

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



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

**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.

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 Steve Labunski.

**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.