

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



WDGY now in 2nd place . . .

. . . and coming up fast!

**HOOPER
SAYS:**

**WDGY 2nd among principal
stations:**

Station "A"	26.0%
WDGY	16.3%
Station "B"	15.7%
Station "C"	13.1%
Station "D"	9.0%

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

Spurred on by just 2 months of Mid-Continent ideas, music and news . . . WDGY has already shown its heels to three of the other principal radio stations in Minneapolis-St. Paul. Only out-dated surveys fail to reflect this rapid growth. More and more listeners are dialing WDGY . . . and more and more advertisers find it's rewarding to bet on WDGY, with its big 50,000 watt coverage—and its almost perfect-circle daytime signal. Talk to Avery-Knodel, or WDGY General Manager Steve Labunski.

**NIELSEN
SAYS:**

Since last survey
in NSI AREA

**WDGY's
share of audience**

**UP
93%**

6 a.m.-6 p.m. Mon-Fri.
Jan.-March 1956

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.