

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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RADIO'S MOST COVETED AWARD... PUBLIC CONFIDENCE... WON FOR 15 CONSECUTIVE YEARS BY...

## THE STORZ STATIONS

Consistency is the mark of professionalism and for a decade and a half STORZ Stations have led the field using their own "three R's" of broadcasting—Ratings . . . Results and Responsible broadcasting. No here - today - and - gone - tomorrow - programming. STORZ people are Professional, Alert, Inventive, Aggressive—four forceful words that also describe the STORZ Stations—a vital part of every worthwhile community project.

# STORZ

**WHB**  
Kansas City  
Represented by  
John Blair & Co.

**WDGY**  
Minneapolis-St. Paul  
Represented by  
John Blair & Co.

**WQAM**  
Miami  
Represented by  
John Blair & Co.

**KOMA**  
Oklahoma City  
Represented by  
John Blair & Co.

**KXOK**  
St. Louis  
Represented by  
AM Radio Sales

**WTIX**  
New Orleans  
Represented by  
Robert Eastman