



Say! WDGY has sure changed
 things in Minn.-St. Paul

Newest Nielsen Says It Too!

June, 1956 Nielsen for Minneapolis-St. Paul says it definitely: WDGY is a clear *second* in the NSI AREA, and the TOTAL AREA, too. (6 a.m.-midnight, Monday through Friday.)

Changed things? And how! Now Hooper and Nielsen have WDGY 2nd! Latest Hooper gives WDGY 25.8%* of the daytime audience! Compare this with a pre-"Storz Station" 3.9% and 8th place last January.

WDGY has more audience all day than the next three stations combined! "Storz Station" music, news, ideas are attracting new dialers daily and keeping them. Timebuyers are buying WDGY,** getting results, too. WDGY well justifies a place in your fall time-buying. In fact, it's a must. Talk to Avery-Knodel, or WDGY General Manager, Steve Labunski

WDGY

Minneapolis-St. Paul

50,000 watts—and almost perfect-circle daytime coverage

* June-July, 1956, 7 a.m.-6 p.m., Mon.-Sat.

**WDGY is giving a good "national account" of itself: Here are some of the national accounts who have been selling the TWIN CITIES via WDGY: BUICK • CAMELS • CHEVROLET • CLARK SUPER GAS • COCA COLA • INSTANT FELLS NAPTHA • FORD DEALERS • HIRTS ROOF BEER • LADIES HOME JOURNAL • L & M CIGARETTES • MANCHESTER BISCUIT • MERCURY • PACKARD • PABST BEER • PARSON'S AMMONIA • PONTIAC • SALEM CIGARETTES • SANI WAX • INSTANT SANKA • SATURDAY EVENING POST • SHELL OIL • KELLY OIL • SUDIBAKTR-PACKARD • TIDY HOUSE SWEET TEN • WAVIRLY FABRICS • WISBONE SALAD DRESSING

— "The STORZ Stations" Todd Storz: President —

WDGY, Minneapolis-St. Paul
 Represented by
 Avery-Knodel, Inc.

KOWH, Omaha
 Represented by
 H-R Rep., Inc.

WHB, Kansas City
 Represented by
 John Blair & Co.

WTIX, New Orleans
 Represented by
 Adam J. Young, Jr.

WQAM, Miami†
 Represented by
 John Blair & Co.

†Transfer subject to FCC approval