

OCTOBER 14, 1957

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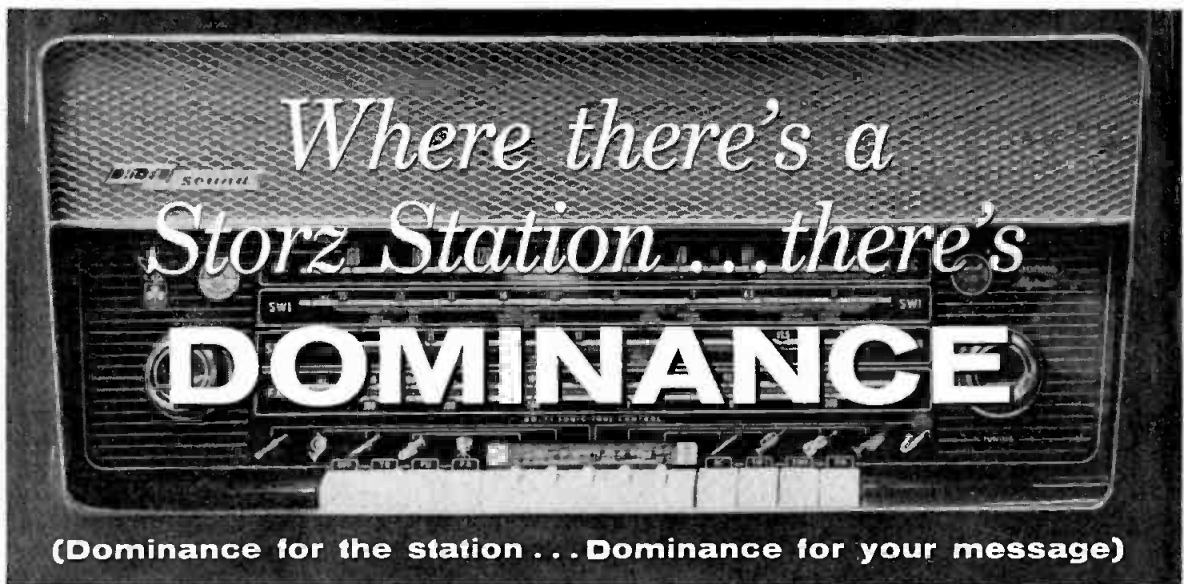
BROADCASTING

THE BUSINESSWEEKLY

RADIO

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SIOUX CITY 5 IOWA
NEWSPAPER
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In each of these major markets . . .
more radios are tuned to the Storz Station than any other

- MINNEAPOLIS-ST. PAUL WDGY** is first . . . all-day average. Proof: Hooper (31.9%) . . . Trendex . . . Pulse. See Blair or General Manager Jack Thayer.
- KANSAS CITY. WHB** is first . . . All-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper, Area Nielsen, Pulse. All-day averages as high as 47.0% (Nielsen). See Blair or General Manager George W. Armstrong.
- NEW ORLEANS. WTIK** is first . . . All-day. Proof: Hooper (WTIX 2 to 1) . . . Pulse. See Adam Young or General Manager Fred Berthelson.
- MIAMI. WQAM** is first . . . All-day. Proof: Hooper (42.1%) . . . Pulse . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE OMAHA, NEBRASKA

- WDGY Minneapolis St. Paul**
REPRESENTED BY JOHN BLAIR & CO.
- WHB Kansas City**
REPRESENTED BY JOHN BLAIR & CO.
- WTIX New Orleans**
REPRESENTED BY ADAM YOUNG INC.
- WQAM Miami**
REPRESENTED BY JOHN BLAIR & CO.