

How's this for a welcome?



. . . just in time to hear Hooper say:

WDGY is now first in the afternoon

*in Minneapolis-St. Paul with 27.4%**

. . . and just 6.1% shy of *first* in the morning (27.9%)

. . . and a close second *all-day* (27.6%)

NIELSEN'S coming along nicely. Mr. Blair, with a clear second spot showing for WDGY.** (NSI & total area, too)

PULSE reflects the upsurge with a big increase for the 2nd straight report, with WDGY tied for second all day.***

It's happened fast in Minneapolis-St. Paul, and there's more *yet* to happen. Eight months of Storz music, news and ideas have given WDGY the sound and the surge of success. Listeners can hear it. Advertisers can feel it. In your planning for fall, remember — the exciting buy is WDGY — with 50,000 watts — and nearly perfect-circle daytime coverage. Talk to Blair, or WDGY General Manager, Steve Labunski.

*Hooper, Monday-Saturday, 7 a.m.-12 noon, July-August, 1956

**Nielsen, Sunday-Saturday, 6 a.m.-Midnight, June, 1956

***Pulse, Monday-Friday, 6 a.m.-6 p.m., May-June 1956

THE STORZ STATIONS—Todd Storz, President

WDGY, Minneapolis-St. Paul

WHB, Kansas City

WQAM, Miami

KOWH, Omaha

WTIX, New Orleans

Represented by **John Blair & Co.**

Represented by **Adam Young Inc.**