

BROADCASTING WEEKLY

THE TEXAS STORY

RECASTING

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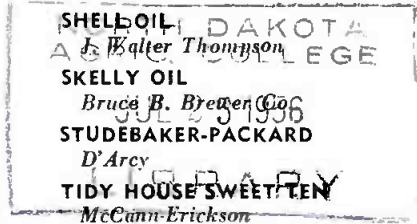
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*Having changed radio-listening in
Minneapolis-St. Paul*

WDGY is giving a good "national account" of itself

Here's a list of some of the national accounts (and their agencies) who have been selling the Twin Cities via WDGY:

- | | | |
|--|---|---|
| BUICK
Kudner Agency | L & M CIGARETTES
Dancer-Fitzgerald-Sample | SANI-WAX
Bloom Advertising Agency |
| CAMELS
William Esty, Inc. | MANCHESTER BISCUIT
George S. Hartman Co. | INSTANT SANKA
Young & Rubicam |
| CHEVROLET
Campbell-Ewald | MERCURY
Kenyon & Eckhardt | SATURDAY EVENING POST
B. B. D. & O. |
| CLARK SUPER GAS
Muthieson & Associates | PACKARD
Ruthrauff & Ryan | SHELL OIL
Walter Thompson |
| COCA COLA
McCann-Erickson | PABST BREWING CO.
Leo Burnett Co. | SKELLY OIL
Bruce B. Brewer Co. |
| INSTANT FELS NAPTHA
S. E. Zubrow | PARSON'S AMMONIA
Jackson & Hedrick Co. | STUDEBAKER-PACKARD
D'Arcy |
| FORD DEALERS
J. Walter Thompson | PONTIAC
McManus, John & Adams | TIDY HOUSE SWEETEN
McCann-Erickson |
| HIRES ROOT BEER
N. W. Ayer | SALEM CIGARETTES
William Esty, Inc. | WAVERLY FABRICS
Lawrence Kane Agency |
| LADIES' HOME JOURNAL
B. B. D. & O. | | WISHBONE SALAD DRESSING
Allmayer, Fox & Reshkin |



No wonder! WDGY is a clear second. June-July Hooper gives WDGY 25.8% of the daytime audience. The new WDGY is here to stay—and its now-established place in the market well justifies a place in your time-buying for fall. In fact, it's a must! Talk to Avery-Knodel, or WDGY General Manager Steve Labunski.

WDGY

Minneapolis-St. Paul

50,000 watts—and almost perfect-circle daytime coverage



MID-CONTINENT BROADCASTING COMPANY

"The STORZ Stations"—Todd Storz, President

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.

WQAM,* Miami
Represented by
John Blair & Co.

* Transfer subject to FCC approval.

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25TH year

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BUSINESSWEEKLY OF
AND TELEVISION