THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

...glad to hear they have a Storz Station there. Makes buying that much simpler.

...one of these 5 important markets... talk to the big audiences with the "Storz Station!"

NEAPOLIS-ST. PAUL... with WDGY. Nearly unanimous. Hooper, Nielsen and a host of Twin Cities advertisers agree: WDGY has the big audience for big results! See JOHN BLAIR or GM STEVE LABUNSKI.

ST. PAUL... with KOWH. Now in its sixth year first place dominance. First on latest Pulse and Trendex, in all time periods. Ask ADAM YOUNG INC. or KOWH General Manager VIRGIL SHARPE.

CHICAGO... with WHB. First per year, first per area Nielsen, first per area Pulse first per Metro Pulse. 87% renewal rate on Kansas City's biggest advertisers prove 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 by a wide margin, per latest Hooper. And wait 'til you see that newest Pulse. Ask Adam Young Inc., or WTIX GM FRED BERTHELSON.

MIAMI... with WQAM. It's Happened! With "Storz Station" programming WQAM has leaped to first in the morning 200+ average share. First afternoon 32.6 and all day on latest Hooper. Covering all of Southern Florida with 3,000 watts on 560 kHz. See JOHN BLAIR or WQAM GM JACK Sandler.

NESTLE'S PLAN FOR MAXIMUM TV CIRCULATION

Nestle expands its tv circulation by having six shows on alternate week basis, avoids risks of a full sponsorship.

How to launch a spot radio campaign—fast!

The art of casting for tv commercials

Monthly cost and programing Comparagraph