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19 MARCH 1956

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happening fast...in Minneapolis-St. Paul!

WDGY leaps to 2nd place in audience after just 5 weeks

Mid-Continent Programming

slow fast listening habits are changing in Minneapolis-St. Paul as a result of just 5 weeks of dominant ideas, music and news. Add to 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 Knodel.

WDGY 2nd among principal stations, says Hooper:

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.

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.

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