

It's very nearly unanimous now
in Minneapolis—St. Paul



Latest Hooper Says:*

WDGY FIRST

Among all Twin City stations
all-day-average Monday-Saturday

*Latest
Nielsen** says:*

WDGY FIRST

Among Twin City
independents

6 AM-12 midnight
Monday-Sunday
(NSI & total area, too!)

(Second only to one station
on day-night, week-long
average)



*Latest
Pulse*** says:*

WDGY FIRST

Among all Twin City
stations 12 noon-6 PM
Saturdays

FIRST

Among all independents
6 AM-6 PM Mon.-Fri.
6 AM-12 noon Saturdays

(Only 4 share points
behind top station
12 noon-6PM Mon.-Fri.)



Make sure you have the *up-to-date Twin City*
radio story. Times have changed, and so have audience
habits. Check the latest audience facts with
General Manager Steve Labunski or your Blair man.

* Aug.-Sep. Hooper ** June Nielsen *** July-Aug. Pulse

WDGY

Minneapolis-St. Paul • 50,000 watts—
and almost perfect-circle daytime coverage

THE STORE STATIONS

Today's Radio for Today's Selling

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

Represented by John Blair & Co.

KOWH
Omaha

WTIX
New Orleans

Represented by Adam Young Inc.

President:
TODD STORZ