

**One will get you twenty thousand in**

# Big Aggie Land

## WNAX's \$3.5 Billion Countrypolitan Market

**YOUR CLASS A CHAINBREAK** on WNAX reaches a potential audience of 20,000 radio homes for \$1. The potential approaches actuality because WNAX is heard 3 to 7 times a week in 80% of Big Aggie Land's homes.

One of the reasons for such acceptance is the Farm Service Dept. It airs 53 programs every week; its personnel travel 50,000 miles annually, reporting on all activities of interest to farm listeners. Its Farmstead Improvement Program caused "face-lifting" throughout Big Aggie Land—and earned the approval of just about everybody.

**ONE OF THE** world's richest agricultural areas, Big Aggie Land is 267 counties in Minnesota, the Dakotas, Nebraska and Iowa—a million radio families with at least two things in common: money to spend (\$3½ billion annual retail purchases); and the habit of listening to WNAX (which averages more than 3 times the share-of-audience of any competing station).

As a market, Big Aggie Land is surpassed only by metropolitan NYC and Chicago. One station—and only one—delivers these countrypolitan riches—solidly. That's WNAX, where you belong for economical selling. For proof, check with our national reps, the Katz Agency.



**WNAX - 570**



**YANKTON-SIOUX CITY**

*A Cowles Station*

**CBS Radio 570 KC 5000 WATTS**