



**"After a morning of
being immersed in a lot
of conflicting ratings,
this feels good."**

**"I know 5 markets where
the figures don't leave
your head swimming."**

In any of these 5 important markets . . . you get the big audience with the Storz Station.

MINNEAPOLIS-ST. PAUL . . . with WDGY. March, 1957 Nielsen shows WDGY first (NSI Area, 9 a.m.-6 p.m., Mon.-Sat.) Latest Trendex ranks WDGY first all day. Latest Hooper and latest Pulse have WDGY first every afternoon. Make sure you're working with up-to-date data from the Twin Cities. See John Blair or WDGY GM Steve Labunski.

OMAHA . . . with KOWH. First all day on all 3 Omaha surveys. First on latest (March-April) Omaha Hooper. 40.9% first place all-day average, latest Omaha Trendex. 246 out of 264 first-place daytime quarter-hours, on latest Pulse. Contact Adam Young Inc., or KOWH GM Virgil Sharpe.

KANSAS CITY . . . with WHB. First per *METRO* Pulse, Nielsen, Trendex and Hooper—

first per *AREA* Nielsen and 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 on Pulse (6 a.m.-6 p.m., Mon.-Fri.). And first per latest Hooper. Ask Adam Young Inc., or WTIX GM Fred Berthelson.

MIAMI . . . with WQAM. Way out front. More than *twice* the audience of the second station, per latest Hooper. Now Pulse joins Hooper and Trendex in agreement: All *three* show WQAM first—all day! See John Blair, or WQAM GM Jack Sandler.

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

TODD STORZ,
President