



# BROADCASTING TELECASTING

THE BUSINESS WEEKLY OF RADIO AND TELECASTING

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Library Series Unit Acq Bra  
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NEWSPAPER

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## WDGY

*Minneapolis-St. Paul*

Now in first place, per all-day Hooper average! Spectacular growth per latest Nielsen, and per latest Pulse. Talk to JOHN BLAIR or WDGY GM Steve Sabunski.

## KOWH

*Omaha*

Now in its sixth year of first place dominance. Latest Hooper +47.7%. First on latest Pulse and latest Trendex, in all time periods. Contact ADAM YOUNG NC. or KOWH General Manager Virgil Sharpe.

## WHB

*Kansas City*

First per Hooper, first per Area Nielsen, first per Area Pulse, first per Metro Pulse. 85% renewal rate among top 40 advertisers proves vitality. See JOHN BLAIR or WHB GM George W. Armstrong.

## WTIX

*New Orleans*

Still rocketing, still in first place, with increasing margins all the time, per latest Hooper. And wait 'til you see that newest Pulse. Ask ADAM YOUNG NC. or WTIX GM Fred Berhelson.

## WQAM

*Miami*

Now bringing Storz music, news, ideas, excitement to all of Southern Florida, with 5,000 watts on 560 kc. WQAM is already a fine Miami buy, as JOHN BLAIR or GM Jack Sandler will demonstrate.

How to get on the map in 5 important markets:

## Specify Storz Stations

WDGY  
Minneapolis-St. Paul

KOWH  
Omaha

WHB  
Kansas City

WTIX  
New Orleans

WQAM  
Miami

The Storz Stations Today's radio for today's selling

Todd Storz, President