



Photograph by John Burwell



BILL BENNETT

When they toil . . . when they tile . . . the Twins dial WDGY personalities

That's why WDGY is first* in the Twin Cities . . . and why WDGY billings are at an all-time high . . . It's Storz Station locally-centered programming that does it, as personified by warm, friendly men like Bill Bennett. Bill brings to bear on his four daily entertainment and selling hours the distillation of a diversified show-business and radio history. He's a comedian, an M. C., TV performer, recording star, teen-dance innovator, columnist, magi-

cian, and amateur clown. Above all, he's a salesman . . . likeable, and a perpetual smiler, Bill is often described as the Northwest's outstanding radio personality.

Talk to the man from Blair, or WDGY G. M. Jack Thayer about Bill; and Dan Daniel and Don Kelly and Stanley Mack and Bill Armstrong and Bill Diehl and Joe Della Malva and Ralph Martin and George Rice.

* Pulse all-day average

WDGY 50,000 Watts **Minneapolis-St. Paul**

**STORZ
STATIONS**
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