

# Dual Control in the Twin Cities

WDGY controls the #1 spot.  
Advertisers control  
consumer purchases  
with buys on:

## WDGY

50,000 Watts  
Minneapolis-St. Paul

WDGY's first place Hooper goes onward and upward.  
Now WDGY controls 31.1% of the daytime audience, 7 a.m. - 6 p.m.,  
Monday through Saturday. (July-August Hooper)

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

Latest Pulse continues the unanimity: WDGY has 189 first place  
quarter hours against 128 for the next station.

And it's not just a listening habit of a generation which Storz  
Station programming has overturned. Time-buying habits have  
undergone a tremendous switch to WDGY. If you want to have  
everything under control in the Twin Cities, talk to Blair... or  
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.