

TO SELL THE \$3.5 BILLION COUNTRYPOLITAN MARKET

Till WNAX's Big Aggie Land

ONLY METROPOLITAN NYC and Chicago are bigger markets—and no comparable area is more effectively covered by a single radio station. WNAX is heard 3 to 7 times a week in 80% of the country-polititan homes of Big Aggie Land.

- That's 267 counties in Minnesota, the Dakotas, Nebraska and Iowa.
- That's where WNAX averages more than 3 times the share-of-audience of its nearest competitor.
- That's where WNAX has top rating in 97.3% of the 500 segments covered by the 1952 Diary Study.

THAT'S WHERE your Class A chain-break reaches 20,000 radio homes for \$1. That's WNAX, where your sales message tills fertile ground. Further information from The Katz Agency.



WNAX-570



YANKTON-SIOUX CITY

A Cowles Station

CBS Radio 570 KC 5000 WATTS