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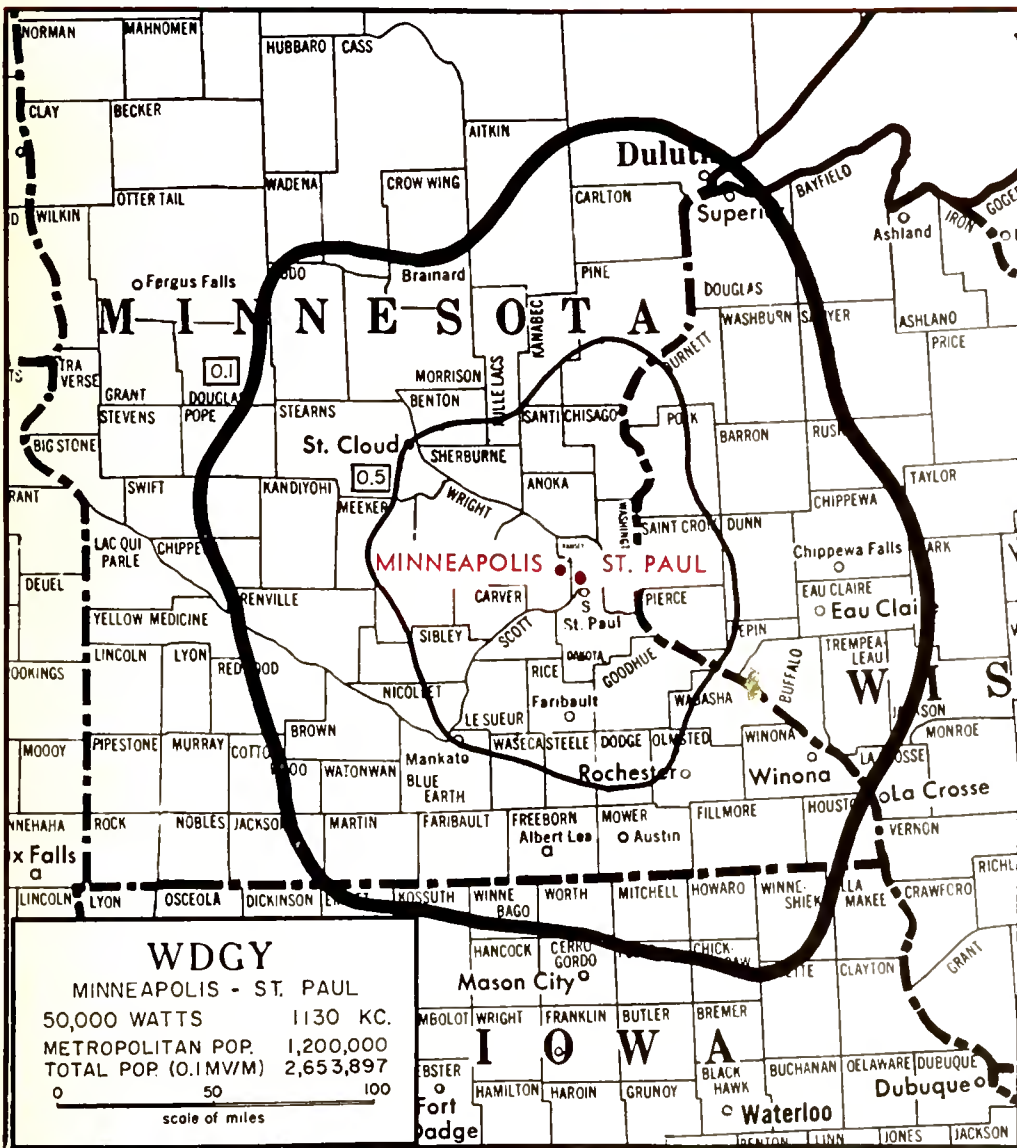
magazine radio and tv advertisers use

20 FEBRUARY 1956

50¢ per copy • \$8 per year

BIG

is the word for the **COVERAGE** WDGY's
50,000 watts give you in **MINNEAPOLIS-ST. PAUL**



... and WDGY has an almost perfect circle signal daytime. Watch what happens to radio listening when Mid-Continent programming, ideas, music and news fill the Twin Cities air. Call WDGY General Manager Stephen Labunski or Avery-Knodel.

WDGY
 Minneapolis-St. Paul 50,000 watts



MID-CONTINENT BROADCASTING COMPANY
 President: Todd Storz

WDGY, Minneapolis-St. Paul
 Represented by
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15% — IS IT ON
 THE WAY OUT?

page 27

Is it all play for
 Hollywood admen?

page 30

WHY WE BOUGHT
 SPOT RADIO

page 32

Air media get
 \$400,000 for RKO
 "Conqueror" campaign

page 34

Rebuttal to Mr. "X"
 who said, "Marketing
 is malarkey"

page 36

Air media budget
 works overtime for
 Western Union

page 38

Tv set count: Is
 it coming closer?

page 40