

## 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<br>Population | % Radio | Retail Sales<br>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