SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

Where there's a Storz station... there's audience.

In each of these major markets more radios are tuned to the Storz Station than to any other.

Minneapolis-St. Paul... WDGY -1
Hooper, Trendex, NSI Area—all day.
Pulse in the afternoon.

Kansas City... WHB -1
Metro Pulse, Nielsen, Trendex, Hooper,
Area Nielsen, Pulse.

New Orleans... WTX -1
Hooper, Pulse.

Miami... WQAM -1
Hooper, Pulse, Trendex.

HOW TO GUARD A $7 MILLION TV INVESTMENT

Helene Curtis' ad manager now delegates most of his other responsibilities to concentrate on commercials for his tv programs.

Beneficial's marketing jigsaw puzzle

Do you sell your station like a fishwife?

Tv Basics/July: program costs lineup, ratings

THE STORZ STATIONS
- TODD STORZ, PRESIDENT

WDGY, Minneapolis-St. Paul
WHB, Kansas City
WQAM, Miami
Represented by John Blair & Co.

DIGEST ON PAGE 2