

**Double
take
in the
Twin
Cities**

**WDGY takes over first place . . .
. . . takes on more and more advertisers, too.**

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.

WDGY
50,000 Watts
Minneapolis-St. Paul



**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.