



**Time to throw out the old  
Minneapolis-St. Paul radio data, too!**

There's a new listen in the Twin Cities. Audience patterns have changed drastically. And Storz Station programming is *responsible*. Hardly a factor less than a year ago—WDGY is now a major factor in any Twin Cities advertising campaign. It's very nearly unanimous: Hooper, Pulse, Nielsen and a host of Twin Cities advertisers agree—WDGY has the big audience for those big results. Make sure you buy Minneapolis-St. Paul with the *new* data . . . which your nearest Blair man, or General Manager Steve Labunski will cheerfully supply.

**WDGY**

*50,000 watts and a nearly perfect-circle daytime signal*

**MINNEAPOLIS-ST. PAUL**

**THE STORZ STATIONS**

**Today's Radio for Today's Selling**

*President:*

**TODD STORZ**

**WDGY**

Minneapolis-St. Paul

**WHB**

Kansas City

**WQAM**

Miami

**KOWH**

Omaha

**WTIX**

New Orleans

Represented by John Blair & Co.

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