Twin highs in the Twin Cities...

Highest ratings
in WDGY's history...

All three surveys agree—WDGY is first all day:
31.9% average share of audience (Hooper).*
29.9% average share of audience (Trendex).**
More 1/2 hour wins than anybody—and no
1 hour below second (Pulse).***

Highest billings
in WDGY's history...

It isn't just quantity of audience that has
created this new Twin Cities time-buying
habit. It's something else—the particular
ability of Storz Station programming
to provide a climate in which your message
has maximum penetration-potential.

Talk to Blair... or WDGY General Manager Jack Thayer.

WDGY 50,000 watts
Minneapolis-St. Paul
*7 a.m.-6 p.m., Mon-Sat.
**7 a.m.-6 p.m., Mon-Sat
***6 a.m.-6 p.m., Mon-Sat

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY Minneapolis-St. Paul
REPRESENTED BY JOHN BLAIR & CO.
WHB Kansas City
REPRESENTED BY JOHN BLAIR & CO.
WTIX New Orleans
REPRESENTED BY ADAM YOUNG INC.
WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.