Paris (Pontiac), 11.90 megs, 11 a.m. to 3 p.m. 11.71 megs, 6 to 9 p.m.; 10 to 1 a.m. 11.25 megs, 9 to 9 a.m. Stoussama—Paco, 6.62 megs, 8 to 10 p.m. on Thursdays. Rio de Janeiro—P&T, 9.50 megs, 4:30 to 5:15 p.m. Rome—RPO, 6.64 megs, 1:30 to 4:30 p.m. on Mondays, Wednesdays and Fridays. 2FO, 11.81 megs, 1:15 to 4:35 a.m., 11 a.m. to 12 p.m., 12:45 to 1:30 p.m. Sydney—VICTOR, 9.53 megs, 4 to 8 a.m., 8:30 to 10:30 a.m., 90 Sunday. Valencia—VGRV, 6.52 megs, 8 to 9 a.m.</p>
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Sunday Afternoon

12:00—KSTP—Yesterday's Songs.
WCCO—Church of the Air.
WDGY—Johnson's Orch.

12:15—KSTP—Echoes of Stage and Screen.
WDGY—Popular Music.

12:30—KSTP—Lutheran Hour.
WCCO—Musical Footnotes.
WDGY—Odities.

12:45—KSTP—Lutheran Hour.
WDGY—Dance Music.

1:00—KSTP—Magic Key.
WCCO—Leslie Howard.
WDGY—Hearts' Orch.
WTCN—Hawaiian Fantasies.

1:15—KSTP—Magic Key.
WCCO—Leslie Howard.
WTCN—Radio Warblers.

1:30—WDGY—Two Ernie's.
WTCN—Friendly Neighbors.

1:45—WCCO—So. Americans.
WDGY—Recordings.

2:00—KSTP—Four English.
WCCO—N. Y. Symphony.
WTCN—Strolling Tom.

2:15—KSTP—Merry Makers.
WDGY—Music.

2:30—WDGY—Broadway Broadcast.

2:45—KSTP—Meadow Larks.
WTCN—Ballroom of the Air.

3:00—KSTP—Father Coughlin.
WCCO—Vesper Service.
WTCN—Broadway Broadcast.

3:30—WDGY—Broadway Broadcast.
WCCO—Music.

4:00—KSTP—The Circle.
WCCO—Fenthouse Serenade.
WTCN—Melodians.

4:15—KSTP—Waltz Selections.
WTCN—Rosedale Church.

4:30—KSTP—Headin' South.
WCCO—Lamp-lighting Time.
WTCN—Jewish News.

4:45—KSTP—Headin' South.
WTCN—Hymn Singer.
WTCN—Broadway Temple.

5:00—KSTP—Headin' South.
WTCN—Hymn Singer.
WTCN—Broadway Temple.

5:15—KSTP—Headin' South.
WTCN—Hymn Singer.
WTCN—Broadway Temple.

5:30—KSTP—Headin' South.
WTCN—Hymn Singer.
WTCN—Broadway Temple.

5:45—KSTP—Headin' South.
WTCN—Hymn Singer.
WTCN—Broadway Temple.

6:00—KSTP—Headin' South.
WTCN—Hymn Singer.
WTCN—Broadway Temple.

Sunday Morning

6:00—WDGY—Marital Salute.

6:15—WDGY—Insomnia Bus.

6:30—WDGY—Insomnia Bus.

6:45—WDGY—Shavers Club.

7:00—WDGY—News.
WTCN—Recordings.
WCCO—Coast to Coast.
WTCN—Newstime.
WTCN—Family Altar.
WTCN—Service.
WTCN—Pie's Orch.

SUNDAY MORNING

6:00—Coast to Coast on a Bus or The White Rabbit Line.
Children's program with Milton Cross conducting.

6:30—Headin' South.
Use of the "Pie" is directed by Dr. R. P. Paine. Cast in his sermon from the Bible. At the conclusion of the service Dr. Paine receives Dr. Cushman's address and writes him by return mail.

SATURDAY EVENING

6:00—Mr. Editor.
6:15—Purvey the Sailor—Wharves.
6:30—The Human Side of the News—Edwin C. Hill, commentator.

6:45—Lovel Golly's Hotel Madison Orchestra.

7:00—Your Hit Parade—Rocky Strife.
Lester Koenig's orchestra; Rerart Allen, organ; Willie Morris, soprano; Lucille Long, blues singer; Gladys Gray and the Jubilation Boys.

8:00—Crescent Newsreel Rehearsal and His Visions—Chevrolet Motor Co.

8:30—The Show Chateau—Shell Oil Co.
Al Johnson, actor of the stage, screen and radio, returns to the national station as star and master of ceremonies of the Show Chateau program this evening. The first broadcast of the new series, Johnson marshals to the microphone a corps of well-known guests, including Eddie Davis, the "Tomb Raider" boys, Midge Williams and Walter Hagen. Davis, who shared the lead in a dramatic sketch, "The Last Call," hours after some of the most sensational news items and vocal arrangements, including Hagen's championship performance in match play, which was interrupted by a "blat" song.

9:30—Meridian Hotel Orchestra.

10:00—Musical Moments—Chevrolet Motor Company.

10:15—World News—M. L. Rothchild & Company.

10:30—Sports by Halley Hall.

10:30—National Barn Dance—Ala. Station.

11:00—Carfree Carnival.
Tommy Harris, tenor; Charles Marshall and his boys; Hanson Sherman, comedian; Helen Tracy, comedienne; Cliff Seaman, comedian; Meredith Wilson's Orchestra and Ned Tolinger, master of ceremonies.

11:30—Lovel Golly's Hotel Madison Orchestra.

11:45—Eddy Duchin's Flare Hotel Orch.

12:00—World News—Drewry & Sons, Inc.

12:00—Avarice Comedian's Hotel St. Paul Orchestra.



Lucille Long
Lucille Long is the contralto soloist who is featured with the Meridian Hotel Orchestra heard over KSTP at 10:30 p.m. Saturdays.

AUDIENCE MAIL RESPONSE

KSTP enjoys a splendid mail response from broadcasts that are especially designed to create inquiries.

Two outstanding examples of "listener response" came as a result of a series of broadcasts recently.

1. The sponsors conducted a contest for the purpose of determining the size of their KSTP audience. Announcements were made before and after each 15 minute program for a period of one week. The prizes were twenty-five wrist watches for either boys or girls, the writer being asked to express which was desired. Those participating were asked to compose as many English words as possible from the letters contained in a specified trade name. Following tabulation shows the large audience listening to KSTP between 5:45 P.M. and 6:00 P.M. which was the time of broadcast.

MINNESOTA:	
Minneapolis.....	5,403
St. Paul.....	4,332
Outside Trading Center.....	1,349
TOTAL.....	11,084
Wisconsin.....	197
Manitoba.....	1
Montana.....	7
South Dakota.....	7
Iowa.....	8
North Dakota.....	2
Nebraska.....	1
New York.....	1
GRAND TOTAL.....	11,308

2. An overwhelming response was received from KSTP listeners as a result of an announcement at the conclusion of a special one hour Sunday afternoon broadcast. All mail in response to the announcement was received within a period of ten days.

MINNESOTA	
Minneapolis.....	60,045
St. Paul.....	59,916
Outside Trading Center.....	15,277
TOTAL.....	135,238
Wisconsin.....	1,600
Iowa.....	265
Michigan.....	17
Montana.....	4
Pennsylvania.....	1
Illinois.....	12
Nebraska.....	4
Manitoba.....	1
Washington.....	1
South Dakota.....	49
North Dakota.....	48
GRAND TOTAL.....	137,240

KSTP

MERCHANDISING AIDS TO PROGRAM ADVERTISERS

KSTP clients receive the complete cooperation of a thoroughly experienced Merchandising Department. This Merchandising and 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.

STANDARD MARKET DATA:

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*

Leading Retail Trade Centers of the United States

Listed in the Order of Their Importance

(Corporate City Retail Sales Volume)

Rank	City	Population
1st	New York City	7,772,100
2nd	Chicago	3,376,438
3rd	Philadelphia	2,847,148
4th	Los Angeles	1,238,048
5th	Boston	781,188
6th	Detroit	1,568,662
7th	Cleveland	900,429
8th	Twin Cities	832,258
9th	San Francisco	634,394
10th	St. Louis	821,960
11th	Baltimore	804,874
12th	Washington, D. C.	495,000
13th	Pittsburgh	669,817
14th	Newark	442,336
15th	Milwaukee	578,249
16th	Kansas City	399,746
17th	Buffalo	573,076
18th	Cincinnati	451,160
19th	Seattle	365,583
20th	Denver	287,861
21st	Rochester	328,132
22nd	Portland	301,815
23rd	Indianapolis	364,161
24th	Oakland	284,063
25th	Atlanta	245,623

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

—And in the Northwest, KSTP serves 333,382 Radio Homes
daily with the Nation's outstanding radio programs.

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 now existing N. B. C. Red and Blue network affiliation was consummated with the result that KSTP became and is now, the exclusive Minnesota N. B. C. outlet.

Appreciating the necessity of constant power in Radio operation, KSTP was the first station in the United States to install a Diesel Engine for the production of electricity, thus making it unnecessary to depend on any other source of power. KSTP's example was quickly followed by many Broadcasting Stations throughout the world.

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.

1936 finds KSTP on the threshold of a new era of Broadcasting. Radio has been and is accepted by the American Public. No longer is it the "toy" that caused many "doubting Thomas's" to feel that there could be no progress. Thousands upon thousands of families throughout the Nation have come to depend upon their Radio Sets as a permanent means of information as well as entertainment.

KSTP pledges its facilities to the advancement of Radio Broadcasting.

TABLE OF CONTENTS

	Page
Title Page	1
Message by Stanley E. Hubbard, General Manager	2
Department Managers	3
Twin Cities Market Information	4-5
Actual Coverage of KSTP (Total Primary and Secondary Area)	6
KSTP Primary Coverage Chart	7
KSTP Primary and Total Coverage by Counties	8
KSTP Secondary Coverage by Counties	9
Increase of Radio Families	10
Analysis of Incomes, Living Standards and Purchases	11
"The Tale of Two Cities"	12
An Eight Year Sales Record	13
1935 Local and National Advertisers	14-15
KSTP Local and National Contract Renewals	16
Network Shows Originating in KSTP Studios	17
America's Finest Network Programs and Sponsors	18
KSTP Network Broadcast Renewals	19
Locally Owned—Nationally Known	20
KSTP Advertisers "Say It With Bouquets"	21
Transmitter Facilities	22
Studio Facilities	23
KSTP Short Wave Facilities	24
Special KSTP Feature Service	25
Program Publicity	26
Minneapolis Journal Affiliation	27
Audience Mail Response	28
KSTP Merchandising Aids to Program Advertisers	29
Leading Retail Trade Centers	30
KSTP History and Progress	31
Table of Contents	32