

MAIL ROOM
MILWAUKEE, WISCONSIN
11 E. C. MILLER
30 ROCKETTELLER PLAZA
MILWAUKEE, WISCONSIN
2 1/2

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



Where there's
a Storz Station ...
... there's
LOYALTY

the Twin Cities . . .
City . . . New Orleans
Miami know there's
t down on a Storz
at why . . . in each of
our major markets . . .
people listen to the Storz
more than to any other.

MINNEAPOLIS-ST. PAUL **WDGY** is first . . . all-day average. Proof: Hooper and Pulse. 50,000 watts plus 50,000 watt personalities. Talk to Blair, or General Manager Jack Thayer.

KANSAS CITY **WHB** is first all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. All-day averages as high as 48.5% (Nielsen). Remember—you get coverage *and* audience on WHB. See Blair or General Manager George W. Armstrong.

NEW ORLEANS **WTIX** is 20 times more powerful . . . with 5,000 watts on 690 kc. First . . . all-day. Proof: Hooper (32.2%)—Pulse, too. In fact, WTIX is first in 462 of 504 Pulse quarter-hours, and first in every single daytime ¼. See Adam Young or General Manager Fred Berthelson.

MIAMI **WOAM** is first . . . all-day. Proof: Hooper (40.1% . . . and first in 264 of 264 quarter-hours) . . . Pulse (432 of 432 quarter-hours) . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

WHY THEY'RE SWITCHING TO STAR PITCH

Growing trend towards star commercials poses some problems for client and agency alike. But advantages of increased sponsor identification offset greater talent costs

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Net tv's new threat-- U.S. Dept. of Justice

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Ask Culligan: Is NBC back on top?

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What sponsors like in radio--

SPONSOR exclusive

Page 36

DIGEST ON PAGE 2

STORZ STATIONS

DIV'S RADIO FOR TODAY'S SELLING
STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *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.