



**What kind  
of a man  
are you?**

**Trendex? Nielsen? Hooper? Pulse?**

When surveys differ substantially, you've got a real problem if you lean more to one than to the others.

But in Minneapolis-St. Paul, whatever report you like best, you can use it to buy prime availabilities in many first-place segments on WDGY.

When you buy Minneapolis-St. Paul, don't rely on old, out-dated information, which won't tell you, for instance, that *Trendex now has WDGY in first place* in audience, morning, afternoon, and all day.

Let Blair bring you up to date on what Storz Station programming has done to Twin Cities' radio listening. Or, talk over the new figures (and what they mean) with WDGY General Manager Steve Labunski.

**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

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