

# 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  $\frac{1}{4}$  hour wins than anybody—and no  
 $\frac{1}{4}$  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.