

**Twin
Peaks
in the
Twin
Cities**

1. Highest rating in WDGY's history

31.9% average share of audience says Hooper!*

Next station's share? 24.9%.

Latest Trendex gives WDGY 29.9% average.**

Newest Pulse gives WDGY first place, with more quarter hour wins than anybody—and no quarter hour below second.***

No wonder this month is seeing . . .

2. WDGY's biggest billing in 34 years

The Storz Station programming which changed Twin Cities listening habits—has automatically created a new time-buying habit. It's the new data that counts.

Get *all* of it from Blair . . . or WDGY General Manager Jack Thayer.

* 7 a.m.-6 p.m. Mon.-Sat. Aug.-Sept., 1957

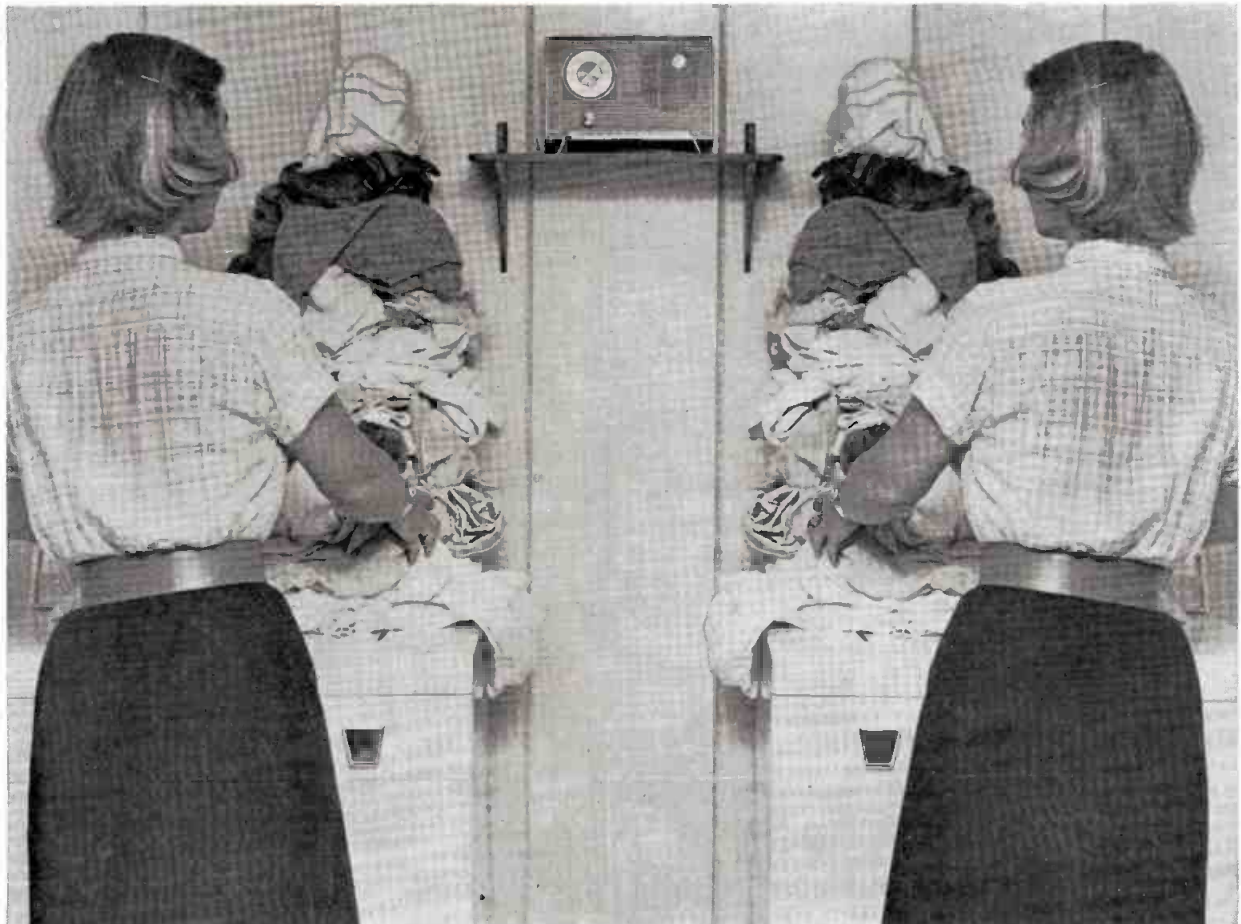
** 7 a.m.-6 p.m. Mon.-Sat.

*** 6 a.m.-6 p.m. Mon.-Sat. July-Aug., '57

WDGY

50,000 watts

Minneapolis St. Paul



**STORZ
STATIONS**

TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY Minneapolis St. Paul
REPRESENTED BY JOHN BLAIR & CO.

WHB Kansas City
REPRESENTED BY JOHN BLAIR & CO.

WTIX New Orleans
REPRESENTED BY ADAM YOUNG INC.

WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.