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 $1 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.

It's no wonder that MORE local and national advertisers select KSTP FOR GREATER COVERAGE IN THE NORTHWEST

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