

Why is WDGY first in Minneapolis—St. Paul?

(HOOPER & PULSE)

... because it's the
50,000 watt station
 with the 50,000 watt
 personalities ...



You need coverage—you get coverage with 50,000 watt WDGY. But it takes more than coverage to get you *audience*. A 50,000 watt station needs 50,000 watt personalities, like Dan Daniel, here. Dan's the tall, thin, friendly, contest-minded, heavily-sponsored Texas drawler, who has made the Twin Cities safety-conscious. Dan is typical of the sound that has made WDGY *first* all-day per Hooper and Pulse . . . and of the "response-ability" that is giving WDGY its biggest billings ever! Talk coverage and audience to the Blair man . . . or WDGY 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.