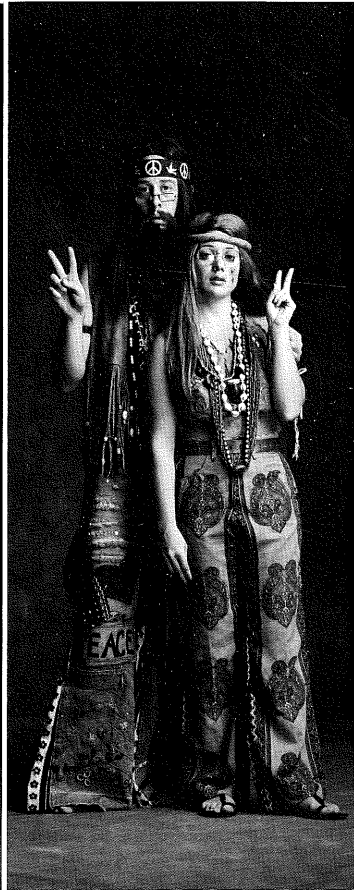


THE EVOLUTION OF MODERN MAN.



In the effort to achieve perfection, Early Man and Woman went through a series of slight refinements in dress, taste and music.

As the times changed, the trends changed. New radio stations came and went.

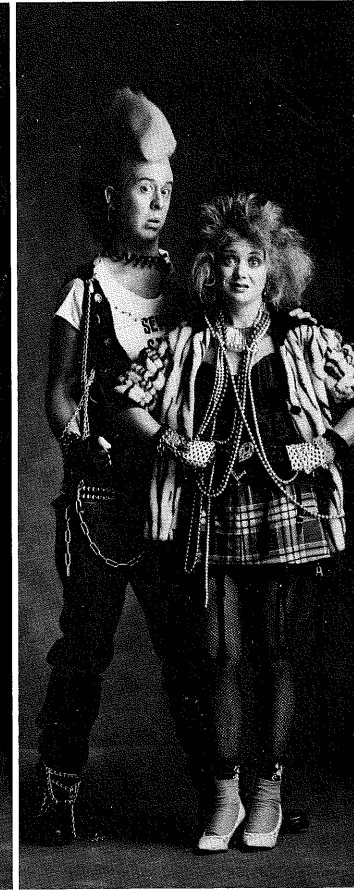


And Man evolved.

Today, Modern Man and Modern Woman are embarking on their finest hour of evolution. Leaving behind the radio stations of youth, they are turning, instead, to a unique radio station.



A station that gives them more news. More sports. More to laugh about. A station that gives them everything from financial advice to health tips; from points of law to unparalleled weather reporting. A station that will keep them in-



formed, amused and constantly evolving. To Modern Man and Modern Woman we say, "Welcome to the Real World." **REAL RADIO. WCCO 8.3.0**
WELCOME TO THE REAL WORLD.

