

U.S.

RADIO



DECEMBER
1957

35 CENTS

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Where there's a **Storz Station** .. there's **RESPONSE**

generated by the kind of radio which—
in each of these major markets—
has more listeners than any other station

MINNEAPOLIS-ST. PAUL WDGY is first . . . All-day average. Proof: Hooper (31.3%) . . . 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 averages as high as 48.5% (Nielsen). See Blair or General Manager George W. Armstrong.

NEW ORLEANS WTIX is first . . . All-day. Proof: Hooper (25.9%) . . . Pulse. See Adam Young or General Manager Fred Berthelson.

MIAMI WQAM is first . . . All-day. Proof: Hooper (38.1%) . . . Pulse . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD 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.