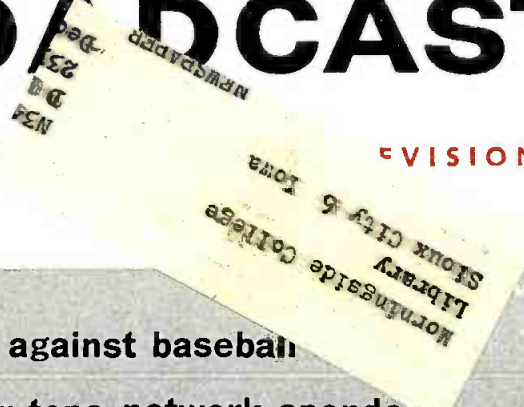




BROADCASTING

THE BUSINESS OF TELEVISION AND RADIO



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"She make you carry that everywhere?"



PEOPLE GO TO EXTREMES TO BE WITHIN EAR-SHOT OF THEIR FAVORITE STORZ STATION

... So in each of these 4 major markets more people listen to the **STORZ STATION** than to any other ... by far.

MINNEAPOLIS-ST. PAUL ... WDGY is first morning ... first afternoon ... first all-day with a 28.2% average Hooper. First on Pulse, too. 50,000 watts plus 50,000 watt personalities. Talk to 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 48.5% (Nielsen). Remember—you get coverage and audience on WHB. See Blair or General Manager George W. Armstrong.

NEW ORLEANS ... WTIX is 20 times more powerful ... with 5,000 watts on 690 kc. and first ... all-day. Proof: Hooper (32.8%)—Pulse, too. In fact, WTIX is first in 462 of 504 Pulse quarter-hours, and first in every single daytime 1/4. See Adam Young or General Manager Fred Berthelson.

MIAMI ... WQAM is first ... all-day. Proof: Hooper (40.1% ... and first in 264 of 264 quarter-hours) ... Pulse (432 of 432 quarter hours) ... Southern Florida Area Pulse ... Trendex. See Blair or General Manager Jack Sandler.

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WTIX New Orleans
REPRESENTED BY ADAM YOUNG INC.
WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.

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THEIR
RESPECTIVE
MARKETS**