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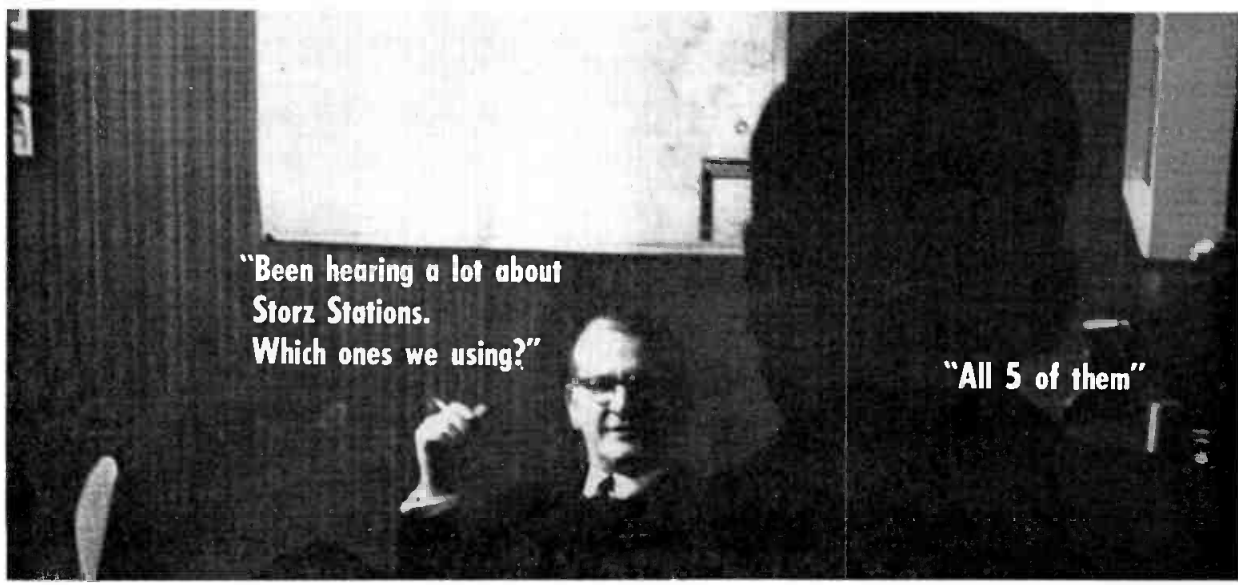
# BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION MARCH 4, 1957 35¢ PER COPY

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NEWSPAPER  
Dec 18 1956  
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"Been hearing a lot about  
Storz Stations.  
Which ones we using?"

"All 5 of them"

**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! Whether you prefer Trendex, Hooper, Nielsen or Pulse, WDGY has prime availabilities in first place segments in the report you like best. 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 widens or maintains its first place position in New Orleans listening. First by a wide margin per latest Hooper. And first on Pulse (6 a.m.—6 p.m., Mon.-Fri.) 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 . . . first afternoon . . . and first all day with 30.1% average share of audience 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*