

**Twin habit in
the Twin Cities:**

1. *Listening to first
place WDGY*
2. *Buying WDGY—
advertised products*

WDGY

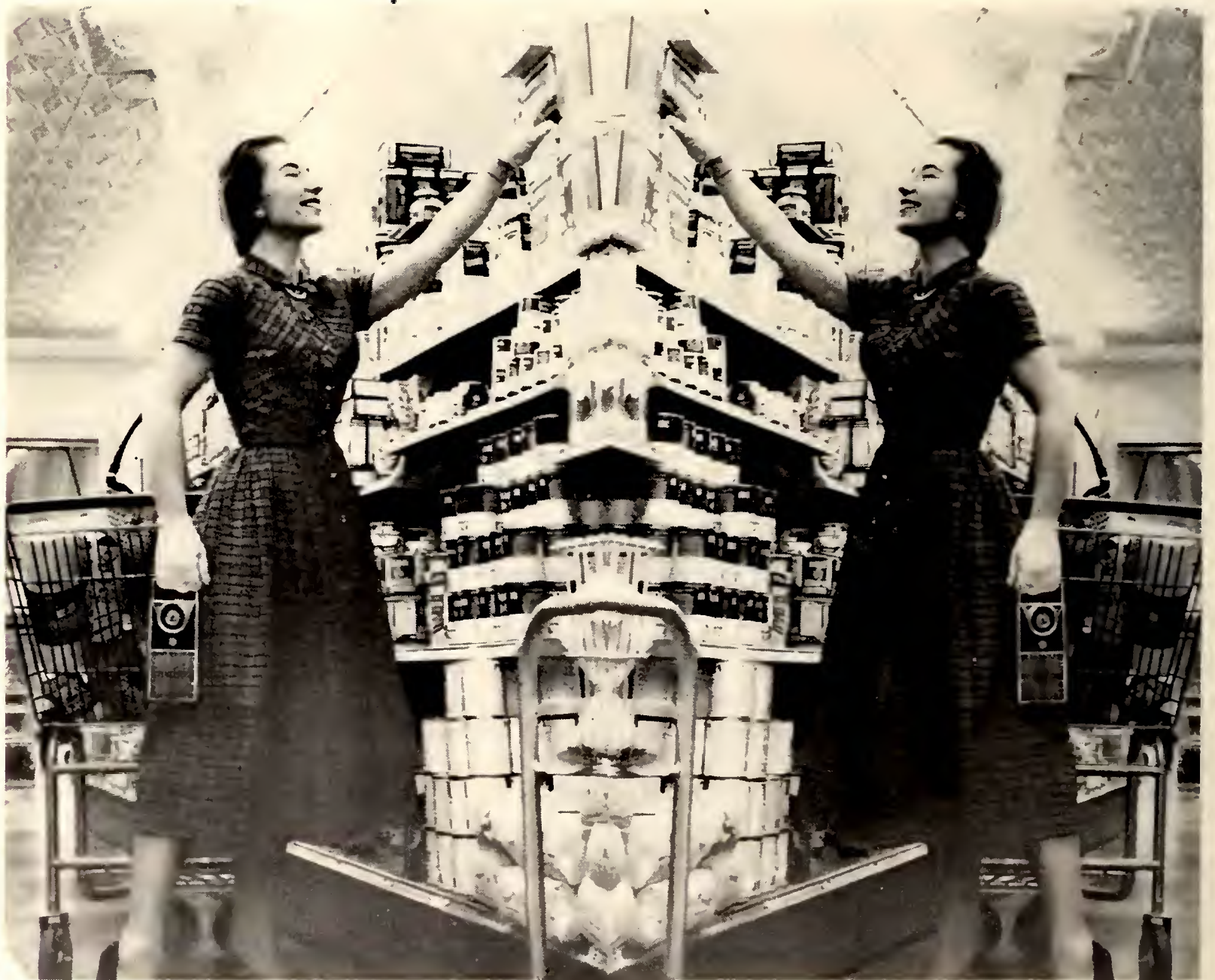
50,000 watts
MINNEAPOLIS-ST. PAUL

WDGY has taken over first place in Minneapolis-St. Paul. June-July Hooper says it: WDGY has 28.9% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

June Trendex says it: WDGY has 29.9% average share of audience, 7 a.m.-6 p.m., Monday through Saturday.

Latest Pulse says it: WDGY has 189 first place quarter hours, against 128 for next station.

Storz Station programming excitement has overturned radio-listening—and time-buying habits—of a generation. See your Blair man . . . or talk to WDGY General Manager Jack Thayer.



**STORZ
STATIONS**

TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

TODD STORZ, PRESIDENT

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.