Newest Twin Cities Pulse is further proof that 1956 figures are worthless for 1957 time-buying.

WDGY is now an even stronger first every afternoon.*

Look at the chart at the left . . . and see how far WDGY has come on Pulse in the last 12 months. Storz Station programming excitement has overturned radio listening habits of a generation — and Pulse isn't alone in reflecting it.

WDGY is first NSI area 9 a.m.-6 p.m. Monday-Saturday.
WDGY is first all day per latest Trendex. In every recent report, WDGY has a big first place audience story!

This is hardly the way things were 12 months ago, and thus—buying Minneapolis-St. Paul on the strength of outdated figures, or obsolete “images” can be misleading. Scrap them . . . and let John Blair update you. Or, talk to WDGY General Manager Steve Labinski.

*March-April 1957 Pulse.

WDGY 50,000 watts Minneapolis-St. Paul

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

WDGY
Minneapolis-St. Paul

WHB
Kansas City

WQAM
Miami

KOWH
Omaha

WTIX
New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.

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