



Where there's  
a Storz Station . . .  
there's  
**ENTHUSIASM!**

*the enthusiasm of personalities  
who sound glad to be alive . . .  
who like people, and show it . . .  
who know how to get across to  
the audience.*

so . . . in each of these  
4 important markets . . . more  
people listen to the Storz  
Station . . . than to any other

**MINNEAPOLIS-ST. PAUL . . . WDCY** is first . . . all-day average. Proof: Pulse. To talk to the twins . . . 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 . . . WTIK** is first . . . all-day. Proof: Hooper (32.2%)—Pulse, too. See Adam Young or General Manager Fred Berthelson.

**MIAMI . . . WQAM** is first . . . all-day. Proof: Hooper (36.7%) . . . Pulse (710 of 432 quarter-hours) . . . 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

**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.