where there’s a Storz Station
... there’s PRECISION

... precisely why there’s never a dull moment ...
... precisely why in each of these major markets

more radios are tuned to the Storz Station than to any other

MINNEAPOLIS-ST. PAUL WDCY is first . . . All-day average. Proof: Hooper (31.9%) . . . Trendex . . . Pulse. See Blair or General Manager Jack Thayer.

KANSAS CITY WHB is first . . . All-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper, Area Nielsen, Pulse. All-day average as high as 48.3% (Nielsen). See Blair or General Manager George W. Armstrong.

NEW ORLEANS WTIX is first . . . All-day. Proof: Hooper (WTIX 2 to 1) . . . Pulse. See Adam Young or General Manager Fred Berthelson.

MIAMI WQAM is first . . . All-day. Proof: Hooper (42.1%) . . . Pulse . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

FREY REPORT:
WILL AGENCIES FIGHT HARD?

On the eve of the Frey report to the ANA, agencymen review current compensation system, explain their stand

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Will Catholic church screen programing?
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Spanish radio: why it is growing fast
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STORZ STATIONS
TODAY’S RADIO FOR TODAY’S SELLING
50 STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDCY Minneapolis St. Paul
REPRESENTED BY JOHN BLAIR & CO.
WHB Kansas City
REPRESENTED BY JOHN BLAIR & CO.
WTIX New Orleans
REPRESENTED BY ADAM YOUNG INC.
WQAM Miami
REPRESENTED BY JOHN BLAIR & CO.