



"They have a Storz Station there, don't they? That settles it for me!"

**In any of these 5 important markets . . .
you talk to the big audiences with the "Storz Station!"**

MINNEAPOLIS-ST. PAUL . . . with WDGY It's very nearly unanimous. Hooper, Nielsen, Pulse and a host of Twin Cities advertisers agree: WDGY has the big audience for those big results! See JOHN BLAIR or WDGY GM STEVE LABUNSKI.

OMAHA . . . with KOWH 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 INC. or KOWH General Manager VIRGIL SHARPE.

MIAMI . . . with WQAM It's happened! In less than 3 months of "Storz Station" programming, WQAM has leaped to first in the morning (26.6% average share) . . . afternoon (32.6%) . . . and all day! Covering all of Southern Florida with 5,000 watts on 560 kc. See JOHN BLAIR or WQAM GM JACK SANDLER.

KANSAS CITY . . . with WHB First per Hooper, first per area Nielsen, first per Area Pulse, first per Metro Pulse. 87% renewal rate among Kansas City's biggest advertisers proves dynamic sales power. See JOHN BLAIR or WHB GM GEORGE W. ARMSTRONG.

NEW ORLEANS . . . with WTIX 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 INC. or WTIX GM FRED BERTHELSON.

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ,
President