

2
EDGES

A

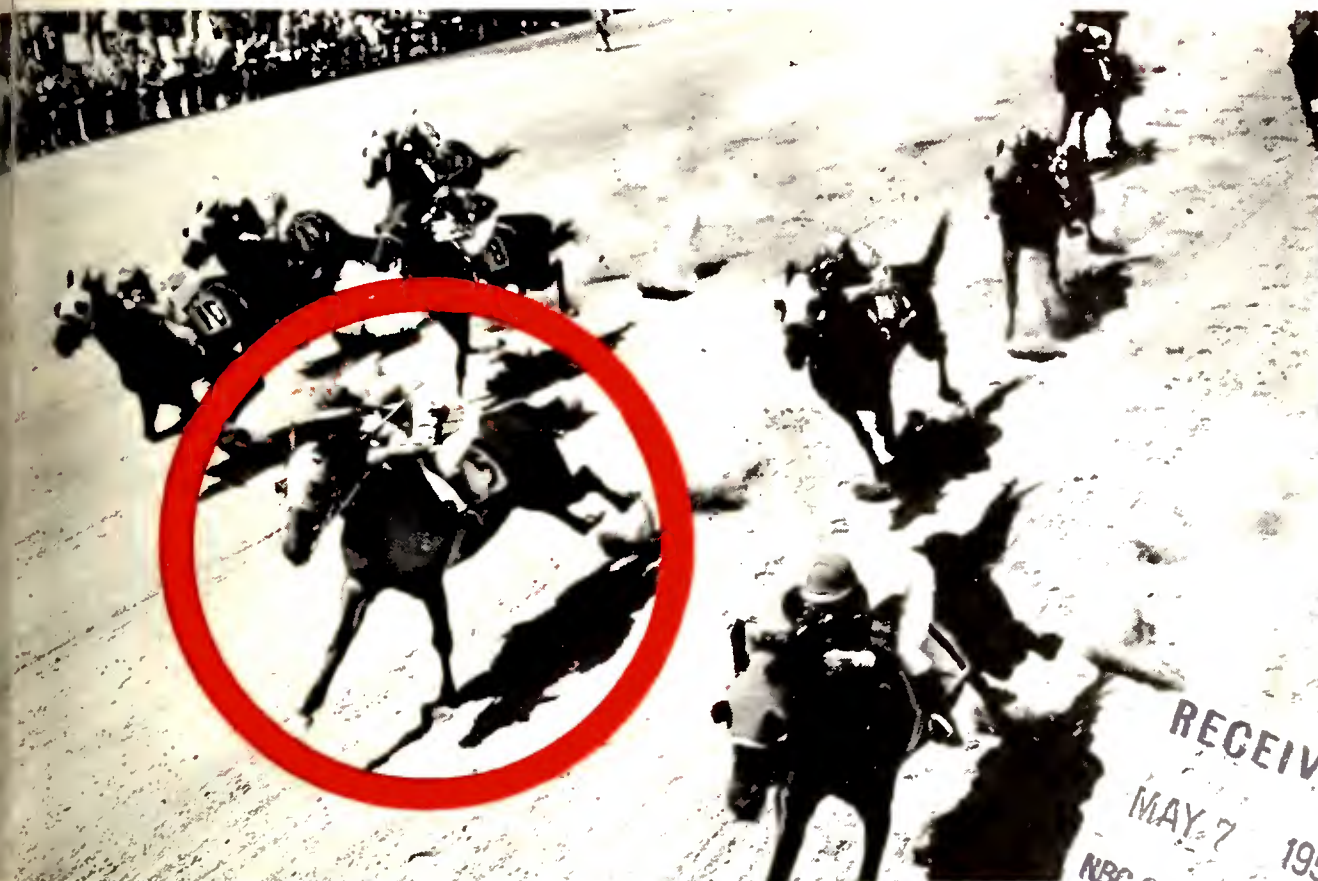


magazine radio and tv advertisers use

30 APRIL 1956

50¢ per copy • \$8 per year

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



First all-industry
tv set count

page 27

VIDEO TAPE: NEW
PROGRAMING ERA

page 30

How close can you
trim the 15%
commission?

page 34

How to start a
film show in high

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They're beating the
once-in-a-blue-moon
buying habit

page 38

Those vital first
few tv minutes

page 40

IS YOUR RADIO
COPY OUTMODED?

page 32

WDGY now in 2nd place . . .

. . . and coming up fast

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, dramatic growth of the **new** WDGY! 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.

WDGY

50,000 watts
Minneapolis-St. Paul

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

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.

WDGY 2nd among principal
stations, says Hooper:

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

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