

Twin Peaks in the Twin Cities

1. HIGHEST RATING IN WDGY'S HISTORY

31.0% average share of audience says Hooper!^{*}
 Next station's share: 24.9%.
 Latest Trendex gives WDGY 29.9% average.^{**}
 Newest Pulse gives WDGY first place with more 1/4 hour wins
 than anybody - and no quarter hour below second.^{**}
 No wonder this month is seeing . . .

2. WDGY'S BIGGEST BILLING IN 34 YEARS

The Storz Station programming which changed Twin Cities
 listening habits has automatically created a new time buying
 habit. It's the new data that counts. Get *all* of it from Blair . . .
 or WDGY General Manager Jack Thayer.

^{*} 6 a.m.-6 p.m. Mon-Sat. Aug-Sept. 1957

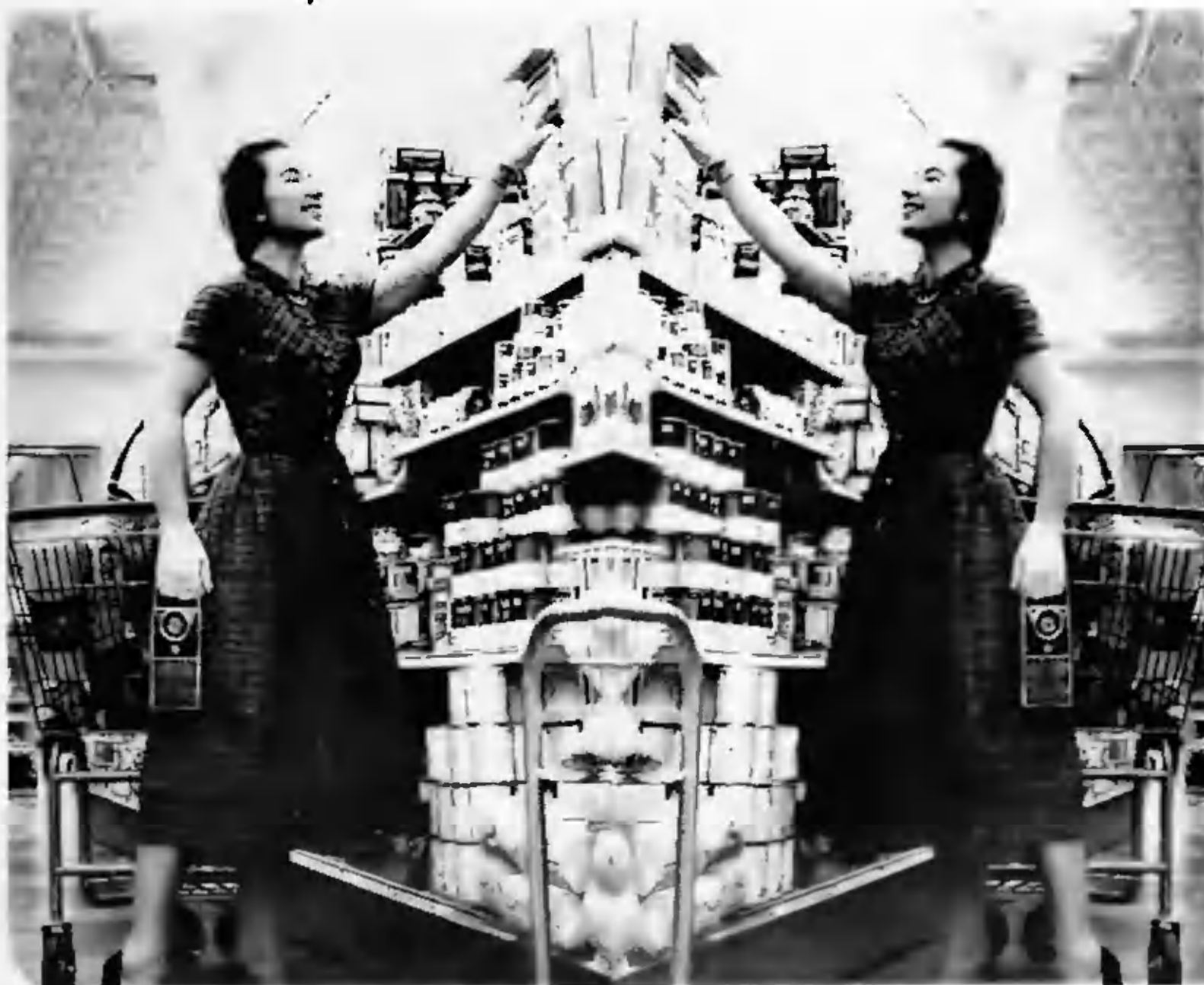
^{**} 7 a.m.-9 p.m. Mon-Sat.

^{**} 6 a.m.-6 p.m. Mon-Sat. July-Aug. '57

WDGY

50,000 calls

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.