

KSTP, St. Paul, MN, 1937

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KSTP
COVERS
42 STATES
8 FOREIGN COUNTRIES
ACCORDING TO OUR FAN MAIL

So what?

No, gentle reader, KSTP doesn't claim that this "world-wide" coverage is profitable, nor suggest the probability of delivering your sales message clearly (above the noise) in Shanghai, China.

KSTP does not "gloat" or exaggerate coverage but, with pardonable pride, makes the indisputable statement that for the past nine years every authentic survey made in the Twin Cities Area has proven more than 50% listener preference for KSTP in the 7th U. S. Retail Market where annual retail sales total a billion and a half dollars. That means most listeners per dollar and the BEST BUY in the entire Northwest.

KSTP
Twentieth Century Radio Station
MINNEAPOLIS SAINT PAUL
STANLEY E. HERRARD, President and General Manager
5508 WATTS
For Rates and Schedules, Address: Ray C. Jenkins, General Sales Manager,
KSTP, Minneapolis—Radio, Paul, Minneapolis, or our National Representatives
in New York, Chicago, Detroit and San Francisco—Paul H. Sawyer Co.

BROADCASTING • Broadcast Advertising

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Eighty years ago today, the September 1, 1937, issue of [Broadcasting](#) magazine carried this ad for [KSTP](#), St. Paul, Minnesota. The station was boasting its then 25,000 watt signal, and noted that it had received fan mail from 42 states and 8 foreign countries. While the station acknowledged that it did not suggest that it could deliver sales messages to Shanghai, China, it did have a loyal following in the nation's 7th largest retail market.