



BILL BENNETT

## When they toil . . . when they tile . . . the Twins dial WDGY personalities

That's why WDGY is first\* in the Twin Cities . . . and why WDGY billings are at an all-time high. . . It's Storz Station locally-centered programming that does it, as personified by warm, friendly men like Bill Bennett. Bill brings to bear on his four daily entertainment and selling hours the distillation of a diversified show-business and radio history. He's a comedian, an M. C., TV performer, recording star,

teen-dance innovator, columnist, magician, and amateur clown. Above all, he's a salesman . . . likeable, and a perpetual smiler. Bil is often described as the Northwest's outstanding radio personality.

Talk to the man from Blair, or WDGY G. M. Jack Thayer about Bill; and Dan Daniel and Don Kelly and Stanley Mack and Bill Armstrong and Bill Diehl and Joe Della Malva and Ralph Martin and George Rice.

*Pulse all day average*

**WDGY** 50,000 watts Minneapolis - St. Paul

**STORZ  
STATIONS**

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