



**“This is old stuff, Cathy. The new Trendex has WDGY in first place!”**

The new Trendex\*—just out—shows WDGY first in audience: Morning (27.5%) afternoon (27.7%) . . . and all-day (27.6%)! Hooper, Pulse, Nielsen . . . and a host of Twin Cities advertisers agree that WDGY has the big audience for those big results.

There's a new listen in the Twin Cities—and Storz Station programming is *responsible*. Make sure you buy Minneapolis-St. Paul with the *new* data . . . which your nearest Blair man, or General Manager Steve Labunski will cheerfully supply.

\*Trendex, 7 a.m.-6 p.m., Monday-Saturday, January, 1957

**WDGY**  
*50,000 watts and a  
 nearly perfect-circle daytime signal*  
**MINNEAPOLIS-ST. PAUL**

**The Storz Stations**  
*Today's Radio for Today's Selling*

**TODD STORZ,**  
*President*

**WDGY**  
 Minneapolis-St. Paul

**WHB**  
 Kansas City

**WQAM**  
 Miami

**KOWH**  
 Omaha

**WTIX**  
 New Orleans

*Represented by John Blair & Co.*

*Represented by Adam Young Inc.*