

Twin highs in the Twin Cities . . .



**Highest ratings
in WDGY's history . . .**

All three surveys agree—WDGY is first all day:
31.9% average share of audience (Hooper).*
29.9% average share of audience (Trendex).**
More ¼ hour wins than anybody—and no
¼ hour below second (Pulse).***

**Highest billings
in WDGY's history . . .**

It isn't just *quantity* of audience that has
created this new Twin Cities time-buying
habit. It's something else—the particular
ability of Storz Station programming
to provide a climate in which your message
has maximum penetration-potential.

Talk to Blair . . . or WDGY General Manager Jack Thayer.

WDGY 50,000 watts
Minneapolis-St. Paul

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

**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.