

check . . . and double check

*Twin Cities radio audiences endorse WDGY programming . . .
advertisers endorse WDGY audiences and selling power.*

Creative, imaginative, showmanlike Storz Station programming has produced an entirely new Twin Cities listening habit . . . and time-buying habits to match. Latest Hooper, Trendex and Pulse all show WDGY first. Daytime first place ratings are at an all-time high. So are billings.

Check with John Blair . . . or WDGY General Manager, Jack Thayer.

WDGY
50,000 watts
Minneapolis-St. Paul



STORZ STATIONS

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

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WHB *Kansas City*
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WTIX *New Orleans*
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