

**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.