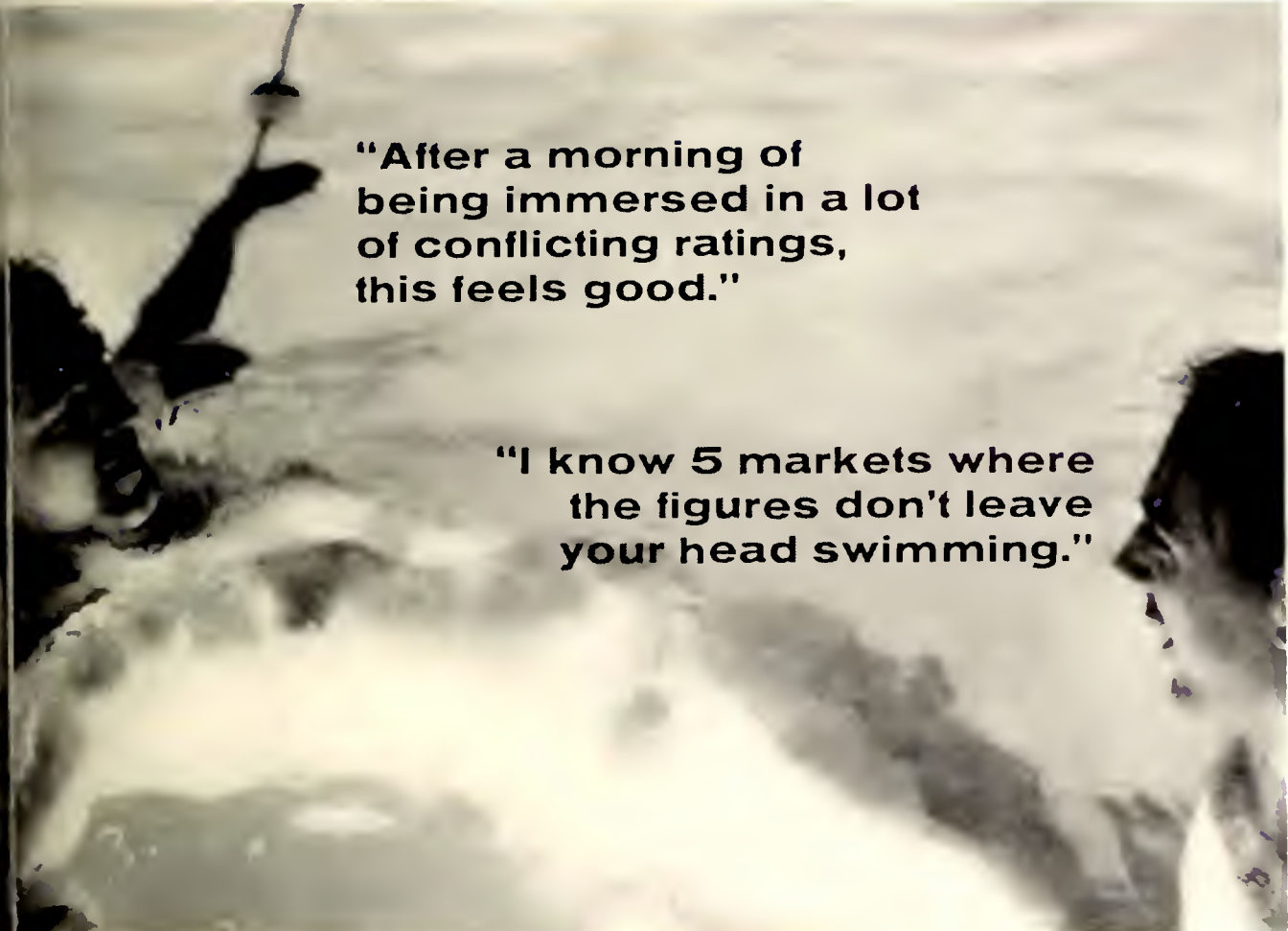


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**MINNEAPOLIS-ST. PAUL . . . with WDCY.** First all day on all Hooper, 1957 Nielsen shows WDCY first (NSI Area, 6-6 p.m., Mon.-Sat.). Latest Trendex ranks WDCY first all day. Latest Pulse has WDCY first in afternoon. Make sure you're working with the latest data from the Twin Cities. See JOHN BLAIR or WDCY GM STEVE LABUNSKI.

**OMAHA . . . with KOWH.** First all day on all Omaha surveys. First on latest (March-April) Hooper, 40.9% first place all-day average, Omaha Trendex. 246 out of 264 first-place quarter-hours, on latest Pulse. Contact ADAM YOUNG INC., or KOWH GM VIRGIL LAPE.

**KANSAS CITY . . . with WHB.** First per Hooper, Pulse, Nielsen, Trendex and Hooper—first

per AREA Nielsen and Pulse, 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 WTIX.** Month after month WTIX maintains or widens its first place position in New Orleans listening. First on Pulse (6 a.m.-6 p.m., Mon.-Fri.). And first per latest Hooper. Ask ADAM YOUNG INC., or WTIX GM FRED BERTHELSON.

**MIAMI . . . with WQAM.** Way out front. More than 2½ times the audience of the second station, per latest Hooper. Now Pulse, Hooper and Trendex are in agreement: All three show WQAM first—all day! See JOHN BLAIR, or WQAM GM JACK SANDLER.

## WILL INTERURBIA MEAN MEDIA REVOLUTION?

As the U.S. population spreads from the cities, creating more city-town-city areas, media will follow also. Tv and radio will benefit most.

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## Fee vs. free television: A debate

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## TV BASICS: Costs, ratings, programing

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**The Storz Stations**

Play's Radio for Today's Selling

**TODD STORZ,**  
President