

# like the business press

results like **BROADCASTING • TELECASTING!**

more than the three next-best publications in the field combined!



In any of these 5 important markets . . . every time is a good time with the Storz Station.

**MINNEAPOLIS-ST. PAUL . . . with WDDY.** Latest Trends just WDDY's first! Whether you prefer Pyle, Trenders, Hooper or Nielsen, WDDY has prime availability in many first place segments in every recent report. See John Blair or WDDY GM Steve Labusch.

**OMAHA . . . with KOWB.** New in its sixth year of first place dominance. First on latest Hooper, Pyle and Trenders. Contact Artur Young Inc. or KOWB General Manager Vasek Sherga.

**KANSAS CITY . . . with WHB.** First on Hooper, first on Pyle, first on Trenders. STV renewal rate


among Kansas City's largest advertisers grows dynamic sales power. See John Blair or WHB GM George W. Armstrong.

**NEW ORLEANS . . . with WTKL.** Month after month WTKL maintains its first place position in New Orleans bringing first on Pyle 16 a m-6 p.m., 30sec. Pyle. And first on latest Hooper. Ask Adam Young Inc. or WTKL GM Fred Barthelme.

**MIAMI . . . with WOAM.** Way out front. More than four times as many of the second station, per latest Hooper. New Pyle-John Hooper and Trenders in agreement! All rates above WQAM first—all day! See John Blair or WQAM GM Jack Sandler.

**The Storz Stations** TODD STORZ  
*Today's Radio for Today's Selling*

**KRON is TV in SF**



San Franciscans are sold on KRON-TV

GOLDEN GATE PUBLICATIONS  
 No. 10 - 35th St. - S.F.  
 SAN FRANCISCO

S F CHANNEL 4 - NBC AFFILIATE - CHANNEL 6 - PETER, GIFFIN, GOODHEAD

"B•T gives us most effective coverage among agencies and advertisers. We know by experience that our ads are well-received by buyers who read it. That's why—for 8 years now—Storz Stations have been represented by a 52-page schedule in Broadcasting Magazine."

**TODD STORZ**  
 President, Storz Stations  
 Omaha, Nebr.

AGENCY: Henry J. Kaufman & Associates, Wash., D. C.

"Yes! 'San Franciscans Are Sold on KRON-TV'. We can also say that KRON-TV is sold on B•T. We've been a regular B•T advertiser since 1949, and know that just about everybody in the business of buying reads and respects it!"

**HAROLD P. SEE**  
 General Manager, KRON-TV  
 San Francisco

AGENCY: Abbott Kimball Company, San Francisco, Cal.

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