1. Highest rating in WDGY's history

31.9% average share of audience says Hooper.*
Next station's share! 24.9%.
Latest Trendex gives WDGY 29.95% average.**
Newest Pulse gives WDGY first place, with more quarter hour wins
than anybody—and no quarter hour below second.***
No wonder this month is seeing... 

2. WDGY's biggest billing in 34 years

The Storz Station programming which changed Twin Cities
listening habits—has automatically created a new time-
buying habit. It's the new data that counts.
Get all of it from Blair... or WDGY General Manager
Jack Thayer.

*7 a.m.-6 p.m. Mon. Sat. Aug.-Sept., '57
**7 a.m.-6 p.m. Mon. Sat.
***6 a.m.-6 p.m. Mon. Sat. July-Aug., '57