

# KPRS

OLATHE, KANSAS  
131 E. PARK ST.  
OLATHE, KANSAS  
PHONE 1200

## "The Billion Dollar Market"

500 WATTS DAYTIME  
1590 KILOCYCLES

ASSOCIATED PRESS  
CAPITOL LIBRARY

March 26, 1950

Mr Kermit Geary  
R.F.D. # 2  
Walnutport  
Pennsylvania

Dear Mr Geary:

This is to verify reception of Station K.P.R.S.  
March 20, 1950. Your report is correct and is appreciated  
by the staff at K.P.R.S.

Yours truly,



Daniel Reed  
Chief Engineer

## The Billion Dollar Market\*

**\*Radio KPRS Covers The Greater Kansas City Market,  
Which Lies Within A 25-Mile Area From The Trans-  
mitter.**

County	Total Population	% Radio	Retail Sales 1948	Buying Income
JACKSON, Mo. -----	735,600	97.0	\$ 808,854,000.	\$1,248,285,000.
DOUGLAS, Kans. -----	29,300	95.2	\$ 38,590,000.	\$ 44,001,000.
JOHNSON, Kans. -----	53,300	96.8	\$ 22,349,000.	\$ 37,192,000.
MIAMI, Kans. -----	18,500	93.6	\$ 13,994,000.	\$ 16,762,000.
LEAVENWORTH, Kans. -----	33,000	95.2	\$ 27,024,000.	\$ 51,810,000.
WYANDOTTE, Kans. -----	185,200	96.5	\$ 165,168,000.	\$ 273,355,000.
TOTALS -----	1,054,000*	95.7	\$1,075,979,000*	\$1,636,405,000.*

\*Figures are from U. S. Government Census Business Survey—1948.

- \*17th in Population
- 1st in Primary Winter Wheat
- 1st in Farm Seeds
- 1st in Horses and Mules
- 1st in Stocker-Feeder Cattle and Calves
- 1st in Cattle and Calf Receipts
- 1st in Sheep Receipts
- 2nd in Railroad Business
- 2nd in Flour Milling Capacity and Production
- 2nd in Grain Elevator Capacity
- 2nd in Production of Walnut Products
- 2nd in Manufactured Feeds
- 7th in Bank Clearings
- 8th in Drug Sales
- 11th in Commercial Airline Operations
- 12th in Wholesale Sales
- 12th in General Merchandising Sales
- 16th in Number of Telephones
- 16th in Retail Sales