



**Say! WDGY has sure changed things in Minn.-St. Paul**

From a pre Mid Continent 3.9% WDGY is now solidly in the 20's with a 24.0% all-day average daytime Hooper.\* and rising all the time.

From a dismal 8th in January WDGY is now a clear second 140% ahead of station #3 . . . 228% ahead of station #4 . . . 267% ahead of station #5.

Now WDGY has more audience all day than the next *three* stations combined!

WDGY's Nielsen is up 93% over the last time.\*\*

It's Mid-Continent music, news, ideas at work—attracting new dialers daily and *keeping* them.

Timebuyers are buying WDGY, getting results, too.

WDGY has momentum. Spend a moment or two with General Manager Steve Labunski—or an Avery-Knodel man.

*\*May-June, 1956, 7 a.m.-6 p.m., Mon.-Sat.  
Jan. March, 1956, 6 a.m.-6 p.m., Mon-Fri.*

# WDGY

Minneapolis-St. Paul

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



**MID-CONTINENT BROADCASTING COMPANY**

"The Storz Stations"—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.

WQAM,\* Miami  
Represented by  
John Blair & Co.

*\*Transfer Subject to FCC Approval*