



**What kind
of a man
are you?**

Trendex? Nielsen? Hooper? Pulse?

Whatever report you like best, you can use it to buy prime availabilities in many first-place segments on WDGY.

Make sure you buy Minneapolis-St. Paul with *new* audience data. Don't pursue old, out-dated information, which won't tell you, for example, that **Trendex** now has **WDGY** in first place in audience morning, afternoon, and all day.

Storz Station programming has brought drastic change to the Twin Cities audience picture, so much so that whatever survey you prefer, you're in for a good time when you buy WDGY. Consult Blair, or talk new figures with WDGY General Manager Steve Labunski.

WDGY *50,000 watts and a
nearly perfect-circle daytime signal*
MINNEAPOLIS-ST. PAUL

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Today's Radio for Today's Selling

TODD STORZ,
President

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Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

KOWH
Omaha

WTIX
New Orleans

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