"Understand there’s never a dull moment for advertisers, either."

Try of these 5 important markets...

time is a good time with the Storz Station.

KANSAS CITY . . . with WHB. First for first per Area Nielsen, first per Pulse, Pulse. Latest Hooper, and Trendex. 87% renewal rate among Kansas City's biggest advertisers proves dynamic sales power. See John Blair or WHB GM George W. Armstrong.

NEW ORLEANS . . . with WQAM. Way out front! More than twice the audience of the second station, per latest Hooper. Now WQAM joins Hooper and Trendex in agreement: All three show WQAM first—all day! See John Blair, or WQAM GM Jack Sandler.

TV BASICS: costs, ratings programing

Page 41