



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

MINNEAPOLIS-ST. PAUL . . . with WDGY. January, 1957 Trendex puts WDGY first! Hooper, Nielsen, Pulse and a host of Twin Cities advertisers agree that 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. First on latest Hooper, Pulse and Trendex, in all time periods. Contact ADAM YOUNG INC. or KOWH General Manager VIRGIL SHARPE.

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. Month after month WTIX maintains or widens its first place position in New Orleans listening. First by a wide margin, per latest Hooper. And wait 'til you see that newest Pulse. Ask ADAM YOUNG INC., or WTIX GM FRED BERTHELSON.

MIAMI . . . with WQAM. It's Happened! With “Storz Station” programming WQAM has leaped to first in the morning (26.6% average share) . . . first afternoon (32.6%) . . . and all day on latest Hooper. Covering all of Southern Florida with 5,000 watts on 560 kc. See JOHN BLAIR or WQAM GM JACK SANDLER.

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

TODD STORZ,
President