



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

**PULSE UP!**

(7 a.m.-7 p.m., Mon.-Fri.)

March

April

1956

**2.8**

March

April

1957

**6.1**

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 NS1 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This is hardly the way things were 12 months ago, and thus buying Minneapolis-St. Paul on the strength of outdated figures, or obsolete "images" can be misleading.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 Labuski.

\*March-April 1957 Pulse.

**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.*

*Represented by Adam Young Inc.*