"I wish deciding what to order could be as simple as time-buying where there's a Storz Station."

In any of these five important markets... you talk to the big audiences with the "Storz Station!"

NEW ORLEANS... with WTXI. Month after month WTXI maintains or widens its first place position in New Orleans listening. First by a wide margin, per latest Hooper. And first on Pulse (6 a.m.-6 p.m., Mon.-Fri.) Ask ADAM YOUNG INC., or WTXI GM FRED BERTHELSON.

MIAIAI ... with WQAM. It's Happened! With "Storz Station" programming WQAM has leaped to first in the morning... first afternoon... and all day on latest Hooper (30.1%) and Trendex (34.4%). Covering all of Southern Florida with 5,000 watts on 590 kc. See JOHN BLAIR or WQAM GM JACK SANDLER.

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The Storz Stations
May's Radio for Today's Selling

TODD STORZ, President