

# check... and double check

*Twin Cities radio audiences endorse WDGY programming . . .  
advertisers endorse WDGY audiences and selling power.*

Creative, imaginative, showmanlike Storz Station programming has produced an entirely new Twin Cities listening habit . . . and time-buying habits to match. Latest Hooper, Trendex and Pulse *all* show WDGY *first*. Daytime first place ratings are at an all-time high. So are billings.

Check with John Blair . . . or WDGY General Manager, Jack Thayer.

## **WDGY**

*56,000 watts*

**Minneapolis-St. Paul**



## **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.