



Toss 'em! These may be all right for somebody who doesn't know what WDGY has done to Twin Cities radio

LATEST (1957) NIELSEN

WDGY has rocketed up!

In March 1956	{ Station A:	515.2
	{ WDGY:	90.7

In March 1957	{ Station A:	254.3
	{ WDGY:	208.3

NSI Area Average audience,

(6 a.m.-6 p.m., Monday-Saturday)

★ ★ ★

*WDGY first NSI Area—9 a.m.-6 p.m.
Monday-Saturday*

When 1957 figures are available (and they *are*) it stands to reason they are more significant than 1956 "history"—especially when '57 data show things as of *now*.

The Nielsen "big-change" (shown left) is one instance. Another up-to-date fact: WDGY is first all day per latest Trendex. Yet another: WDGY is first every afternoon per latest Hooper . . . and per latest Pulse. In fact, Pulse gives WDGY an average rating of 6.0 (7 a.m. - 7 p.m., Mon.-Fri.).

In every recent report, WDGY has a big first place audience story! Talk to Blair, or WDGY General Manager STEVE LABUNSKI.

WDGY *50,000 watts*
MINNEAPOLIS-ST. PAUL

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ,
President

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

KOWH
Omaha

WTIX
New Orleans

Represented by John Blair & Co.

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