

## Twin habit in the Twin Cities

1. *Listening to first place WDGY*
2. *Buying WDGY-advertised products*

**WDGY**  
50,000 watts  
MINNEAPOLIS-ST. PAUL

WDGY has taken over first place in Minneapolis-St. Paul. June-July Hooper says it: WDGY has 28.9% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

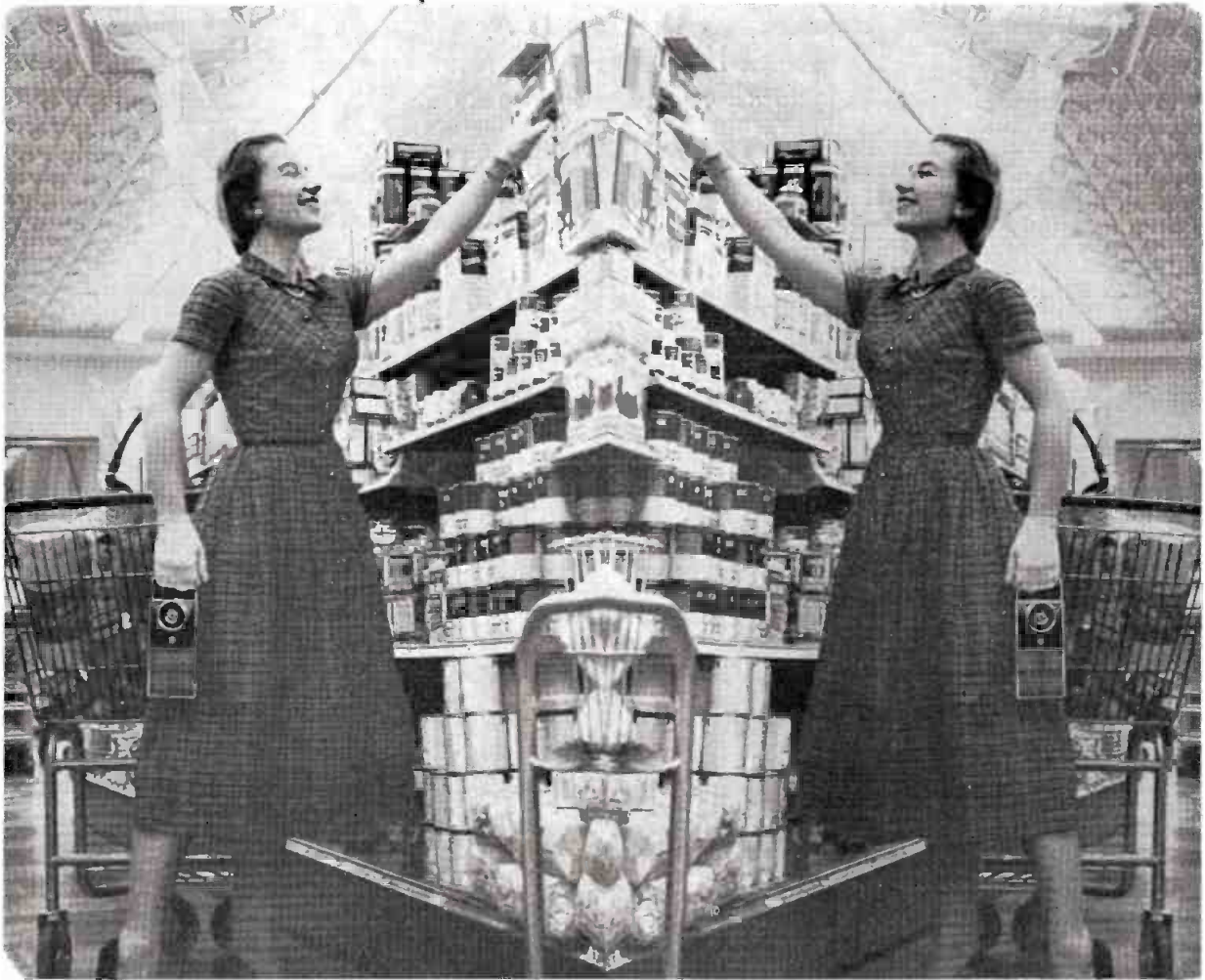
June Trendex says it: WDGY has 29.9% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

Latest Nielsen says it: WDGY first NSI area 9 a.m.-6 p.m., Monday through Saturday.

Latest Pulse says it: WDGY has 189 first place quarter-hours, against 128 for next station.

Storz Station programming excitement has overturned radio-listening—and time-buying habits—of a generation.

See your Blair man . . . or talk to WDGY General Manager Jack Thayer.



**STORZ  
STATIONS**

TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*

WHB *Kansas City*

WQAM *Miami*

REPRESENTED BY JOHN BLAIR & CO.

**TODD STORZ, PRESIDENT**

WTIX *New Orleans*

REPRESENTED BY ADAM YOUNG INC.