

# BROADCASTING TELECASTING

USAF Air University  
Library Serials Unit  
(AFL-3302-(01-600)50)  
Maxwell Air Force Base  
Montgomery Ala  
NEWS

**COMPLETE INDEX**

Page 10

**IN THIS ISSUE:**

**B-T Coverage  
Of NARTB Convention**  
Page 31

**ABC, GBS Tv Affiliates  
Defend Network  
Practices**  
Page 68

**\$4 Million in Orders  
For Ampex Tv Tape**  
Page 84

**M-G-M, Fox Features  
May Be Sold to Tv**  
Page 96

**McConnaughey Offers  
'Crash' Program for Uhf**  
Page 112

**25<sup>TH</sup>  
year**

THE NEWSWEEKLY  
OF RADIO AND TV

*It's happening fast...in Minneapolis-St. Paul!*

# WDGY leaps to **2nd place** in audience after just **5 weeks** of Mid-Continent Programming

That's how fast listening habits are changing in Minneapolis-St. Paul as a result of just 5 weeks of Mid-Continent ideas, music and news. Add to this momentum WDGY's big, 50,000 watt coverage—plus an almost perfect-circle daytime signal . . . and you can see why in Minneapolis-St. Paul . . . the exciting buy is WDGY! Talk to Avery-Knodel, or WDGY General Manager Stephen Labunski.

**WDGY 2nd among principal stations, says Hooper:**

Station "A" . . . . .	26.0%
<b>WDGY</b> . . . . .	<b>16.3%</b>
Station "B" . . . . .	15.7%
Station "C" . . . . .	13.1%
Station "D" . . . . .	9.0%

*Hooper, March, 1956  
7 a.m. - 6 p.m., Mon.-Sat.*

**WDGY**

50,000 watts • Minneapolis-St. Paul



**MID-CONTINENT BROADCASTING COMPANY**

President: Todd Storz

**WDGY**, Minneapolis-St. Paul  
Represented by  
Avery-Knodel, Inc.

**KOWH**, Omaha  
Represented by  
H-R Reps, Inc.

**WHB**, Kansas City  
Represented by  
John Blair & Co.

**WTIX**, New Orleans  
Represented by  
Adam J. Young, Jr.