



*The
Twins'
9 Best
Friends
Are Yours
Too.*

1. **DAN DANIEL.** Tall, thin, friendly, contest-minded, safety-conscious, record-hopper, Texas-drawler, heavily-sponsored. 7-10 p.m., daily.
2. **BILL BENNETT.** Comedian, emcee, TV performer, recording star, teen-dance innovator, "Northwest's outstanding radio personality," likeable, perpetual smiler, teen-age columnist, magician, amateur clown. 9-11 a.m.; 2-4 p.m., daily.
3. **DON KELLY.** "Morning Mayor," happiest man in radio, radar-location divulger, "Smilin' Irishman," singer, comedian, wit. 6-9 a.m., daily.
4. **STANLEY MACK.** Legitimate stager, vaudevillian, radioactor (Sam Spade series), man of a thousand voices, dialectician, singer, drummer. Noon-2 p.m., daily.
5. **BILL ARMSTRONG.** Smooth, mystery-tuner, blithely acknowledged, actor, impersonator, writer, newscaster, public speaker, producer, ex radio a.e. 11 a.m. noon, daily.
6. **BILL DIEHL.** Top newspaper columnist, impersonator, humorist, inside show-biz authority, business-newsman, full-fledged movie critic. 4-7 p.m., daily.

7. **JOSEPH DELLA MALVA.** News director, newscaster, WDGY news center overseer, Sound-Off editor, tipster-ring-leader, scooper (on nearly every important local story), beauty judge, Simca-owner, pop science devourer.
8. **RALPH MARTIN.** Crisp, incisive, smooth, news-voice of WDGY, commentator, community force. The news, afternoon and evening, daily.
9. **GEORGE RICE.** Nightbeat-er, news writer, controversial, widely-discussed, phoned 800-900 times an hour (average). 10 p.m.-1 a.m. nightly.

IN BRIEF, 9 good reasons why WDGY is the most-listened-to radio station in the Twin Cities. Talk to Blair, or G.M. Jack Thayer.

WDGY
50,000 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.