



KDLR 250 W. 1210 K.C.

Bert Wick, Director
DEVILS LAKE, NORTH DAKOTA

Coverage areas determined by station mail received for three programs, at 11:30 A.M., 2:00 P.M., and 9:30 P.M. Field measurements of East and West Radials by Milton W. Woodward. Home County Ramsey as base. All Counties with 25% or more of ratio of home County mail to radio homes and within estimated 0.5MV/M contour designated primary. All counties with 10-24% of home county ratio designated secondary.

**Mutual Broadcasting System
North Central Broadcasting System**

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1940 MARKET DATA

	Primary	Secondary	Total
Population	130,391	146,449	276,840
Families	29,979	34,964	64,943
Radio Homes	22,266	26,909	49,175
Total Retail Sales	\$28,069	\$35,569	\$63,638
Food Store Sales	\$ 5,451	\$ 6,473	\$11,924
Automotive Sales	\$ 4,363	\$ 5,726	\$10,089
Filling Stations	\$ 2,846	\$ 3,734	\$ 6,580
Drug Store Sales	\$ 995	\$ 1,098	\$ 2,093
Other Store Sales	\$14,414	\$18,538	\$32,952

All money values expressed in thousands of dollars. Sources: Census of Population, 1940; Housing Census, 1940, Occupied Dwelling Units; Census of Business, 1940; Joint Committee on Radio Research.