

First FOR 10 YEARS

KSTP

Northwest's Leading Radio Station

For the past 10 years, every authentic survey in the Twin Cities Area has shown KSTP with more than 50% of the listening audience. That means *more listeners per dollar* in the 7th U. S. Retail Market, where Annual Retail Sales total a billion and a half dollars . . . and the **BEST BUY** in the entire Northwest.

FIRST in the Nation for Showmanship.

FIRST in percentage of renewal contracts each year.

FIRST in the Leading Test Cities in the 500,000 population group . . . Sales Management 1938 survey.

FIRST choice and designated as the Twin Cities official radio station in 1938 Salesmen's Crusade.

THE NATION'S
Choice
IN THE GREAT NORTHWEST

It's no wonder

that **MORE** local and national advertisers select **KSTP**
FOR GREATER COVERAGE IN THE NORTHWEST

KSTP

Northwest's Leading Radio Station

MINNEAPOLIS

SAINT PAUL

Stanley E. Hubbard, Pres. & Gen. Mgr.

EXCLUSIVE OUTLET BASIC RED NETWORK N. B. C.

For Rates and Schedules, Address: Ray C. Jenkins, Sales Manager, KSTP, MINNEAPOLIS—ST. PAUL, MINNESOTA, or our NATIONAL REPRESENTATIVES; In New York, Chicago, Detroit, and San Francisco—Edward Petry & Co., Inc.